

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1909

## Would This Interest You?

¶ Show a merchant that you can increase his business at no added expense to him, and you won't get out of his office until a contract is signed.

¶ If the closing of such a deal would mean a large and immediate profit for you, and if every new customer gained for the merchant meant a new one for you on your own line, don't you think the exclusive control of such a proposition in your territory would be worth obtaining?

*For Particulars Address*

**UNITED TALKING MACHINE CO.**

**259 GREENWICH STREET, NEW YORK**



## Do You Desire to Make Dollars?

### GOOD COIN OF THE REALM?

**We suppose Yes! Well then, we can help you**

☞ We have a special proposition of interest, which will assist talking machine men to increase their incomes.

☞ There is no doubt of it.

☞ The suggestions which we are able to make in this particular will be of monetary advantage to every talking machine man who wishes to broaden his sphere of operations.

☞ It will be easy to increase your income, without materially increasing your expenses, for the suggestions which we will make do not include a large outlay of money.

☞ We have gone into this subject exhaustively and we know that we are on the right road.

☞ We know that we can do precisely what we say regarding bringing about increased incomes for talking machine men.

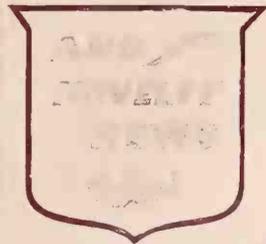
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*Write and see how we can make good*

EDITOR SIDE-LINE SECTION

**THE TALKING MACHINE WORLD**

1 Madison Avenue, NEW YORK



# SIDE LINE SECTION

New York, February 15, 1909

## There's Big Money In This For YOU

### INCREASE YOUR INCOME

It makes no difference where you live or what business you are engaged in, you can positively increase your present income by handling our machines. They require very little attention—just fill the machine and take out the money. Every machine is fully guaranteed and with ordinary care will last a lifetime. They are just the thing for men with small capital, because they bring quick returns and large profits. \$5.00 to \$50.00 a day (according to the number operated) easily made.

### The Talking Scale—Speaks Your Weight

An automatic device which calls out in a loud clear tone the weight of the person standing on the machine, after placing a coin in the slot. It is a nickel-eater that never fails to attract the crowd. Just read the amounts being made: Dreamland Moving Picture Theatre, Cleveland, Ohio, \$35.20 from one scale in two weeks. L. J. Denkler, Macon, Ga., \$120 from three scales in 10 days. H. S. Donnerd, Indianapolis, Ind., \$24.36 from one scale in one day. What others are doing you can do—so don't delay, but fill in and mail the attached coupon to-day before someone else gets into your territory. We are the leading house in the United States for all kinds of Automatic Weighing Machines and Automatic Vending Devices.

### Our Automatic Peanut Machines

are positive winners, over one thousand Peanut Machines being operated in Cleveland, Ohio, alone. This demonstrates that the business is profitable.

### Champion Gum Vending Machines

have been adopted by nearly every railroad in the country, including Illinois Central, Southern Pacific, Baltimore & Ohio, etc.

### A Word of Authority About the Opportunities

The chief difference between the man of success and the unsuccessful man is that the former is quicker to recognize and utilize the opportunities for money making.

Opportunities, however great, are of no value unless acted upon—unless utilized. They come to-day and are gone to-morrow; hence it is that in laying before you the exceptional opportunity for money making afforded by the establishment of a line of our weighing and vending machines, we urge prompt decision. You cannot lose.

Your investment is absolutely under your own control. You take no risks such as bank failures or mining stock schemes, etc., etc.

Better fill in the coupon NOW. Tell us what machine you are interested in and we will show you how you can invest your savings where they will make money for you day and night. While you sleep they are working for you. We operate our own machines in Cleveland, Ohio, and know what they will do.

## The United Vending Machine Co.

131 Caxton Bldg., Cleveland, O.

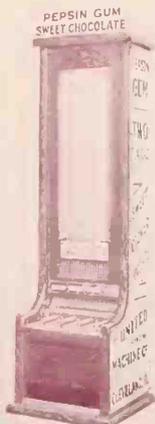


### Emptying the Cash Box

He looks prosperous—why shouldn't he? His income is derived from operating a number of our weighing and vending machines. Looks good—doesn't it? You can have some of it too—if you operate a line of our machines—they're gluttons when it comes down to consuming coins.



WEIGHING MACHINE



CHAMPION GUM AND  
CHOCOLATE VENDING MACHINE



MACHINE FOR VENDING  
SALTED PEANUTS

COUPON

THE  
UNITED  
VENDING  
MACHINE CO.

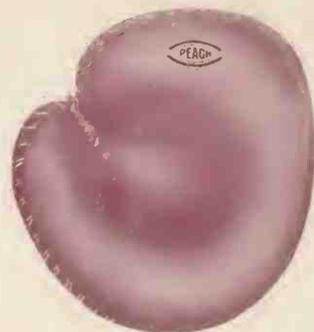
131 Caxton Bldg.  
Cleveland, O.

Gentlemen:—Kindly  
send me information regard-  
ing your Automatic Machines.  
I am interested in your

Name .....

Address .....

State .....



# MAKE MONEY

DURING THE

# SPRING AND SUMMER

BY INSTALLING A LINE OF

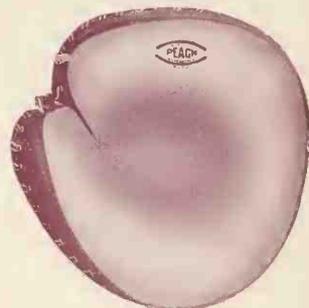
TRADE

QUALITY

# PEACH

WORKMANSHIP

MARK



# Baseball Goods

60 Styles of  
**MITTS**

100 Styles of  
**GLOVES**

LOOK FOR THE BRAND

“THE NAME SELLS THE GOODS”

Product Unmatched      Capacity Unlimited

*WRITE AT ONCE FOR CATALOG  
AND VALUABLE INFORMATION*

**DON'T DELAY, IT WILL MEAN MONEY LOST.**

**Location:** At heart of the Glove Industry and  
center of the Leather Market of the U. S.

Tells the Story of Our Success

**Facilities:** In a word—Expert Operation and  
Experience.

Succeed With Us.

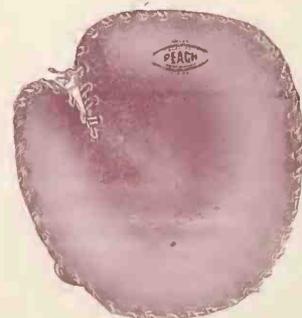
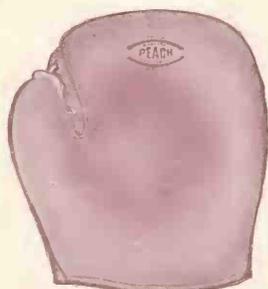
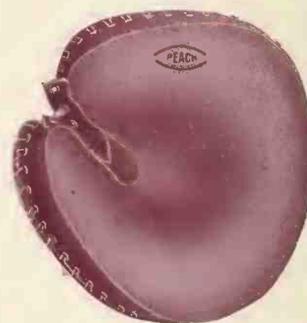
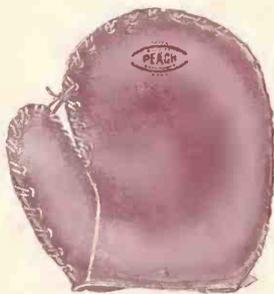
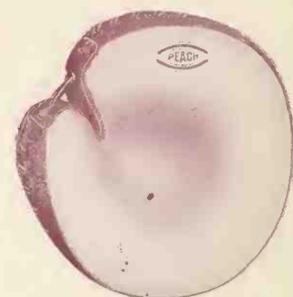
# The J. A. PEACH COMPANY

INCORPORATED

GLOVERSVILLE, N. Y.

HUGH G. HOFFMAN,  
First National Bank Building,  
CHICAGO.

H. L. BOWLDS,  
Pacific Coast Representative,  
Mason Opera House Building,  
LOS ANGELES, CAL.



# The TALKING SIDE LINE SECTION



NEW YORK, FEBRUARY 15, 1909

## VALUE OF WINDOW DISPLAY.

**The Appearance of a Window Like the Appearance of a Man Is Often an Index of Character—It Pays to Pride One on the Attractiveness of the Store and the Window Is a Splendid Indication of One's Progressiveness.**

The value of window publicity is an old but always a "live" topic. While all the world despises the man who lives for appearances only, while we all are agreed that the habit of judging our fellows merely by appearances is vicious, still we are agreed also that appearances go a long way, and are often an important index to character. If a man persists in coming to business day after day without a tie, and if his waistcoat front is an advertisement of what he ate for breakfast, we come to the conclusion that he is shiftless and untidy.

So it is with your store; you pride yourself on its general appearance of neatness. You have it swept daily, or perhaps twice daily, and you insist that your salesmen have a smart and clean appearance and that they welcome your customers courteously. You want as fine a display of goods as your clientele will permit—all these things are as a matter of course.

But do you make that last extra effort to attract your customers to your store? Do you make the first impression so inviting that when they turn into your street or glance at your store from across the way they pause and feel a desire to enter; or, if they go on, feel and remember that you have the very finest display in town?

Don't forget the value of first impressions.

As the eye of man is the window through which his character may be read, so, in literal truth, your show front is the window through which the character of your store may be read.

## POST CARDS FOR EASTER.

**The Easter Season Next to Christmas Is One of the Best Periods for Post Card Selling in the Year—However Talking Machine Dealers Stocking Side Lines Need Not Confine Themselves to Easter, but Should Carry a Line for All Seasons and Holidays in the Year.**

Talking machine men will soon be face to face with the Easter demand for all kinds of post cards and other novelties. In view of the widespread popularity of the fancy post card as a medium for seasonable greetings, retailers should make a point of stocking a sufficient quantity of Easter styles. At a time like this the higher priced and therefore more profitable lines are the kind that will find quickest sale. By this we mean cards that will retail at from six for a quarter to three for a quarter, though, of course, there will always be those who desire the cheaper grade. After Easter, however, the special day card will be dropped temporarily and the view-card will come into its own. Each year adds to the popularity of these cards and the retailer who keeps his stock well supplied will find himself well repaid for his investment. While novelty cards (by that we mean special

day cards) change each year the view cards are standard and as long as they are of good quality there is no fear of their becoming dead stock. Local views are especially live sellers and the dealer in any city or town who neglects having a full assortment is losing a lot of good money. Buyers never tire of them and the more there are and the better they are the more liberal and more profitable the business. Advance orders are essential and the dealer who has not placed his orders for these cards is quite likely to have more or less trouble securing the goods when he wants them.

Whenever it is possible it is well to obtain some exclusive views. This can often be done by either taking a photograph or having one taken for you of the particular object or objects of interest in your locality and either sending this with your order for so many thousand to your manufacturer, who will print your own name along the margin of the address side—or else send your photograph to some well known engraver who makes a specialty of this work and have a cut made, from which almost any local printer can run off any desired number. By the latter process time can often be saved especially if manufacturers have a rush on.

There is no question that the German manufacturers have never quite been able to understand and execute a typical American card. This is now being demonstrated by the large increase in American manufacturers who are meeting with wonderful success. The native product naturally comes a great deal nearer pleasing the average American than any imported line. Home grown humor is more striking and local art seems much better adapted to bring it out.

## MAN'S BEST TRADE-MARK.

**Reputation Is Not What a Man Thinks of Himself, But What Others Think of Him—Some Salient Points for Business Men to Consider.**

A good reputation is a man's best trade-mark. Reputation is not what a man thinks of himself, but what others think of him. A man's estimate of himself isn't apt to pass current. Most men would put the value far too high. Some few would put it too low. Generally the estimate is in inverse ratio to the value, but an unprejudiced public may be trusted to strike a just level.

When it is announced that a new miracle-working electric device has been invented the world is skeptical. If it is stated that Edison is the inventor, skepticism is changed to faith. In the reputation of the Wizard of Menlo the public puts its trust.

George Bernard Shaw says he has written and can write better plays than Shakespeare's. But Shaw's opinion and Shaw's reputation are a long ways apart, and the verdict is still in favor of the poet of Stratford.

N. P. Willis, who is scarcely remembered by a succeeding generation, considered himself the greatest American poet. That was Willis' estimate.

Bryant, Longfellow and Holmes set themselves upon no pedestal, but their reputations were and

are secure. They rest upon the estimate of the public.

We can build but we cannot dictate a reputation.

A prominent western advertiser was once asked what he considered the most essential element in advertising. His reply was, "Reputation." "A page advertisement," said he, "is of little value unless the man making the announcement has a reputation to back it up." It isn't so much what a merchant offers as the fact that he offers it.

Reputation multiplies the value of printer's ink. When, after a lapse of fifteen years, it was announced that Verdi had written a new opera, the musical world was on "the tiptoe of expectancy." It was not the title of the opera, nor the Shakespearian theme, nor any star cast that aroused public interest. It was Verdi. "Rigoletto," "Trovatore," "Traviata" and "Aida" had established his reputation. "Otello's" reception was cordial, as a natural consequence.

Washington's reputation was invulnerable. When a president was wanted for the new republic there was no question as to the man. The man in whom the public puts its trust is the man who points the way to great events.

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

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

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

## SOME BUSINESS SUGGESTIONS.

**How to Increase Trade and Keep Sales Force Occupied.**

The aim of the "Side Line Section" is to place a line of manufacturers in touch with responsible retail forces, so that the two may work along satisfactory lines of distribution.

It will pay dealers and jobbers to investigate the offerings made in this issue by manufacturers, and if there is further information desired, it should be understood that the Editor of the "Side Line Section" stands ready at all times to supply information which will assist dealers to broaden their lines of business operations.

Here are three links in the chain of gold, which will bind you to success: Intelligent buying, good salesmanship, effective advertising. A chain is no stronger than its weakest link. You owe it to yourself—you owe it to your business—to see that each of these links is as strong as your best effort can make it.



### THE SIDE LINE SECTION

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NEW YORK, FEBRUARY 15, 1909

The moving picture theater has become so much a matter of course that when Mayor McClellan moved a few days ago to revoke the licenses of such resorts in New York few realized what the industry meant in dollars, time, and number of persons employed.

Cheap, and even humble, as many of these shows may be, inquiry proves that they represent a growth hardly paralleled in the history of amusements in this country. Within the last five years their glaring signs, strident music, and brightly lighted portals have been multiplied by thousands with a rapidity almost magical. In the larger cities they are numbered by hundreds. Few towns of any size or country fairs lack one or more of them. Flourishing on the thin family purses which go with financial depression, they have affected the theatrical business so seriously that some types of sensational melodramas have been almost driven from the field. Yet these facts hardly give a hint of the scope of the subject—the millions of dollars invested in such shows, the outlays for lanterns, films, and theaters, the stream of nickels and dimes which flow into the box offices of such resorts every week, the growth of a wonderful scientific invention and the ingenuity displayed by a dozen manufacturers of films in supplying novelties. The growth of the industry in the United States, as figured by the New York Times, may be summarized thus:

|  |              |
|--|--------------|
| Capital invested .....                             | \$40,000,000 |
| Value of films made annually.....                  | 102,000      |
| Value of picture machines in use....               | 2,000,000    |
| Weekly wages drawn by employes....                 | 2,000,000    |
| Receipts per week.....                             | 3,000,000    |
| Number of picture shows in the United States ..... | 10,000       |
| Number of employes at exhibitions...               | 100,000      |
| Persons attending shows every week..               | 45,000,000   |

Twelve millions of dollars invested in moving picture shows in Greater New York alone was an estimate made by an expert in the business. There are in round numbers 500 "store shows" in the city, besides twenty regular theaters devoted to the exhibition of moving pictures.

An average investment of \$4,000 for each "store show" was considered conservative. The cheapest of them cost \$500, the more pretentious \$25,000. The finest "store show" properties in the city include one in Harlem, costing \$30,000, and another in Fourteenth street, representing an investment of \$80,000. An average of \$500,000 each was placed on the twenty regular theaters with picture shows. Into this estimate the value of the real estate entered in some cases, that of the good will in others, but, as one owner remarked, there is from present prospects no better amusement to place in the theaters.

Four thousand dollars each was considered a fair average valuation for the picture shows outside of New York. There were 10,000 of these when the last count was made about a year ago. This year, one expert said, the number is nearer 15,000 than 10,000.

"You cannot gain an idea of the growth of the business," he remarked, "unless you travel from city to city and see these show places. Chicago has nearly 350, Philadelphia about 200. One theater in the latter city cost \$150,000; another meant an investment of \$75,000. It is safe to say that there is hardly a town east of the Rocky Mountains of 2,000 population or more that has not a moving picture show. In many cities of from 75,000 to 100,000 population you find sur-

prisingly elaborate theaters of the sort costing \$50,000 or upward. If the average investment of \$4,000 each is placed on 10,000 theaters in the country the investment would be \$40,000,000.

The films made in America every year for the picture shows are worth at least \$102,000. The manufacture of the films is practically controlled by nine concerns. Eight of these are licensed under the Edison patents, the ninth has just formed a combination with a company representing some of the foreign manufacturers. With an output of twelve films a week by the licensed concerns and a total output of two American films and three imported every week by the new combination there are at least seventeen films put on the market every seven days.

Adopting an average of 1,000 feet as the length of each film, and the current selling price of 12 cents a foot, as a valuation, each film represents an investment of \$120. The weekly output is worth \$2,040, the cost of films annually is \$102,000. The moving picture show usually consists of four films, each requiring fifteen minutes to exhibit, and three or four illustrated songs, each costing from \$15 to \$18 a week. In the larger theatres the films are withdrawn and new subjects substituted every second day. The films are rented to the proprietors of the shows for \$50 each a week.

The moving picture machines now in use, with their lenses, powerful lights, and reels, are worth \$2,000,000. They are sold at prices ranging from \$175 to \$225 each, with \$200 as the average price.

A well equipped picture exhibition also requires the services of ten people. By this is meant the working force of a "store show," not a theater. The list includes a piano player, a drummer, a man at the lantern and his assistant, and two ushers only. Their wages average about \$200 a week. With 10,000 such shows the payrolls would be \$2,000,000 for a force of 100,000 persons.

Into the box offices of these moving picture shows at least \$3,000,000 is passed in dimes and nickels every week by American pleasure-seekers. The average "store show" takes in \$300 a week, the proprietors counting on an audience of 200 persons at each performance. In the theaters devoted to moving picture shows receipts of \$3,000 a week are considered good business. The latter class are excluded from the \$3,000,000 estimate, the sum being based on 10,000 "store shows" at \$300 each.

With one-half of the \$3,000,000 receipts representing nickel admissions and one-half tickets costing a dime, the receipts would indicate that 45,000,000 persons visited these shows every week, or nearly every other person in the United States.

### ROLLER SKATES NOT MODERN.

Their Invention Dates Back to 1760—American Manufacturers Now Excel in This Field.

It is only necessary to visit the plant of the Union Hardware Co., Torrington, Conn., to get an idea of the immense number of roller skates which are used in this country. They are undoubtedly among the most popular of the many devices used to give people both amusement and health. Contrary to general opinion the roller skate is not a recent invention. It dates back to 1760 and the inventor was a Dutchman named Merlin, who went to England in that year. Eight years later he exhibited a "pair of skates contrived to run on wheels" at a museum in Spring Gardens, and also gave public exhibitions of his prowess in skating over a smooth floor, playing a violin the while. It appears, however, that his demonstrations were, on occasions, rather more exciting than successful, for it is recorded that he used to fall about and smash into mirrors and pictures which covered the walls of the room. There are some old Londoners, no doubt, who remember the performance of a ballet entitled "Les Plaisirs de l'Hiver," at Her Majesty's Theater about 1849—which the artistes acted on wheeled skates. The ballet made a "tremendous sensation" and helped to establish the pastime in the public favor.

### A RICH FIELD FOR DEALERS.

The Spring and Summer Seasons Unfold Great Possibilities for the Talking Machine Dealer Who Puts in a Line of Camera and Photographic Supplies—Now Is the Time to Prepare for Profitable Business.

With the coming spring a rich field opens up to the talking machine man in cameras and photographic supplies, the possibilities of which are only limited to the amount of ingenuity displayed by the retailer. Each day brings us nearer to the warm, balmy period which follows the winter and heralds the birth of new and joyous life everywhere. It is amidst this rejuvenation that the love of outdoor pastimes comes upon young and old alike and with it the insatiable desire to preserve these beauties of nature in the one way known to science, namely, photography. Are you going to let this opportunity slip by, Mr. Dealer? If so, it will be only to regret it when it is too late. Why not take time by the forelock and investigate this field thoroughly now?

Of course it may be that other lines will appeal more to your particular customers; of that you must be the judge. But the fact remains that if a retailer possesses enough push and ambition, competition, or anything else, cannot stand in his way with these goods. Every man, woman or child is a prospective purchaser of photographic goods if handled in the right way, and many schemes can be worked up to win over a good majority. For instance, make it a point to offer each month cash or other prizes for the best picture submitted by your customers. This will start a keen competition and by a judicious amount of advertising in local dailies will add many names to your list of purchasers. Start camera clubs and spread the news broadcast about the pleasure to be derived from hunting with the camera. Why is deer hunting so fascinating a sport? Simply because of the skill, patience and endurance necessary to get a shot, and yet from experience the writer can vouch for the fact that it is a far more difficult feat to obtain a good negative than it is a shot. And once let a person get into the habit of trailing with a camera and it is next to impossible to break its influence. There are no game laws to affect this sport, and if one has any sentiment against the rapid disappearance of game in this country it is at least some satisfaction to feel as one turns over the pages of his album and glances at this animal or that bird, that as far as he is concerned they are still enjoying life to the fullest extent.

### A REVIVAL IS EVIDENT.

Renaissance of the Bicycle in Public Favor—The Motor Cycle Also a Big Factor in Renewing Interest in These Creations.

To judge from reports which reach this office from various quarters, 1909 will see a strong revival in the bicycle business in this country. While for some years this business has lain dormant in reality it was only regaining its wind after the craze which swept over the country some seven or eight years ago, and is even now preparing for another lively campaign, which, while it may not equal the former vogue, will certainly be of large enough proportions to enable firms in the business to make a very respectable amount of money. Then, too, before there was no motor cycle to help things along, while now there are at least a half dozen well-known makes to tempt the purchaser. These machines are daily becoming more and more popular and dealers who have been fortunate enough to obtain agency rights are reaping a harvest for their forethought.

If your advertising does not lie, the inquiries it brings are of real value. It is foolish, then, not to properly handle these inquiries—not to have the right kind of literature to send out, and convincing follow-up letters, based upon a winning scheme.



**A**LL seasons are good for the  
**Gillette Safety Razor.** Make  
 your Gillette business a steady source of in-  
 come. Keep your stock on display. Let your  
 store be known as GILLETTE headquarters.

It is astonishing how many sales can be made by merely suggesting the razor and explaining its qualities. Most men know of the GILLETTE, but many of them are not posted on what the razor will actually do. They don't realize what it would mean to them in comfort and economy.

You will find that it pays to tell customers about the GILLETTE. The only limit to the business is the enthusiasm you and your sales force put into it.

Use the GILLETTE signs and trade helps.

The GILLETTE is a live proposition for any store. It pays to be identified with it.

*Canadian Office*  
 63 St. Alexander Street  
 Montreal

## Gillette Sales Company

519 Kimball Bldg., Boston

Factories: Boston, Montreal, London, Berlin, Paris

*New York, Times Bldg.*  
*Chicago, Stock Exchange Bldg.*

**Gillette Safety  
 Razor**  
 NO STROPPING NO HONING

## ILLUSTRATED RECORDS.

Talking Machine Records Can be Illustrated at a Trifling Cost by Means of Reflecting Machine and Picture Cards—Talker Fraternity Take Notice of This Innovation.

Since the Side Line Section has made its appearance in The Talking Machine World, the writer has indulged in some hard thinking, endeavoring to give birth to an idea which might prove of value to the "talker" man in connection with the side line end of his business, and he thinks he is now able to "deliver the goods."

How many times have you sat in a theater where illustrated songs were rendered, and while admiring the beautiful pictures thrown upon the curtain, longed for some method of illustrating records without the large expense involved in the purchase of a stereopticon and glass slides? The writer has had just such experiences, but how little did he dream how soon his wish could be realized. Now that the opportunity has arrived, it remains for you, Mr. Dealer, to get in ahead of the other fellow, and push it strenuously forward to the success it deserves.

Records illustrated for a few pennies! Think of the hit such an announcement will make with your customers. Will they not be delighted, when they call upon you to hear the new monthly supplements, to learn that they can procure from you an outfit capable of producing beautiful colored illustrations life-size on a screen, and when they hear you name the price they will undoubtedly purchase it on sight.

Mr. Dealer, the writer sincerely believes his idea is worth money to you, and he thinks you will agree with him in a moment. Listen:

The machine capable of doing the illustrating is already before the public and can be purchased at retail as low as \$4, so no time need



USING ILLUSTRATED POST CARDS.

be taken up with a description of it. It is simply necessary to state that it will do the work, and do it well.

What he wishes to bring to your special attention is the fact that some progressive gentleman can make a bunch of money right now by having pictures similar to the colored postal cards, now so popular, printed to illustrate records. When you think, Mr. Dealer, that artistic picture post cards can be bought at any news stand, drug store, or from vendors on the street for as low a price as three for a nickel, you can easily imagine how cheap you can afford to sell cards of a similar quality, made especially to illustrate talking machine records. It looks good to you, doesn't it?

As a side line, Mr. Dealer, this proposition will prove "the greatest ever," "the one big noise," for it will set the pace for your record sales, stimulating old trade, and establishing new. In fact, it cannot but be a boom to the "talker" man from the very outset.

There is a varied assortment of ballads, march songs and descriptive selections already listed

in the catalogs of the different talking machine companies, and new ones coming every month, which are well adapted for illustration purposes, and when the public learns that this can be done at trifling cost, it will enhance the value of their machines to a vast extent. Ask them and see if I am not right.

The writer is not in a position at this time to state the exact amount of money likely to be involved in the manufacture of these record illustrations. It would depend largely upon the subjects, of course, but the demand would be so great, and, consequently, the number sold so enormous, that even though the costuming, posing, etc., of the talent employed in making pictures proved somewhat costly, the margin of profit would still be extremely satisfactory.

While penning this article the writer has wondered whether the idea he has been bragging about is really a product of his brain alone, or whether at this very moment someone is not turning out a few million song pictures.

He can only agree with the illusionist at the vaudeville show who, when about to attempt a particularly difficult feat, turned to the audience and remarked: "This is a good trick if I don't do it."

## ILLUSTRATED RECORDS.

(Air—"When Love is Young.")

When songs are sung in future

Upon the phonograph,

What do you think may happen

To help you cry or laugh?

What joy will hold you spellbound

While bugle blasts ring high?

You'll see the singer there, and then

The troops march by.

HOWARD TAYLOR MIDDLETON.

## HENDE MFG. CO. PUBLICITY.

The Hende Mfg. Co. have favored us with a catalog of their Indian motorcycles, showing all their latest styles and containing as well as a detailed, descriptive and illustrated story of the special features that enter into the 1909 Indian. The volume is handsomely gotten up, cleverly written and should prove a forceful means of conveying desired information to dealers and would-be purchasers regarding the individual merits of these creations. The headquarters of the Hende Mfg. Co. is located in an imposing building at Springfield, Mass., where they have built up a splendid trade based upon quality.

## SPORTING GOODS MEN IN NEW YORK.

The National Sporting Goods Dealers' Association will hold its annual meeting in New York during the present month. There will undoubtedly be a large attendance at this most important event, when officers will be elected and the plans for the year outlined. It would pay dealers to manifest a closer interest in this organization, for in this way the dignity of the sporting goods trade will not only be maintained, but many matters of great interest and of trade advancement will be inaugurated, all tending to the prosperity of the retailer, jobber and manufacturer.

## SPALDING AGAIN IN PHILADELPHIA.

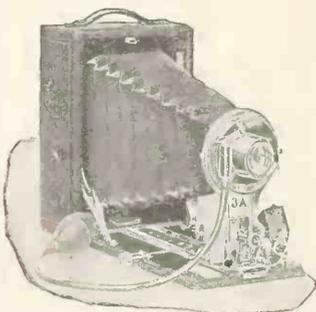
A. D. Spalding & Bros. have secured a lease of the building, 1210 Chestnut street, Philadelphia, Pa., where they intend to open up an establishment under the management of F. J. Gray. The Spalding people retired from the retail sporting goods business in Philadelphia some ten years ago, but find now that Philadelphia is waking up, perhaps since Hammerstein captured the Quaker capital.

To secure economical results you must systematize your work. If enough time can be saved in this manner to increase your business by one order per week it will pay you well for the effort. By way of demonstrating we suggest that a few minutes each evening be spent in arranging and laying out your work for the following day. Try it.

# Seize the Opportunity!

GET THE

## SENECA CAMERA AGENCY



Pocket Seneca No. 3-A—Post Card Size

as a Side Line before some one else snaps it up. It's not the money you spend, but the money making opportunities you lose, that really count.

Let us tell you how Cameras can be made to boost the net earnings without adding anything to the expenses.

64 Page Illustrated Catalog and Particulars Upon Request

**SENECA CAMERA MFG. CO.**  
ROCHESTER, N. Y.

Largest Independent Camera Makers in the World

**REASONS FOR SUCCESS.**

The J. A. Peach Co., Incor., Gloversville, N. Y., Have Built Up Quite a Business as Manufacturers of Baseball Gloves and Mitts—Reasons Responsible for Their Success.

(Special to The Talking Machine World.)  
Gloversville, N. Y., Feb. 6, 1909.

Among the progressive establishments of this famous glove center is the J. A. Peach Co., Incorporated, who are winning quite a reputation as manufacturers of sporting goods. The problem of manufacturing baseball gloves and mitts found its inception in the organization of this company in this city within the past three years. In a general way little was known then of the firm, the members, or the product they represented. They started the manufacture of these specialties in a modest way with the realization that not only one but many questions figured in the successful marketing of their particular class of merchandise. Their goods have now been sufficiently long on the market to have attained a well earned and deserved measure of recognition among dealers and jobbers throughout the United States.

In a measure success or failure in this manufacturing era lies primarily in the attitude, or wise policy laid out, and that strictly adhered to. Fulfillment of obligations and retention of confidence are two of the basic reasons specially emphasized by the J. A. Peach Co., Incorporated, as responsible for their successful advent as factors of importance and standing among the manufacturers of sporting goods.

As may be noted from their advertisement elsewhere they are turning out a large line of gloves and mitts covering all prices and styles. In talking with a member of the firm the other day he said: "Our line is especially suitable for progressive talking machine men who desire to handle a side line which will pay them good profit, and bring many customers to their store. The sporting season will soon be with us, and it behooves those who desire to get in line to prepare for one of the best seasons in many years by stocking early."

**KING MOTORCYCLE.**

Present Heavy Demand for These Machines Which Is Constantly Growing—Wonderful Improvements Made in Their Manufacture—Profits in Handling Such a Line.

Perhaps no revival has come so rapidly and so surely as that of the bicycle craze. One has but to watch the growing throng of cyclists flying along the streets of cities and towns or along country roads to realize that such a revival is real. And it has brought with it the motorcycle, that automobile for one, which from a crude, cumbersome affair of a few years ago has developed into a handsome high-powered machine built like a watch and capable of reeling off a mile a minute if necessary. Of course the chief improvements have been in the engine in the direction of reducing weight necessary per horse power until at the present time it is possible to secure a four-cylinder engine of as high as seven horse power which may be installed in the frame of a bicycle not much larger than the ordinary styles. Just how acute is the interest in motorcycles at present was exemplified at the Automobile show recently held in Madison Square Garden, New York, and where over a score of motorcycle manufacturers displayed their latest and most perfect creations.

The entire basement was given over to these machines and the exhibits were visited and inspected by thousands.

Many talking machine dealers formerly hauled bicycles when the craze for them was at its height and they can appreciate the profits in handling such a line. It is the wise man indeed who does not hesitate to investigate the present live opportunity of profiting by the revival and the coming of the motorcycle and put in a stock of these machines.

Within two months at least the roads in most

sections of the country will be fit for bicycling, and when that time comes it is the dealer who has the vehicles to offer who will reap the reward.

**INCORPORATED THIS MONTH.**

The World Patent Vending Co., of 172 Washington street, Chicago, Ill., has been incorporated to carry on a general mercantile business with a capital of \$1,000. Hiram I. Keck, John W. Clark and Michael Baccash are the incorporators.

\* \* \* \*

Among the new incorporations in the State of Illinois is the Commercial Appliance Co., 135 Adams street, Chicago, organized with a capital of \$3,000 to manufacture novelties. The incorporators are M. M. Wood, George W. Conover and Arthur MacNeal.

\* \* \* \*

The International Film Mfg. Co. has been incorporated at Dover, Del., with a capital of \$10,000. The incorporators are: Orrin B. Faussett and Isaac Kriebel, of Philadelphia, and William C. Popp, Wilmington.

\* \* \* \*

The Knickerbocker Leather & Novelty Co., New York, has been incorporated under the laws of the State of New York, to manufacture leather goods and advertising novelties, with a capital of \$60,000. Incorporators: William Tager, 1109 Forest avenue; Barnett Epstein, 1110 Jackson avenue; Morris Epstein, 1105 Forest avenue; Saul L. Kowarsky, 1107 Forest avenue, New York.

\* \* \* \*

The Payne Mfg. Co., of New York, has been incorporated under the laws of the State of New York to manufacture novelties, notions, etc., with a capital of \$10,000. The incorporators are: Hulbert Payne and Ellen D. Payne, 3 Burling Slip; James J. Wilson, 288 St. Nicholas avenue, all of New York.

\* \* \* \*

The Calumet Film Exchange, of 184 La Salle street, Chicago, has been incorporated under the laws of the State of Illinois with a capital of \$21,000 to deal in moving picture films. H. Heinemann, John A. Verhoeven and George Hoke are the incorporators.

\* \* \* \*

The Illinois Metallic Novelty Co., of 908 Unity Building, Chicago, Ill., was incorporated during the month to manufacture novelties, etc., with a capital of \$3,000. Incorporators: George E. Miller, James G. Kellogg, William H. Feindt, Jr.

\* \* \* \*

The George K. Spoor Co., of 184 La Salle street, Chicago, have been incorporated recently to deal in moving picture supplies with a capital of \$5,000. Incorporators: John A. Verhoeven, L. R. Verhoeven, Robert Verhoeven.

\* \* \* \*

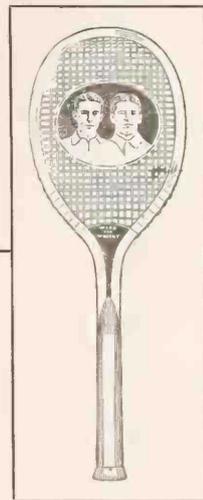
The World Machine Co., Irvington, N. J., has been incorporated to manufacture vending machines with a capital of \$250,000. Incorporators: H. M. Browne, F. W. Mills, E. J. Forhan.

**FEBRUARY, THE SHORT.**

"I suppose you know how the month of February happened to have but 28 days," said the snake editor to the horse editor.

"Yes, I do," was the reply. "When Julius Caesar revised the calendar, he named a month after himself, July. The following month was left with its old name, Sextillis, or the sixth month, for that was its number in the Roman calendar. When Augustus became emperor, he thought he had as good a right to have a month named after him as Julius had, so he renamed Sextillis and called it August. At that time Sextillis had but 30 days, while July had 31. Augustus thought his month should have as many days as Julius, and one was taken from poor little February to accomplish the object."

"I always supposed that something of the sort happened, but my idea was that Augustus had been working so hard one February that he took a day off, and it never was replaced."



**WRIGHT & DITSON  
LAWN TENNIS GOODS**

Dealers in Talking Machines who want to add a profitable side line to their business should put in a full line of Wright & Ditson's specialties. There is a splendid margin of profit, particularly on the rackets. The Wright & Ditson Lawn Tennis goods are the best known and are the best.

Our balls are used in all National Championships of the United States Lawn Tennis Association, and all the Champions use the Wright & Ditson rackets.

We supply catalogues free with dealers' imprint.

Correspondence solicited; send for catalogue and prices.

**Wright & Ditson**  
344 Washington St., Boston, Mass.

**BRANCH STORES:**

18 West 30th Street, NEW YORK CITY  
84 Wabash Avenue, CHICAGO, ILL.  
76 Weybosset Street, PROVIDENCE, R. I.  
Harvard Square, CAMBRIDGE, MASS.

### ATTEMPTS AND ACCOMPLISHMENTS.

"The Reason Why Most Men do Not Accomplish More Is Because They do Not Attempt More," Says U. G. Case in *Modern Methods*.

The above is most likely applicable, in a sense, or in a degree, to every individual. There is a marked tendency in human nature to do only that which is required or ordered, or sufficient to create an income to satisfy ordinary desires of a personal nature—living and pleasure.

Decided successes may generally be traced to definite causes, embodying an attempt always to do more than is required of you, or through having greater than ordinary desires. Yet, decided successes are also sometimes a fortunate combination of circumstances—called luck by some.

Non-success cannot always be traced to inability, lack of personal characteristics, or an insufficient strong will, or lack of interest, or of desire to succeed. That world fate seems to enter strongly into their lives. Unfortunately there are some people who can't accomplish any degree of success.

This is generally traced to some reasonable and explainable cause, and yet they cannot overcome the cause. Probably, it is the work of a higher force. A millennium probably never will make its appearance; probably we would then be worse off than now. If equality existed there would be nothing to strive for.

This suggests ambition. The world's advancement is gaged by man's ambition. To be satisfied is to have no ambition. To be dissatisfied is to desire more—greater accomplishments mentally, bodily, worldly and spiritually. Hence ambition creating. Ambition works overtime, attempts more, accomplishes more.

If we only do what we are ordered to do, we put ourselves on a level with the lower instincts of uncivilization, or the lower animals that do man's bidding. An equality of humankind from prehistoric days to the twentieth century, would set us back almost that many centuries compared to the present world's progress.

If we only do what we are ordered to do, we find no pleasure in the work, in the accomplishment—we only await pay day—meanwhile probably labor against will—rather a slaving proposition. To sleep the required number of hours, work ten hours a day, do some necessary personal work during balance of time, leaves us a small proportion for pleasure.

Consequently, blessed and fortunate is the man who gets pleasure out of his work—works with a pleasure. It is he who endeavors to do the best possible—the best in him—it is he who attempts

more, hence accomplishes more, resulting in advancing himself mentally, bodily and increases his income.

Success in any sphere of life is, therefore, traced primarily to an ambition for advancement mentally and in the work allotted to us; to improve ourselves so we can improve on our work results; to always attempt more than we are requested to do, and to do it—not theoretically, but practically. Deeds count to yourself—to your employer.

Applied to salesmanship, they mean you should, to attain decided success, advance yourself mentally. This means knowledge of a general kind. Create a personality that carries with it a force that attracts—that is magnetism. This force is the power that wins—makes friends—brings orders—retains friends—continues orders—broadly speaking, means Success.

It means you should constantly seek a better knowledge, better general understanding of your goods. You should know as much as possible of your competitor's goods. You can never know too much. Properly fortified you can hold out indefinitely. Read and study all you can secure on your line of goods. Knowledge is power—someone said.

It means an innate desire to succeed—ambition of a higher order, the kind that wins character, honorable orders and money—not the wrecking kind.

Create records, keep up by all possible and honorable means such records. Do not rest on well-earned, well-deserved laurels. Look for higher laurels. Do not take for granted your company is satisfied. They never are—all business houses are grasping. Even if apparently satisfied, strive yourself for increased orders—it's the one positive way to increase salary.

Work the required time—sometimes more—it pays. Rob your employer of nothing—not even time. Time means money to him—he pays you for it. Never think you do too much. Those that do don't succeed—they become grouchy because too all-important—to themselves—expect too much. Attempt more—do more—the reward is bound to come some day.

Do not attempt more because no other salesman with your company gets more salary, or because he gets less. Do not guide yourself by others. Every "man is the architect of his own fortune"; so also of his standing and place in his company. Aim to surpass all other salesmen; when you surpass, aim still higher—the reward is yours—not the other salesman's.

Moral: "The reason many salesmen accomplish more than others is because they attempt more—the reward is self-evident."

### THE NICKEL EATER.

The Man in the Box Who Is Constantly Crying for More Coin—A Novelty Which Is Attracting Great Attention in All Parts of the Country—Splendid Possibilities in This Device—A Novel Invention Is the American Talking Scale—It Speaks Your Weight.

The Talking Scale is an automatic device which calls out in a perfectly audible tone the weight of the person standing on the scale, after placing the coin in the slot. It's a big money-maker. The novel money-maker is not an experiment, but a method of cleverly combining the two well-



TWO VIEWS OF TALKING SCALE.

known perfect machines—a scale and a talking machine.

The Talking Scale is equipped with a 10-inch disc record. The different weights are recorded on the record in the same manner that a song is recorded; that is, after the scales announce "one hundred pounds" the scale speaks "one hundred pounds," according to the weight of the person standing on the platform.

When a person stands on the platform of the scale there is an attachment connected with the platform which draws the reproducer or sound-box down to the line on the record which is to announce the correct weight. When the coin is inserted in the slot it falls down the chute and releases the disc, which makes one revolution, calling out the correct weight. This announcement is carried directly to the opening of the machine by the aid of a metal horn.

This marvelous device is manufactured by the United Vending Machine Co., Cleveland, O.

This concern operates hundreds of machines and have a perfect index system for keeping account of labor, supplies and percentage paid to location, so that in an instant they can ascertain all particulars relating to any machine, no matter where located. They can supply valuable statistical matter to assist their agents in every part of the country.

The opportunities this product offers to bright, energetic business men are manifold. The closest investigation is invited and the manufacturers desire representatives who will take hold of this business proposition with determination.

There are hundreds of first-class places where the machines can be placed to advantage, such as hotels, cafes, railroad stations, waiting rooms, summer and winter resorts, cigar stores, etc.

They are money-makers, and they attract the curiosity of the public.

Here is an opportunity for talking machine men to get in touch with a money-making proposition. The company will be pleased to supply all necessary data and information, and it is interesting to note what money-makers are these coin-operating machines.

## SALES-PULLING SIDE LINES

### THE PRESIDENT INK PENCIL

Guaranteed a Perfect Writing Instrument

Necessary alike for Men, Women and School Children. Fills with Ink like a Fountain Pen. Writes like a Lead Pencil. Will Not Leak Carried in Any Position.



MADE IN TWO SIZES:

No. 1 or short pen,  $4\frac{3}{4}$  inches open . . . \$1.50—to dealers, \$12.00 per dozen, f.o.b. Chicago  
No. 2 " long "  $5\frac{1}{2}$  " " . . . 2.00— " 16.00 " " "

PRESIDENT Fountain Pen Ink for Fountain Pens and PRESIDENT INK PENCILS

A Superior Line of Inks, Pastes and Mucilage. Send for Catalog.

Novelty Statuettes--Quick Selling Novelties. Make Great Window Displays

The McCutcheon "Purp" Prehistoric Animals Carbon Paper

179-181 Lake St., F. W. McINTOSH CO., CHICAGO

**CARDS FOR NATIONAL HOLIDAYS.**

Among the Most Profitable According to Those Who Have Given the Field a Thorough Trial Are the St. Patrick's Day Emblems—Some Interesting Data in This Connection.

Chatting the other day with a talking machine dealer who has made quite a success of post cards as side lines he said that among the various special cards he handled of St. Valentine's Day, Easter, Washington's Birthday, Lincoln's Birthday, St. Patrick's Day, Decoration Day, Fourth of July, Labor Day and other festivals, his best sellers are those designed for Irish celebrations, and that of the various buttons, badges, shamrocks, ornaments, brooches and rosettes made up for Irish celebrations there are sold in this country altogether about a thousand million annually, or as many as are sold of similar emblems for the celebrations of all other nationalities put together.

As the dealer puts it, suppose there are in this country of Irishmen and their immediate descendants, say 10,000,000 people; that would give 10,000,000 Irish purchasers. But there are sold of these Irish emblems a thousand million a year, or a hundred times ten million, and who buys them?

They are sold for souvenirs at dinners and they are sold at fairs and to be worn at various celebrations as well as on St. Patrick's day. Many are lost or broken, others being bought to replace them. Many are bought to be given away; individual purchasers buy a dozen at a time and give them to their friends. Irish emblems appear also to be bought and worn by people of various other nationalities.

The sale of the shamrock and other Irish emblems in the streets is confined to a few days about St. Patrick's day, but preparations for this brief period of public sale, when novelties are introduced, are made months in advance. Emblems that will be offered in the streets here on March 17 may have been designed and the manu-

facture of them begun last September. New York dealers in these emblems and in the multitudinous variety of novelties that are produced for all sorts of other occasions as well, sell goods all over the country and samples must be out early.

Of St. Patrick's day emblems, for example, there are now offered about a hundred varieties, and the manufacturers get out new styles every year. Dealers in distant localities, as for instance on the Pacific Coast, must have these samples to select from well in advance to enable them to give their orders in time, and it takes time to manufacture and transport the goods, which must arrive at their destinations in ample time for distribution.

And the same is true of the little hatchets and badges, emblems of one sort and another that are specially designed for Washington's Birthday, as it is also for the many kinds of emblems that are made for the various other days in the course of the year on which emblems are worn. They are all designed and the work of manufacturing them is begun long in advance, and of all these many emblems thus designed for wear on special days there are sold altogether in the United States about 2,000,000,000 yearly.

**COLOR CHRONOPHOTOGRAPHY**

Seems to be Nearing Its Final Solution—Some Recent Developments.

After the successful solution of the problem of color photography by the Lumière Brothers, the problem of color chronophotography seemed to be nearing its final solution. But the practical difficulties encountered were far greater than in ordinary photography. Flexible films of 100 feet and more in length must be handled, instead of glass plates of limited size. On the other hand, the Lumière process is suitable only for the making of transparencies. Duplicate positives from a series of negatives are out of the question.

A novel system has recently been invented by a Roman painter, Signor Barricelli, for the cinematographic reproduction of animated scenes in their natural colors, says the Scientific American. The coloring of the films is obtained by means of the three-color process, but in a novel way. Instead of coloring the film itself, the inventor reaches his result by a rapid presentation of images, each of which is colored in one of the three fundamental colors—red, yellow, blue. By virtue of the well known phenomenon of visual persistence, these images will give the impression of a complete three-color image.

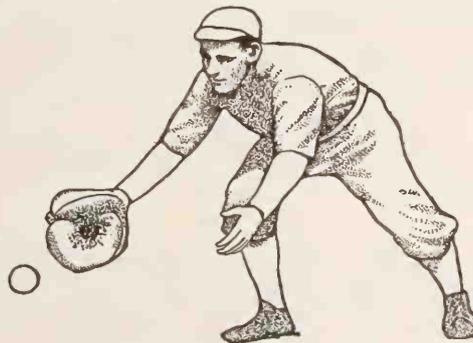
In order to reproduce a given scene in its natural colors it is sufficient to photograph the object three times through properly colored screens, each of which will allow only the light rays of a given color to pass. Thus, three analytical color negatives are obtained. The corresponding positives printed from these negatives in black and white must be projected in rapid succession on a white wall, each through the same color screen used in obtaining the negative. The eye will then perceive a multi-colored image, provided the rate of succession be such that the individual impressions due to the various colors on the retina may superpose themselves on one another. The length of the photographic film, as well as the speed of succession, should, accordingly, be three times as great as in the ordinary cinematograph. The system adopted by Barricelli for insuring the succession of the various color screens in front of the objective, both during the taking of the views and during projection, is of remarkable simplicity. A glass disc divided into three colored sectors, according to the fundamental colors red, yellow, blue—is rotated in front of the objective so as to change the screen at each move of the cinematograph shutter.

Energy, system, perserverance; these were the cardinal principles of Napoleon's success. You need them all in your business if you desire to achieve success.

**Baseball Goods Are Profitable**

THEY FIT IN WITH YOUR BUSINESS

The Goldsmith Line of Sporting Goods Is Complete



Backed by Our Unrestricted Guarantee as to Satisfaction and Quality



Write at once for full particulars and why it will pay you. Also advising in which Catalog you are interested—

SPRING AND SUMMER CATALOG.—Baseball Supplies Complete.

COLOR BOOK of Baseball Uniforms.

FALL AND WINTER CATALOG.—Footballs, Boxing Gloves, Striking Bags, Football Uniforms.

ATHLETIC CLOTHING, COLLEGE PENNANTS, etc.



**P. GOLDSMITH'S SONS, Manufacturers**

New York Salesroom: WILSON TRADING CO., 46 Cortlandt St.

Main Office and Works: 207-9-11 W. Pearl Street,

Cincinnati, Ohio

Branch Factories: COVINGTON, KY.; NEWPORT, KY.

### NO USE FOR OLD FOGY METHODS

In These Modern-Method Days—"Investments" and "Expenses"—How to Build Up a Steady Patronage—Ideas Abound in Every Direction—Profit Made Out of Honesty.

It takes all kinds of people to make a world, and all kinds of people have all kinds of opinions. There is the old fogy merchant, for instance, who does not believe in the so-called up-to-date methods—up-to-date store fixings and arrangements. He is afraid that any radical change will drive away the old-established and steady-going trade that the store has been years in building up.

Up to date means increased expenses to him; it is just a clever scheme to wheedle some of his cash away. He forgets that the old reliable trade will, in the process of time, if through no other cause, die off, and that unless new trade is continually added the days of his business are surely numbered.

In order to do a successful business, and keep it ever on the path of progress, the confidence of the public must be secured.

Nowadays people have little confidence in any business that does not make some pretensions to being up to date. They have an idea that the men who run it are themselves behind the times; that they do not keep posted on styles, fashions and methods. And who would patronize a store for supplies if they felt that the goods displayed were more likely to be old style and out of date than just fitted to the season's requirements.

The appearance of the store has much to do in making a good impression, and an erroneous impression once formed is the hardest thing to overcome.

The bugbear of expense often stands between a man and success. Have you ever seriously considered what expense means—what it is?

Stocking a store with goods is an expense, and a pretty big one. Clerk hire is another

large item of expense; so is rent, heating, lighting, advertising, etc.

The biggest amounts are usually dignified with the term "investment," the little fellows are simply called "expense," and every merchant makes it his business to cut the latter as much as possible.

Call them all investments, treat them as such, and you will be more likely to get profitable returns.

### USING DENATURED ALCOHOL.

Quite a Demand for Convenient Utensils to Use Denatured Alcohol as Fuel—New Field Opened Up by an Enterprising Dealer—Within a Short Time Denatured Alcohol Will Become the Proper Fuel.

A line that is being energetically pushed by the manufacturers is that consisting of utensils for using denatured alcohol. When only the pure alcohol was obtainable there were various forms of stoves and lamps put on the market, but the high cost of the alcohol practically made its regular use out of the question in the average household.

Since the time the Government recognized the industrial standing of denatured alcohol and the fact that when thus prepared it was unfit for human consumption, thereupon removing the revenue tax from the denatured product, there has been a strong stimulus in the devising of convenient utensils to use that fuel.

Concerns have sprung up having for their exclusive purpose the exploiting of such utensils, special cooking demonstrations for housewives being given several times each day.

At the present time articles for using denatured alcohol include heaters, various forms of cooking stoves for the home, yacht or for travelers, self-heating irons and various forms of lamps. A line of these specialties presents a most attractive appearance and their novelty appeals strongly to the progressive housekeeper.

The standard price for denatured alcohol is about sixty cents per gallon and it is even now readily obtainable even in the smaller towns. The growing demand for it will naturally mean that it will be handled by other dealers besides druggists, who practically control the sale of denatured alcohol at present.

Dealers looking for a handsome, easily handled and attractive side line should investigate the possibilities of articles mentioned. Their novelty will appeal strongly to the casual caller and the cleanliness of denatured alcohol as a fuel combined with the absence of disagreeable odors and danger of explosion should interest those who desire handy cooking contrivances for the heated months and for the vacation period. However, the lamps and, in fact, all the articles are decidedly in season all year round, their uses being manifold.

### NATIONAL SALES MANAGERS MEET.

The National Sales Managers' Association was perfected recently at Chicago. About fifty-five sales managers of Chicago industrial and commercial concerns enrolled as charter members and a permanent organization was effected. The following were the officers elected to serve the first term of six months:

President, H. H. Cushman, of the L. A. Becker Co.; vice-presidents, C. A. S. Howlett, of the Western Electric Co.; L. G. Muller, of the Columbian Bank Note Co.; Geo. C. Ebeling, of Gage Bros. & Co.; secretary, John T. Webber, of the Wabash Cabinet Co.; treasurer, R. L. De Nise, of the Adams & Elting Co. While the membership is at present limited to Chicago sales managers, it is the purpose to make the organization national in its scope and steps will be taken to extend the membership accordingly.

Successful salesmanship is based upon an intimate knowledge of human nature. Study your customers. Get acquainted with their individual characteristics and humor their fancies.

## A SIDE LINE

which may soon become

## YOUR MAIN LINE

We can refer to quite a number of talking machine dealers who have taken on our line of

## PIANOS and PLAYER PIANOS

and feel well pleased with the results achieved! Suppose you consider this proposition!

We control the output of two large factories furnishing a complete line of pianos and player pianos of unexcelled merits!

Let us hear from you.

**WINTER & CO.**  
Manufacturers

220 Southern Boulevard (cor. E. 137th St.)

NEW YORK CITY

## SOME EXCELLENT SIDE LINES

Made in the West—New Viascope Co. Catalog—Post Cards and Accessories—F. W. McIntosh Co. Specialties—The Output Co.'s Lines—Other Goods That Should Interest Talking Machine Dealers—The World's Special Side Line Section Praised.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 6, 1909.

The special side line section which made its debut in separate covers last month has attracted a great deal of attention, and much favorable comment has been heard in the trade regarding the importance of side lines, which in this day of expansion fill the aching void in the talking machine stores. A perusal of the side line supplement, with the various offers of its attractive side lines, has been found by Chicago dealers with their already numerous variety of lines to be worthy of consideration.

When one considers that good side lines not only make the store more attractive in the ornamental sense, but earn enough on the practical side to balance the rental, light, heat and other expenses he will wonder how he ever did without them.

The Viascope Co., of this city, have just brought out a very attractive catalog describing "the latest and best moving picture machine." In this five-cent theater era talking machine dealers have not only sold these machines, but in many towns have secured five-cent theater privileges, thus opening for themselves another profitable business.

The post card industry of Chicago is a very live one at the present time and offers to the dealers a meritorious side line. Gartner & Bender, 107 East Madison street, have just brought out some very fine styles that are making quite a hit with the trade.

For those dealers who handle post cards, newspapers, magazines, etc., the Gier & Dail Manufacturing Co., of Lansing, Mich., have several cabinets that represent the latest up-to-date improvements of that line. "We make the only post card cabinet with a center disc. We have seven different styles of revolving post card racks. We have post card and magazine pockets in any length strip to fit in any space in your store," they inform your correspondent.

The F. W. McIntosh Co., 179 Lake street, have several side lines which could be used as auxiliaries by dealers. The President ink pencil, which is guaranteed to be a perfect writing instrument and one worthy of the name, can be used alike by men, women and children. It can be handled with good profit and should offer a good side line. A line of statuettes that can be used as ornaments and oddities and that are live wires in the selling field are also offered by the company.

The Output Co. of America, with offices at 1110 Heyworth building, are not only having excellent results in marketing the output of the Cut Glass Works, but will in the course of a couple of weeks consummate arrangements for the handling of several lines which will make peculiarly good sellers for talking machine dealers.

The Automatic Machine and Tool Co., of this city, have a very excellent slot machine containing 24 disc records that they will put before the trade in a very short time. It offers everything modern in this type of machine and is a money-maker.

The sporting goods factories are turning out baseball goods galore at the present time, and many of them are so rushed on present orders that their plants will be run to capacity limit for the next four months, irrespective of future business.

A post card concern that has its busy signal out almost all of the time is Alfred Holzeman, of 2815 Wabash avenue. Mr. Holzeman is a worker and is a specialist in his own particular field.

There has been nothing of recent years that has magnetized the trade as has the "Billiken," god of happiness, luckiness and prosperity. It is

the invention of a Chicago girl, and is marketed by a Chicago company. Not only have most of the retail stores these goods on display, but they are seen in private residences all over the city. The object of the "Billiken" seems to be to destroy the "grouch."

Talking machines speak for themselves, and the fact that many dealers are adding fountain pens as an auxiliary side line would seem to indicate that the pens would write for themselves.

## J. C. GROSHUT ON WESTERN TRIP.

Secretary of Manufacturers' Outlet Co. Expects to do Record Business—His Extensive Itinerary Covering About Two Months—Another Trip Planned.

The same day that the Manufacturers' Outlet Co. removed to their new offices and factory, on the second floor of 89 Chambers street, New York, namely, February 1, J. Chas. Groshut, secretary and treasurer, started on a selling trip that will take him through the Middle and Central Western States and through the Northwest. With the company's lines, which he believes will appeal to the general talking machine trade look-



J. CHAS. GROSHUT.

ing for profitable side lines, Mr. Groshut expects his sales will exceed \$100,000. He is an experienced traveler and seasoned salesman.

His itinerary is as follows: Albany, Schenectady, Utica, Syracuse, Rochester and Buffalo, N. Y.; Cleveland and Toledo, O.; Detroit, Lansing, Grand Rapids and Kalamazoo, Mich.; Chicago, Ill.; Racine, Milwaukee and La Crosse, Wis.; Minneapolis, St. Paul and Duluth, Minn.; Dubuque, Cedar Rapids and Des Moines, Ia.; Omaha and Lincoln, Neb.; Topeka, Kan.; St. Joseph, Kansas City, Jefferson City, St. Louis and Springfield, Mo.; Decatur, Ill.; Terre Haute and Indianapolis, Ind.; Louisville, Ky.; Cincinnati, Dayton, Springfield and Columbus, O.; Wheeling, W. Va.; Pittsburg, Harrisburg and Philadelphia, Pa.; Trenton, N. J.

Mr. Groshut will probably be away at least two months, and on returning will go through the South and Southwest.

## HOW THE DOLLAR MOVES.

An Illustration in Multiplication Which Like the Acorn Grows Large Oaks of Profit.

Here is a simple problem in multiplication: If you invest a certain amount of money in a piece of music, or a banjo, mandolin, or harmonica, or any other side line item which you handle, and then sell it at an advance of 15 cents, you have made 15 cents.

If you use the same money for the purchase of similar goods, and make four such deals in a year, you have cleared 60 cents.

If you have \$10,000 in your business, and are able to turn it over four times a year, you are on the same level as the man who has \$40,000 and turns it over once in a year.

If the above don't carry its own moral, then there is no moral to be made out of it.

That is a great question in selling goods: To sell the goods, and get the money out of them; to have that money to put back into other goods, to sell again.

If you have a dollar locked up in some old

slow-coach of an article, go at it with all your might, and get that dollar out. Then speed it forth after something else that will move livelier; keep it at work, and make it earn something all the time.

Better have your money in a savings bank at 3 per cent. than in some old "storekeeper" at nothing at all.

## STATIONERY AS A SIDE LINE.

A Line Always in Demand—The Local Dealer Gets the Trade—An Excellent Offer to Those About to Install Such a Line.

Everybody writes letters, and consequently everybody must buy stationery either in large or small quantities, and the general inclination is to buy it at the most convenient store. The dealer who has a side line of writing paper and envelopes is therefore in a position to build up a large and profitable trade in same in his immediate vicinity. Those considering installing such a line should not fail to peruse the announcement of the Berlin & Jones Co., New York, offering an assortment of writing paper and envelopes, 100 boxes, sufficient for the nucleus of a stock, for \$15. The stationery is of good quality and sells for 25 cents and more per box, ensuring an excellent profit for but little effort.

## HOW PIANOS MEAN PROFIT

For the Talking Machine Dealer—Appeal to His Customers Who Appreciate Music—How Coin-Operated Electric Pianos Can be Made to Produce Large and Steady Income.

Many talking machine dealers have realized the advisability of installing pianos as a side line, and the success that has attended such a move has been most pleasing. Pianos, as musical instruments, naturally appeal to those people who are regular purchasers of talking machines and records, for such people have an appreciation of music, and generally have a desire to get away from the machine-made product occasionally and make their own music by means of various instruments. Several lines of pianos have been exploited in the columns of The Talking Machine World, and dealers have shown marked interest in the possibilities of handling such a line.

Coin-operated electric player-pianos are a line that brings profit to the dealer two ways. He can sell them outright to amusement resorts, cafés, etc., at a good figure, and incidentally create a customer for additional music rolls, or make still more money by installing the pianos in various public places on a commission. The gross earnings of these instruments in a fairly good location make a surprising total, and the cost of the piano is soon cleared, the further receipts being gilt-edged profit.

## JAPAN AS A BICYCLE CENTER.

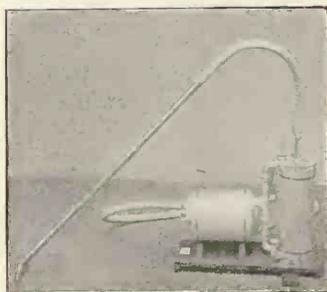
Japan is quite a center for bicycles, according to Consul John H. Snodgrass, who, writing to the Department of Commerce and Labor at Washington, from Kobe, states that, although the imports of bicycles into Japan have notably decreased of late, there are still some 40,000 vehicles imported every year. In that country they are now used rather for practical purposes than for pleasure. In addition to those imported entire, separate parts are imported, it is estimated, sufficient to make about 50,000 bicycles. Besides imported machines, some 40,000 or 50,000 are manufactured in the country every year. The total number of bicycles now in use in Japan is estimated at about 350,000, and their duration of life is not longer than five years, on an average. The demand for tires is estimated at 200 pairs per day. Not more than 60 pairs are made in Japan, the rest being imported. In 1907 Great Britain furnished 30,000 bicycles to Japan, and in addition \$270,000 worth of parts, while the United States furnished 3,218 bicycles and \$178,000 worth of parts.

# "Peerless"

## SUCTION CLEANERS

### THE IDEAL SIDE LINE

**A Necessity for the Home, Office or Store.  
Large Profits and Exclusive Territory.  
Write To-Day.**



Model "A," \$15.00

#### SUCTION CLEANERS ARE BECOMING A NECESSITY

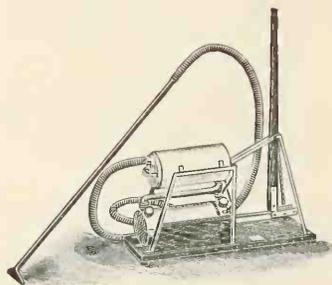
and you certainly cannot afford to miss this opportunity to handle the **Peerless.**

**You Wish to Increase Your Profits, Do You Not? Then Listen!**

You are no doubt familiar with the suction process of cleaning homes. You should be equally familiar with the

#### Peerless Cleaners

If you are not, don't delay writing us for particulars.

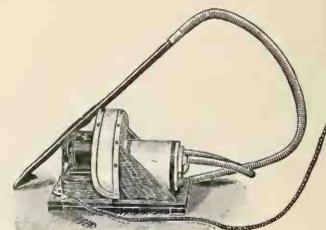


Model "B," \$25.00

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You have **No Competition** and every home is a prospect. Can you conceive a more recent or more profitable side line?

---



Model "C" or "D"

Model "C" For Direct Current, \$55.00

Model "D" For Alternating Current, 65.00

## Manufacturers Outlet Company

New Address

89 CHAMBERS STREET }  
71 READE STREET } NEW YORK

## HERE AND THERE IN THE TRADE

Within three months the majority of the amusement parks in all sections of the country will be in operation for another season, and as last year most of them will include among the attractions a roller skating rink. These rinks offer an excellent field for the dealer handling roller skates, for new skates have to be purchased each season, as the old ones are lost, broken or worn out. If the local dealer is industrious he will land that rink trade by energetic action. Then, true, there are the private skating enthusiasts and the children to be catered to, whose interest in the sport is kept alive by the proximity of the rinks. A good line of roller skates is a paying investment, and a line to the Union Hardware Co., Torrington, Conn., who make roller skates, will bring valuable information on the subject.

\* \* \* \*

It's easy enough to be cheerful when life flows along like a song, and after all it's not so hard to be cheerful habitually if you take the pains to get the habit.

\* \* \* \*

The value of the post card collection is enhanced manifold by the use of the Mayer Reflectograph manufactured by Charles W. Mayer, Rochester, N. Y. The views on the cards are enlarged to pictures from 6 to 8 feet square, with all the colors of the original preserved and brought out. Acetylene, gas or electricity may be used in the Reflectograph with equally good results.

\* \* \* \*

Don't worry when you hear that a purchaser to whom you had almost sold goes across the street and buys from your rival. In a similar manner, you have made a good many sales which your rival thought he had safe in hand.

\* \* \* \*

Wright & Ditson's celebrated tennis balls are as usual to be used at the National Championship Tennis Tournament to be held shortly. The great majority of the tennis champions ascribe a large part of their success to their wisdom in using the Wright & Ditson rackets. The dealer will profit by writing to Wright & Ditson, Boston, for a catalog of their lawn tennis goods and ascertaining the advantages in handling the line.

\* \* \* \*

Don't tell your story too glibly. The man who rattles off his piece about the goods, as if he had said it a thousand times, doesn't inspire any too much confidence.

\* \* \* \*

In a very few months, when Nature puts on her garb of spring, outdoor photography will again be in high favor. Have you a line of cameras and supplies to supply the enthusiasts in your section, cameras that when once sold, stay sold? If not it will pay you to communicate with the Seneca Camera Co., Rochester, N. Y., who have some very interesting information on tap.

\* \* \* \*

Don't lavish all your exquisite politeness on the pretty young ladies and well-dressed people who come into the store. The old man with a gingham umbrella and cowhide boots has silver and gold sometimes in his pockets.

\* \* \* \*

The season is rapidly approaching when the lover of outdoor sports comes into his own when gun and rod, golf club and racket again reign supreme. Dealers are now getting in touch with the newest features in the year's line of sporting and overhauling stocks preparatory to placing orders. Those familiar with conditions in the sporting goods field predict a record-breaking season for the dealers who are prepared. Are you numbered among them?

## MARATHON CRAZE HELPS TRADE.

S. B. Davega Reports Heavy Demand for Running Outfits—His Success With General Sporting Goods.

Thanks to the Marathon craze, S. B. Davega, of 126 University Place, is realizing considerable in the sale of running pants, sweaters and other requirements for the athlete. He has proved thereby to his satisfaction the efficacy of sporting goods as a side line to his talking machine stock.

Mr. Davega has left his Fourteenth street store and converted a wing of his store on University Place into a spacious emporium with a gallery. There he has moved his entire stock.

While carrying on his extensive wholesale trade, Mr. Davega sells sporting goods of all varieties. Cameras, ice skates, tennis paraphernalia, Ingersoll watches, college pennants, deer heads and other specialties are conspicuously exhibited and from their sale is realized no small profit.

The wide-open success of S. B. Davega's side lines bear testimony to the fact that there is little narrow-mindedness on the part of tradespeople dealing exclusively in wholesale. The latter in few cases are prejudiced by the appearance of side lines with the general stock. If there has been any loss in the wholesale trade it has not been observed by Mr. Davega, whose side lines have spelled for him in increased business capacity and many extra dollars.

## THE HERO WHO WOULD NOT ADVERTISE.

Captain Mark Casto, of Atlantic City, N. J., breveted "hero" by thousands of newspapers two years ago, is a bankrupt. The sheriff took his property last week and sold it at auction. He is a silent man. He shrinks from the spotlights. He put away his "hero" decorations in the bureau drawer. And so he failed, because he knew not how to advertise, or he had not the advertising temperament, says a writer in the Editor and Publisher.

Two years ago a big ship with many passengers ran on the bar off Atlantic City. The wind screamed. The waves pounded her to pieces. The population of Atlantic City stared incompetently from the Board Walk. The official life savers could not launch their boats, nor send any help.

Then came Mark Casto, a fisherman, with his little sloop, of which he was skipper and dubbed "captain." He sailed his craft out in the teeth of the storm. He took off the passengers. If ever there was a gallant feat of seamanship that was one. Honest sailors are not given to the use of the word "hero." They do what is to be done. So do men of the fire departments—"all in the line of duty."

Nevertheless, the newspapers said Casto's grit and good seamanship was "heroism." His name was in the headlines of 2,000 dailies and several thousand weeklies—always with the adjective "Hero."

A few months later the writer of this was at Atlantic City. He said: "Where is Casto? I'd like to sail an hour with him. He must be making lots of money taking people out for a ride at 50 cents a head."

But no Casto was near. He was away by himself, a cable length from the beaten way, mending fishing nets. Said a shrew skipper:

"Casto is a fool. He ought to be coining money. If I was him I'd have a broad pennant big as a man o' war ensign, flying from the mast-head with 'Casto, the Hero,' on it big enough to see a mile off. An' I'd have my ad. in all the papers. What's the use of bein' a hero if you stick to fish nets?"

Alack, the fishing at Atlantic City has been poor. The times have been hard. Casto's boat was like the other boats, and how could the crowd pick a hero's boat if the hero didn't speak up?

Poor hero Casto! And to think that he performed a fine, gallant piece of seamanship, such as real sailormen know!

What's the use of being a hero, if "heroism" is not advertised?

## SEEKING FOREIGN TRADE.

Some Important Suggestions to Safeguard Manufacturers of Talking Machines and Supplies as Well as Other Merchants in Making Trade Inquiries Abroad.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 9, 1909.

The following suggestions concerning the best means of safeguarding Americans seeking foreign trade through consular inquiry, and from foreign inquirers seeking American trade through the same channel, a system which has grown to unexpected proportions, is furnished by Consul W. Henry Robertson, of Gothenburg, Sweden:

"American manufacturers or exporters writing to a consulate regarding the introduction of their goods abroad, and asking that their letters be referred to some one who might act as their foreign agent, or who might purchase from them, should invariably give their exact prices, terms and conditions as far as possible, and should furnish at the same time banking or commercial references. Otherwise, in this consular district at least, it is practically impossible to induce anyone to take the slightest interest in such inquiries. Many important trade opportunities are lost through inattention by our exporters to these all-important details. Foreign dealers will not take the trouble to enter into correspondence with American firms without at least prima facie evidence that good results are likely to ensue.

"Where American exporters write to a consulate, looking to an increased sale of their articles abroad, they should invariably advise it as to any agents they may already have in the consular district, or the country itself, so that embarrassing situations may be avoided and the consulate may be assured, before seeking additional agents for such firms, that the ordinary ethics and usages of honorable dealing are not being violated. This consulate, in one instance at least, was allowed to suffer the embarrassment of submitting such a letter of inquiry of an American house to the firm's own agents here, who had happened just before that to have made a very fine sale for it.

FOREIGN IMPORTERS SEEKING INFORMATION.

"Where foreign importers apply to a consulate for the names of American exporters, or where such inquiries are referred by the consulate to the Department of Commerce and Labor, it is thought that it would frequently save not only much useless correspondence, but possibly some unfavorable business connections for American exporters, were such inquirers invariably required by the consulate to first furnish such banking or commercial references as would indicate on the surface that connections with them were justifiable and likely to be profitable to our trade. In other words, without carrying with it any undue responsibility upon the consulate in the matter, the very fact that the latter had furnished a foreign inquirer with the names of American exporters in his line, or that it had referred his request for the same to the Department of Commerce and Labor, should of itself justify a favorable assumption at home with regard to such inquirer as a foreign purchaser or agent. Moreover, such foreign inquirer should understand that his overtures would be given a much more prompt and satisfactory attention in the United States if as clear a statement as possible of his terms and conditions, and of his ideas of the general possibilities of the foreign market for the goods in question, would accompany his inquiry.

"It is assumed that most of our consulates, without taking upon themselves any responsibility for connections that may result, extend a general standing invitation, indirectly through the local press or otherwise, to possible importers of American products within their several districts to file with them their names and the articles in which they are specially interested. It would seem still better if the banking and commercial references of these parties and their general terms and conditions could be filed at the same time, with permission for their full use

properly by the consulate. In this way we could not only put our exporters in touch with all the reputable houses in our several districts, but it could be seen that so far as the consulate was concerned they got in touch with no others and were spared no end of useless correspondence and investigation.

"It would also be of great advantage in several ways if foreign importers or agents could be induced in all cases to let the consulate know exactly the names of American firms from whom they import, or whom they represent, and the articles that they receive. In all such instances the exporter, the importer, and the consulate can only have a common interest, and this can always be best advanced where there is a mutual understanding of the situation, mutual confidence, and a thorough co-operation in the matter. For example, in the case of newspaper or other attacks upon American products in a foreign country, far better methods for combating and for measuring the effects of these can be adopted through united than through individual effort.

#### CENTRAL BUREAU OF COMMERCIAL INFORMATION.

"A very serious and practically needless loss of valuable time would be saved our consulates and American trade interests abroad would be far better subserved in every direction, were American exporters repeatedly encouraged, through the medium of the Daily Consular and Trade Reports, to look more and more to the Department of Commerce and Labor, rather than directly to our consulates, for just the advice and information needed for the successful introduction of their goods abroad. In fact, if our consulates are to properly perform the time-consuming duties now expected of them, along with their other work of keeping the Government promptly and accurately posted on all commercial facts and figures of their respective districts and on the opportunities therein for American trade, not only exporters but the American public as a whole must be brought to increasingly regard the Department of Commerce and Labor and its Bureau of Manufactures as a central bureau of information on all commercial matters, foreign and domestic, and our consulates as contributing, but not distributing, sources of such information.

"If consular officers are to spend the time necessary for properly procuring the commercial information now exacted of them, they cannot possibly have enough left for disseminating this information in answer to the constantly increasing number of repeated inquiries on the same subjects. It is, therefore, strongly suggested that

as the Department of Commerce and Labor is put more and more by consular officers in possession of the commercial data and conditions of their various districts and countries it should constantly make use of the most available means at its disposal to educate our people, whether private parties, firms, corporations, State officials, or others, to allow all their requests for information on commercial or any other subjects on which we are supposed to keep our Government posted to reach us through the Department of Commerce and Labor, and not directly.

#### UNNECESSARY LABOR FOR CONSULS.

"Whatever criticisms may be made against the consular service of the United States as a whole, I have never heard it charged with a lack of industry or alertness, and the plea herein made is not at all one for lessening work, but against wasted or misdirected effort. It is merely intended that with the same amount of energy in more practical directions much more useful results shall be achieved. As it is now, a formidable and constantly increasing mass of inquiries is received in practically each United States mail, many of them very comprehensive and on subjects on which each consulate has already repeatedly reported to Washington and to various individual Americans interested in the same lines. These inquiries would never have been addressed to the consulates at all, or certainly not in the form in which many of them are made, if the writers themselves had only thought of first consulting the proper department of the Government at Washington; and if they are to increase as rapidly in the future as they have done in the past, it will be impossible for even a consulate of the grade of Gothenburg to take care of them.

"A single instance may be given. My predecessor reported last June upon a miniature telephone, or microphone, invented by a Swede, which was expected to be of great convenience to employes at telephone stations, and also of service to persons with defective hearing. This report gave all the information on the subject available at the time, and carefully stated the name and address of the inventor [which was filed for public reference at the Bureau of Manufactures], so that those interested might apply to him for further details. Instead of thus disposing of the matter, so far as the consulate itself was concerned, it has done just the contrary. The press of the United States evidently made some incomplete reference to the report that was widely copied throughout the world, for the consulate has already been obliged to answer some

47 letters of inquiry on the subject from all parts of the United States, Great Britain, Cuba, Australia, Canada, etc., and they are still coming. It will readily be understood that, with the limited clerical assistance at consulates and with no funds for preparing printed replies to such inquiries, such an experience, which is not at all an uncommon one, almost deters a consul from making such reports at all, since the alert, energetic officer who makes the most reports, and consequently has the least time to spare for needlessly repeating them, is the one who gets the most inquiries. It would seem only fair, then, if consuls are to carefully collect the information, that the Department of Commerce and Labor, with its special equipment for this very purpose, should disseminate it.

#### ADVANTAGES OF SYSTEMATIC WORK.

"In the case of trade inquiries, a requirement that these should come through the Department of Commerce and Labor would not only spare consulates and the Departments of State and of Commerce and Labor the present system of circumlocution, but would have other distinct advantages: (1) The Department of Commerce and Labor could best judge whether the character of the inquirer and of the inquiry justified such a reply as consular officers now always feel obliged to make; (2) all the information desired may already be on the files of that department, which could almost always give it in more complete and accurate form for a whole country than could a single consular district; (3) in many cases where a consul now has to give long lists of importers, manufacturers, etc., and to make comprehensive reports on matters that can only come to naught, the Department of Commerce and Labor could briefly point out in reply that the difficulties in the way of introducing this or that article into a certain foreign market were simply insuperable, and that would be an end of it for all concerned; (4) the loss of time to the writer of having to await an answer from abroad, instead of from Washington, would be obviated.

"Nothing in this report is intended to mean that a consulate should not at all times be called upon wherever any American desires information from its district which the Government decides it is proper to thus secure, and which has not already been furnished to the proper department at Washington. Such inquiries could be readily referred to consulates by the Department of Commerce and Labor."

#### BURNS-BRITAIN CO. SCHEDULES.

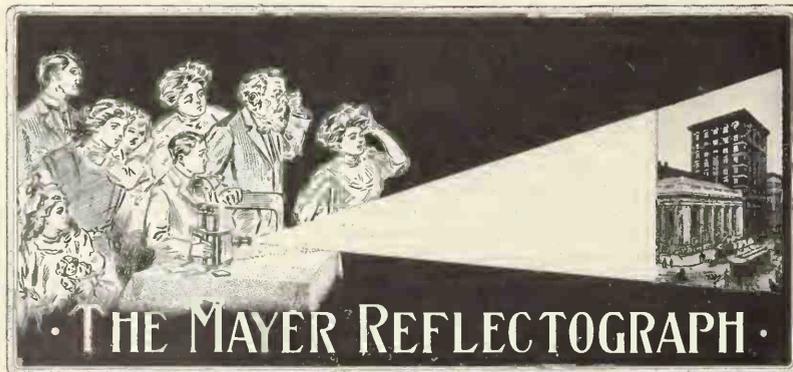
Schedules in bankruptcy of the Burns-Britain Co., mail order business for phonographs, moving pictures, etc., 194 Broadway, show liabilities of \$4,792 and five claims, whose amounts are unknown, and nominal assets of \$72,326, consisting of stock, \$3,050; machinery and fixtures, \$2,900; phonographs held by others, \$500; accounts, \$4,154; open accounts on consigned goods, \$60,000; cash on hand and in bank, \$72, and cash deposits on contracts forfeited, \$1,650.

#### THE ERA OF THE SUCTION CLEANER.

"Away with dust and dirt" is one of the slogans in the war against tuberculosis now being carried on all over the world, and it is the careful housewife who insists on going through the house every day with broom and duster who really does not heed the cry. Sweeping simply removes the dirt and dust from one spot and deposits it in another, largely in the lungs of those nearby. The Peerless Suction Cleaner, exploited by the Manufacturers Outlet Co., New York, however, entirely removes dirt and dust by suction, and besides being a perfect cleaning device, is a safeguard to health. The dealer will find that the prices make sales easy, with a tidy profit insured.

It doesn't pay to recommend goods a bit higher than they will stand. A customer fooled that way once, won't give you a second chance. It pays to be square.

## A MOST PROFITABLE SIDE LINE



You can take an ordinary picture post card, a photograph or any opaque picture; place it in the "REFLECTOGRAPH" and the picture will be reproduced, life size, with all the colorings of the original, on a sheet from 6 to 8 feet square. While it will do anything and more than a magic lantern will, it does away with the inconvenient and expensive glass slides.

**DESCRIPTION:** Height, 15 inches; length, 13 inches. Made of Heavy Tin Plate and Steel. Finished in Black Enamel with Gold Panels. **BEST TIGER'S EYE LENSES.**

**PRICES:** Acetylene, \$5.00; Gas, \$5.00; Electricity, \$5.00. Complete, ready to run.

We also manufacture 17 styles of Post Card Display Racks at lowest prices, including Mayer's Revolving Card Rack, Collapsible—50 pockets holding 1,500 Cards. Mayer's Sectional Holders for home use, and The "Rochester" Oak Frame, Displaying 50 cards and holding 4,000. AGENCIES WANTED IN ALL COUNTRIES.

FOR FURTHER PARTICULARS, ADDRESS

**CHARLES W. MAYER, 10-12 Furnace Street, Rochester, N. Y., U. S. A.**

## VISITING A BASEBALL FACTORY.

The Representative of the Side Line Section of The World Spends a Pleasant Time Inspecting the Great Plant of Goldsmith's Sons.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 2, 1909.

It was the good fortune of The World representative during a recent visit to this city to be shown through the factory of P. Goldsmith's Sons, one of the large sporting goods manufacturers of the United States. This concern manufactures 6,500 baseballs every day, varying in grades from the 5-cent to the \$1.25 league ball.

In the manufacture of the cheaper balls the operation is so fast that it requires two men to operate the machine that compresses the substance into shape—one for loading and the other for finishing. The better grade of baseballs are



ONE OF THE GOLDSMITH "BOYS."

wound on special winding machines of wonderful accuracy and precision.

In the manufacture of a league ball there are a great many operations that the ball passes through before the cover is sewed on. Starting from the rubber center, the four-ply wool yarn is wrapped on under very heavy tension until the ball reaches a certain diameter, and then three-ply white yarn follows, until the ball reaches a certain diameter.

In the next operation the ball is placed back on the machines and then wound with the finishing extra fine-grade three-ply yarn, and then the finishing twine for the outside surface of the ball. The ball next passes through an inspector's hands, who tests it for weight and circumference, and if there is the slightest variation from the standard gage, the balls are returned to the winding room. Those that have passed inspection are now ready for the cover.

Owing to the large output, this concern has its own tannery in Covington, Ky., for tanning the sheepskin covers for the baseballs, and another plant in Newport, Ky., that does the sewing.

This plant turns out over 2,500 balls per day, and in addition to this they have two delivery wagons operating as far as 40 miles into the surrounding country, delivering a case containing 60 dozen baseballs, covers, needles and thread sufficient to cover them. These balls are sewed by the country folk at their leisure time, and when finished the delivery wagon on its regular trip calls for the finished work and then leaves another case to be sewed. The baseballs when finished are brought to the factory and then inspected and stamped upon a stamping machine, which was the first machine of its kind ever used for the purpose, stamping the trade-mark, number, name, etc., on in one operation, while heretofore it required many girls, as there was different stamping. This machine turns out twenty complete stamped balls a minute.

In the glove and mitt department, which is operated under a separate superintendent, who is

a specialist in his line, the same attention is paid to detail and to special machinery to turn out each and every item exactly alike. A very large and heavy power press is on this floor for cutting out the felt linings for fielders' gloves and catchers' mitts. Heavy steel dies are used which cut out as high as two dozen linings in one stroke. The better grade of goods are cut by expert hand cutters, who sort the best part of the hides for the various grades. All finished gloves and mitts then pass to the inspection department, where they are carefully examined, stamped, a guarantee ticket attached, and then carefully packed.

In the clothing department, which is also in charge of a separate superintendent, who is an expert in this line, we find them busy making baseball suits, athletic shirts, running pants and college pennants.

One of the features so noticeable in these various departments is the arrangement of motors, each and every department having from one to two motors. Mr. Goldsmith, who showed me through, stated that they found this a very great convenience, each department being entirely separate and convenient when operating at night.

Within the last six months a new system was introduced with the selling and manufacturing department of placing an unrestricted guarantee on all of the goods which they manufacture. They want those who buy Goldsmith sporting goods to know that the manufacturer stands behind them and are only too glad and ready to replace any article which does not give full measure of service and satisfaction.

Goods are being shipped to Europe, Australia, South America, and as far as Japan, and the Goldsmith line is well represented and sold by the largest jobbing houses and dealers in the United States and Canada.

This firm issue four very attractive catalogs each season, as follows: Baseball and Baseball Supplies; Striking Bag, Boxing Glove, Football Supplies, Athletic Clothing; Felt Pennant and Pillow Covers; Baseball Stock Uniforms, which they make from \$6.75 per dozen upward; Color Book of Athletic Flannels for Baseball Suits made to order. These will be gladly sent upon request to those who are interested. They report business as exceptionally good and the outlook for the coming baseball season to be brighter than ever.

## ADVERTISING AS AN ADVANCE AGENT.

The traveling salesman entered the hardware store, walked up to the proprietor briskly, and handed him a card.

"I am introducing," said he, "the metal anti-absorbent corrugated vehicle wheel, that has been warranted—"

"Never heard of it," said the merchant, as he turned away. "We have a lot of the old kind, and they are good enough for us."

"But I would like to show you a sample. They are warranted to—"

"I guess you will have to excuse me; never heard of them, and have no interest in them." And he turned away, and shook hands with a customer who was coming in.

The same store, twenty-four hours later: Enter a salesman, who hands his card.

"We are the manufacturers," said he, "of a patent rapid-action assorted demi-toned steel trimmer, that—"

"Glad to see you," said the merchant. "I have never seen one of those, but have wanted to. I saw a cut in the ——— Magazine, and your card has stared at me from its pages for two months past. See, here is the card. Show me how it works."

A natural interest had been aroused; the salesman had easy sailing, and a new customer was made.—Hardware Magazine.

## PUT YOURSELF IN EMPLOYER'S PLACE.

Try imagining yourself in your employer's place and see what sort of a clerk you think you are making from his point of view.

**66<sup>2</sup>/<sub>3</sub> Per Cent.**  
**Profit**  
**For YOU**

A selection of one hundred boxes of writing paper to retail at the popular price of 25c. or over.

Twenty-five cover designs—four each of a design—flower, fancy heads, and regular cover paper. Boxes contain one quire and twenty-four envelopes of good linen-finish paper in sizes now used.

We have been in business fifty-nine years and guarantee this assortment as being one of the best we ever put out. Save you trouble of selecting the right thing.

Display matter included without charge.

Further information and illustration of boxes supplied upon request.

**Mail Us To-Day**  
**Your Order For One**

Assortment No. 6 at \$15.00  
F.O.B., N. Y., less 3% for cash in ten days to

SALES DEPARTMENT

**Berlin & Jones Co.**

MAKERS OF FINE STATIONERY

FACTORY AND MAIN OFFICES

**547-553 West 27th Street**

**NEW YORK**

## A KNOWLEDGE OF HISTORY

Carried on by Means of Post Cards—Historic Speeches Made Known—W. G. Frazer's Clever Plan to Aid the Dealer.

There is not a large city in the United States or, for that matter, in any country where there are not buildings of historic interest, views of local, national or even international interest, or perhaps it may be just a view or views that are shown to the visitor only because of local pride.

While the foregoing is true in all large cities wherever located it is just as true only in a less conspicuous way in every town throughout these United States, either in the North, South, East or West. It goes without saying that there are more historic views in the East than in the West, it is equally true that there are more scenes of local and national interest in the West than in the East, nevertheless our country is honeycombed with scenes of which we are all very proud.

More than twenty-five years ago it dawned upon the people of Germany, Italy and France that they too had a very large number of scenes, buildings and historic spots, and that it would be a very wise thing to make these known to the world in an effective but necessarily an economical way.

After repeated efforts and experiments it developed that a card could be printed showing the outlines of the building that they wished to describe, but not giving a very good view of the scenes in which they wished to interest the world.

From this feeble effort but earnest desire to illustrate these different subjects in an original way has grown the modern post card.

During the year 1908 the sale of these modern local post cards in the United States was larger than ever before, and the orders given for delivery during 1909 will make the actual sale for this year of record breaking proportions. This progress has been made in spite of the financial conservatism with which the country has been

afflicted during the last twelve or fourteen months.

Many manufacturers have advertised themselves as publishers of these post cards, some of them have spent large sums of money in their efforts to bring their cards to the attention of the retail dealers, but usually orders have not been forthcoming without a large amount of correspondence or the visit of a traveling salesman.

Wm. G. Frazer, manager of the post card department of the American News Co., New York City, has devised a plan that will cut off all the unnecessary correspondence and also the visits of salesmen, especially to the dealer who wishes only to supply himself with cards which will please his customers and yet offer them a reasonable variety of good quality at a fair price. If you will write Mr. Frazer you will receive by return mail all the necessary information condensed so that you will be able to place your order at once without asking a single question.

This house is long and favorably known as keeping their agreements and the dealer placing his order with them will take no risk as to quality, price or delivery on time agreed.

In addition to these matters in connection with your orders they will guard your photographs with zealous care and other cards will not be published from them no matter what inducements may be offered this company.

Now is the time to arrange for a stock of cards for the spring and summer trade so that there will be no chance of disappointment in deliveries.

### SIDE LINE QUESTION DISCUSSED.

Interesting Views Entirely in Sympathy With Those Previously Expressed in These Columns of a Prominent Trade Authority—Sporting Goods a Suitable and Productive Side Line for Talking Machine Dealers.

(Special to The Talking Machine World.)  
Philadelphia, Pa., Feb. 8, 1909.

Chatting recently with one of the brainy

executives of the A. J. Reach Co., of this city, on trade elasticity he said: "You are right when you say that one of the crying needs of the talking machine business is a suitable and productive side line. This is a matter that has so often been discussed and advocated that I only state it as the premise of what follows. Admitting the need of a side line the question has always been presented, and never quite satisfactorily answered, as to what would constitute a suitable and productive side line—suitable as to combination, and productive enough to warrant the expenditure of time and money to warrant its prosecution in connection with the main line, the talking machine business.

"Mature reflection has led me to the conclusion that sporting goods furnish the very best side line for several potent reasons. Such goods appeal to the same vast and varied class to which the talking machine business appeals—to the class which desires amusement, must have it, and is always willing to pay the price. The sporting goods line, moreover, is clean, compact, easily handled, with limited manufacture and competition; and it affords a good margin of profit to the retailer—a very important consideration in these days of close prices."

Now having determined upon the advisability of sporting goods as a side line it is not a matter of great difficulty to determine upon the source of supply. It is not too much to say, for it is widely admitted, that a leading house in this field is the A. J. Reach Co. They are strictly a manufacturing concern, maintain a uniform level of prices, do not retail at all, and in all ways protect the retail dealers who are their chief, in fact, their only customers.

### ENORMOUS SUM FOR CALENDARS.

It is roughly estimated that \$18,000,000 have been spent by business men of the United States for calendars which are given away as gifts during the year just opened. Some of these calendars cost to produce from fifty cents to a dollar.

# FOR LIVE DEALERS ONLY

Here is a chance, Mr. Talking Machine Dealer, to form an alliance with a business concern which will mean a revolution in the money-making powers of your business.

We have the product and the plans which will help you to make money easier and more rapidly than ever before.

## KOHLER & CAMPBELL

have a Piano Selling System which works Wonders For Dealers who co-operate with them. Positively sells pianos without expense to dealers. Without question the greatest scheme ever inaugurated. Hundreds of their representatives have reaped big returns from the plan. Why not you?

Do not delay writing for particulars concerning this business creating proposition. Delays will mean the postponement of money making. Can you afford to delay?

You can command our experience and knowledge gained and immediately apply it to your own trade development. Write for particulars.

**KOHLER & CAMPBELL,** PIANO MANUFACTURERS **New York City**  
STATION G.

NOTE—Last month's insertion of this announcement brought in a large number of inquiries from Talking Machine dealers all over the States, to whom we have communicated our successful piano selling plan, and we are glad to say that they are already reaping very gratifying benefits therefrom. We can do the same for you!

**DO IT NOW**

Note—Mention "Side Line Section."

**ANNOUNCEMENT FROM REGINA CO.**

Move Wholesale Headquarters from Rahway to New York—Visitors Heartily Welcome.

Rahway, N. J., Jan. 22, 1909.

To the Trade:—On Monday, January 25, 1909, we shall move our wholesale headquarters from Rahway to New York City, combining the same with our retail sales department, at Broadway and 17th street.

To facilitate the handling of business and to avoid delays, all dealers who have been accustomed to address us at Rahway should from now on address all orders and correspondence to us at Broadway and 17th street, New York.

Shipments will be made from Rahway as heretofore.

Our accounting department will remain at Rahway, and all remittances and correspondence relating to settlements should be directed to the Regina Co., Rahway, N. J.

All instruments or parts of instruments returned for repair, exchange or credit should be sent to Rahway, N. J., but correspondence regarding such shipments should be sent to New York.

Dealers in the West who have been transacting business through our Chicago office, at 259 Wabash avenue, may continue to do so as heretofore.

Dealers visiting New York are invited to call and inspect our new lines of samples and to make our New York office their headquarters if they so desire. Old customers, as well as new ones, will be cordially welcomed. Yours very truly,

THE REGINA CO.

On Jan. 30, Jos. Blumberg, general manager and L. T. Gibson, secretary, of the Regina Co., occupied their offices in the company's premises, Broadway and 17th street, New York. Maurice Chaillet has also come over from Rahway, N. J., and will be permanently in the city also. About a third of the store floor will be utilized for the company's general office, the remainder, with the basement, will be devoted to a display of a complete line of their music boxes and slot machines, in which they will carry on both a wholesale and retail business.

**NO END TO INGENUITY IN SELLING.**

This is the story of a man who had a \$20,000 stock and wanted to turn it into money in a hurry. The unnamed genius was a South Carolina retailer who had enough sporting blood in his veins to think of a variety of live things to do. He arranged a dog and wagon race, free for all, to the dog-owning boys of the town. Entrants were required to register at the store and be credited with at least \$100 sales. These sales were managed in this way: When the boy reported as a contestant his name was given to the cashier, and then when a customer made a purchase the clerk either asked or the customer indicated to what boy the credit was to be given and his name was written on the sales slip, and when this went to the cashier the credit was given to the proper boy. When he had reached \$100 to his credit an entry card was issued to him. The boys solicited their friends, relatives and everyone they could get hold of to buy at this man's place, so they could get the credit.

For ten days before the date of the races it increased his sales, over the same days of the year before, from \$100 to \$400 a day. On the day of the race his sales were almost double the best he had had. The day following was a little quiet, his sales dropping off just a little, but they were \$100 more than they were on the same day the previous year.

The race came off on schedule time and people came from all the countryside to see it. The winner was awarded a dog cart and harness, furnished by the local wagon and harness maker, in return for the liberal advertising afforded by the contest.

It was a big success all round, and the merchant had to replenish his stock to care for the new trade drawn to his store by the unique advertisement.

Brains certainly do pay well anywhere; and a little ingenuity will tide almost any merchant over a tight place.

**IS THIS THE PERFECT MAN?**

An Analysis of What the Hundred-Point Man Is—Nearly Approaches Perfection.

Elbert Hubbard descanted recently in his inimitable way about men and things in the Philistine. He said: "A hundred-point man is one who is true to every trust; who keeps his word; who is loyal to the firm that employs him; who does not listen for insults nor look for slights; who carries a civil tongue in his head; who is polite to strangers without being fresh; who is considerate towards servants; who is moderate in his eating and drinking; who is willing to learn; who is cautious and yet courageous.

"Hundred-point men may vary much in ability, but this is always true—they are safe men to deal with, whether drivers or drays, motormen, clerks, cashiers, engineers, or presidents of railroads.

"The hundred-point man may not look just like all other men, or dress like them, or talk like them, but what he does is true to his own nature. he is himself.

"He is more interested in doing his work than in what people will say about it. He does not consider the gallery. He acts his thought and thinks little of the act.

"The hundred-point man looks after just one individual, and that is the man under his own hat; he is one who does not spend money until he earns it; who pays his way; who knows that nothing is ever given for nothing; who keeps his digits off other people's property. When he does not know what to say, why, he says nothing, and when he does not know what to do, does not do it."

**DISCOVER THE WEAK POINT**

In Competitor's Lines and Then Profit by That Knowledge, the Secret of Successful Dealing.

Whenever two men meet with the same class of merchandise to sell, the one must show an advantage over his competitor by way of price or quality of the merchandise, or he must be more quick in argument and state his claims with more force than is possible for his competitor to do. The purchaser will be controlled in his decision by what seems to him to be to his advantage. This is what every retailer wishes to accomplish by his articles of publicity. He wants to show the people that it is to their interests to buy his goods; that they will save money by coming to his establishment; that he had a line of goods superior in quality; that he offers better opportunity to his customers for making a good collection; that he carries nothing but merchandise of the latest introductions. He must study the tactics of his competitor as closely as a general would study the movements of an enemy, that he may learn the weak points in his methods says the Clothier and Furnisher. This weak point having been found and the attack made, an advantage is at once gained by which he will profit. The attack is not made in a way to bring forward the competition, but through the article of publicity, so as to cover the weak method observed in the competitor's system of meeting competition.

**ROTHLEDER'S TRIP TO DAYTON.**

(Special to The Talking Machine World.)

Dayton, O., Feb. 1, 1909.

C. F. Rothleder, a prominent piano dealer of Pittsburg, Pa., and a member of the firm of Rothleder & Schwalm, who own several of the largest picture theaters throughout the country, including the Jewel and the Third Street Theater in this city, was recently in the city looking after his business interests. Mr. Rothleder is optimistic over business conditions.

**HERE IS A Money Maker****The New Regina-Hexaphone.**

Have you seen it?

It has a slot attachment, and you will see from the illustration above that it does away completely with the unsightly horn; the one used in the Hexaphone is concealed inside the cabinet.

There is big money in the Hexaphone agency for live dealers, and there is no instrument that will produce better results.

It's a money maker.

It requires less room than many of the coin operating machines, and has little liability to get out of order.

It makes money while you sleep.

If you wish to increase your business profits, get the Hexaphone Agency.

The New Regina-Hexaphone is a new talking machine holding six different cylinder records. After inserting coin any one of the six records can be selected and played.

It takes standard talking machine cylinder records, which are very inexpensive, easily procured, and offers an endless assortment of all kinds of music. These records can be easily taken out and changed by the operator.

The Regina-Hexaphone is simple, substantial and compact, has an excellent tone and is a big attraction and a winner.

The Regina-Hexaphone is a very popular instrument with slot machine operators; it pays well, is easily handled, weighs but little and a large number can be operated at a very small expense.

The Regina-Hexaphone requires but little manipulation—is always ready—can be played anywhere—will play an unlimited number of airs.

THE REGINA CO.

RAHWAY, N. J.

259 Wabash Avenue, CHICAGO

## DOING TWO THINGS AT ONCE.

**Business vs. Hot Birds and Cold Bottles—The Text: If Whiskey, Cards, Automobiles, or Vacations Interfere With Your Business, Give Up Your Business—No Use Trying to do Two Things at Once!**

There was an old fellow down in the hoop-pole region whose eyes were not properly matched when nature was assigning him his various bodily members. And because he was cross-eyed and could look two ways at once, he thought he could do two things at once as well as men who had not been visually crossed could do one thing at a time. And because he tried to do two things at once, he did not do them as well or as quickly as he could have done had he stuck to the one thing before he began upon the other. He was a cutter of hoop-poles, and while

he was cutting one, he employed his rolling eye in looking up another. But when the night came and the tale of poles was made, his pile was not as large as that of his more concentrated partner.

The man who is out for the hoop-poles of success in the wilderness of business, sometimes feels a pride of possession in some bias of mental activity that he regards as an asset, when in reality it is a liability. He keeps one eye on the pole he is cutting, while with the other he is looking about for another pole; and neither of the performances can he do well. He is pegging away at the desk bodily, while his mind is somewhere else—on pleasure, politics, outside schemes, the stock market, whiskey, cards, automobiles, vacations—or a lot of other things. Better for him to chuck the business to someone else who can do it properly; and if he must go to idleness or ruin, go it alone, and not take the business with him.

I am not preaching the doctrine of the nose to the grindstone, says a writer in the Hardware Dealers' Magazine. If too much work makes Jack a dull boy, too much work and no fun will make Jack's father a fossil before his time. No man should be so busy, or so full of his business that he cannot unbend his mind and his body, and get out at the right time, and kick up his heels with the colts. Judicious golf has saved many a spleen and doctored many a liver. Put on your coat and skip away, no matter how old or how busy you may be. But don't do the golf act in the office or see visions of automobiles and hot birds and cold bottles while at the desk.

There was a Kentucky old-school gentleman who had over his desk a placard which read: "All business with me must be disposed of before 3 p. m. I shall then go out for a drink. There is no telling what may happen after that." He was a splendid business man. At 9 o'clock in the morning he was at his desk. He drove things like an engine through the day. He was all business. No social calls or semi-foolishness under the name of business could reach him. At 3 o'clock he shut his desk, put on his hat, and went out. No matter what he did, he did not mix his business and his drinks.

The sane business man is the one who gives himself one full, glorious, restful month out of the twelve. He allows his main understudy, or his several understudies, free vacation swing in June and July, and reserves August for himself. He pulls out for his vacation grounds on the first day of the month, and not a letter or telegram reaches him; not a problem is sent to him for settlement; not a word is heard from him, until the first of September sees his sunburned face at the door, and he comes back to his desk, full up to the safety valve of the steam that is to run the machine for the rest of the year. The sane business man, I said. Of course there are others.

The young business man is in more danger from a confused conglomeration of autos, factory costs, cards, invoices, wines, bills of lading, sou-brettes and office management, than is his father. The old man has imbibed wisdom from Solomon, and has cut out the foolishness and the frills. The boy is so full of virile strength, and so hard on the bit, that he foolishly thinks he can do two things at once. He is cross-eyed enough to think that he is cutting more poles than he is.

## DOING THINGS RIGHT AND WRONG.

A clerk in a well-known lithographic establishment who is business clear through all right, was entrusted with some special work. The concern received a circular recently from a big western bank, announcing the death of the president of the institution. The clerk was instructed to write a letter of condolence in reply. This is what he wrote—here's the very note: "We are greatly pained to learn of the loss sustained by your bank, and extend to you our heartiest sympathy. We notice that the circular you send us announcing Mr. Brown's death was lithographed by a Chicago house. We regret that you did not allow us to figure on the job. The next time there is a bereavement in your bank

we shall be glad to quote you on lithographed circulars, and are confident that we can give you better work at less cost than any other house in the business. Trusting that we may soon have an opportunity to quote you prices, we remain, with profound sympathy, etc."

## PIRATED PLEASANTRIES.

A certain prominent lawyer of Toronto is in the habit of lecturing his office staff from the junior partner down, and Tommy, the office boy, comes in for his full share of the admonition. That his words were appreciated was made evident to the lawyer by a conversation between Tommy and another office boy on the same floor which he recently overheard.

"Wotcher wages?" asked the other boy.

"Ten thousand a year," replied Tommy.

"Aw, g'wan!"

"Sure," insisted Tommy, unabashed. "Four dollars a week in cash, an' de rest in legal advice."

A young man engaged board and lodging in a private family who were extremely devout. Before each meal a long grace was said. To their dismay and horror the new boarder sat bolt upright while the others at table reverently bowed their heads. When the second day passed and the young man evinced no disposition to unbend, the good lady of the house could endure the situation no longer. "Atheism?" asked she sharply. "No, madam," humbly responded the new boarder; "boil."

The following colloquy took place between Councilor Sealingwax and a witness who "would talk back": "You say, sir, the prisoner is a thief?" "Yes, sir." "Cause why?" "She has confessed she was." "And you also swear she worked for you after this confession?" "Yes, sir." "Then we are to understand that you employ dishonest people to work for you, even after their rascalities are known?" "Of course. How else would I get assistance from a lawyer?"

"A sailor," said Rear Admiral Mead, "brought a tin cup to an inspecting officer and exclaimed: 'Taste this, sir. That is all I ask. Just taste it.' The officer took a sip. 'Well, really, my man,' he said, 'this is not bad soup at all.' 'Yes,' said the sailor, bitterly, 'and yet they want to persuade us, sir, that it's tea.'"

"Prove if you can that I ever got one dollar otherwise than in accordance with law!" said Mr. Dustin Stax.

"And if I do, what then?"

"Why, we'll appeal the case and hire some more lawyers."

From now on you will meet every little while the mysterious man with sources of political information not open to those who are paying thousands of dollars to find out things.

One of the Greek philosophers expresses the following beautiful thought: "If there is any good deed I can do, or kindness I can show, let me do it now. Let me not defer or neglect it, for I shall not pass this way again."

Mark Twain, while visiting a friend's house, was asked his opinion of a new marble bust representing a young woman colling her hair. "Very beautiful," said the humorist, "only it isn't true to life." "Why not?" asked the owner. "Hasn't her mouth full of hairpins," said Mark.

"Big talker," declared the Indian who had been listening to a local candidate. "Heap scrap."

"And what if he is not elected?"

"Scrap heap."

"Remember," said the political adviser, "that consistency is a jewel. 'Yes,' answered Senator Sorghum, "but these days a lavish display of jewelry is not considered polite."



PATENT PENDING  
No. 20 MAGAZINE CABINET

## Dail's Display Cabinets

Solve the problems of displaying magazines, tablets, post cards and sheet music. These fixtures economize space, make the most attractive way of displaying goods ever conceived. Every one entering your store must see them and *Attention Means Increased Sales*. Built of Bessemer steel, each section of pockets being pressed from one piece of metal, no joints or solder to break, nothing on the market compares with them in strength, durability and merit. We have ideas that will interest every retailer, we have made a study of displaying goods in retail stores, our suggestions are

FREE

GIER & DAIL MFG. CO.

206 Grand St. LANSING, MICH.



PATENT PENDING  
No. 1 POST CARD CABINET

**A PROFIT-SHARING PLAN.**

Stockholders and Employes of New York Sporting Goods Co. Each Receive a Dividend.

The following address was made by P. R. Robinson, president of the New York Sporting Goods Co., 17 Warren street, New York, at a meeting of the employes called for the purpose of distributing a percentage of the profits for the year 1908:

"The object in calling you together is to confer about our business for 1909, and to present you with a small token of our appreciation of your efforts in behalf of our company in 1908. Our first obligation is to the stockholders, who have invested their money and assumed financial risks, giving us all an opportunity of earning a livelihood. The board of directors have declared a dividend of 5 per cent. on the capital stock of the company, and also a dividend of 5 per cent. to the employes based on the salary each employe has drawn during the past year. I have the pleasure, therefore, of presenting you each with a check representing your share of the bonus. I want to thank you for your loyalty to the company, and am glad to say that your efforts have resulted in a fairly good year in spite of the general business depression.

"I would like to explain that this gratuity is wholly voluntary and is not to be considered as a precedent. It is, nevertheless, the general opinion of the management of the company that some profit-sharing plan of this kind is good for the general business, and while we cannot promise repetition of this distribution, we always want to show our appreciation of your efforts. In other words, I think I am safe in saying that your interests and the company's are identical, and if every employe will do his utmost to increase sales and keep down expenses, his welfare will not be overlooked.

"I sincerely hope and believe that every employe from errand boy to department manager will use his or her best efforts to make 1909 the biggest year we have ever had since the New York Sporting Goods Co. hung out its shingle.

I thank you one and all in behalf of the stockholders, directors and officers of our company."

**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 any one 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.

**BANNER YEAR FOR POST CARDS.**

James H. Weaver Tells Why Records Will be Broken in 1909—Home Manufacturers Being Preferred to the Foreigners.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 6, 1909.

James H. Weaver, of the National Colortype Co., of this city, makers of view cards, says that the past year has been the best in their history, adding "what might have been" had general business been normal. "As the general business depression of 1908 is passed, the outlook is exceptionally bright, and the way our orders are being booked shows this will be the banner year," says Mr. Weaver. "Some of our customers, who carry post cards as a side line, write us that it was actually the post cards that pulled them

through the hard times of 1908, and that the post card business for the summer months will be satisfactory.

"The German manufacturers say of the post card business in the United States that they only get thousands where they used to get millions. Why? Because the 'millions' are now made in this country, and not as they say, because business has dropped off. I absolutely know that more cards are being sold in the United States now than when the Europeans were getting their orders by the millions. The American business man is too full of energy to wait from four to six months for cards when he can get them at home in two to four weeks, even if he has to pay more for the home cards.

"One of our customers writes us that a canvass among his customers shows that the sales in January of post cards, especially the local view cards, far exceed the previous years."

**PUSH PROFITABLE GOODS.**

It Will Pay the Dealer Handling Side Lines as Well as Talking Machines.

Profit is the main object of all business. When the end of the year comes and you figure out the result of your twelve months' work the amount of your sales cuts very little ice—it's the amount of the profits you're interested in.

What's the good of doing \$100,000 worth of business if the cost of the goods sold, plus the expense of handling them amounts to \$100,000, too? You won't feel a bit better for it.

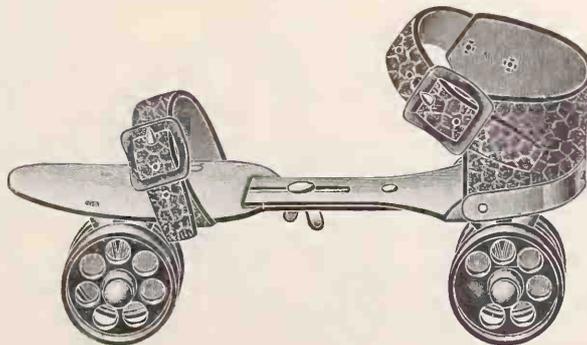
Keep your eyes open for the profitable lines. What if your competitor does more business than you, as long as your profits show up better? It's profit that counts.

You can make a wonderful difference in results of your business by pushing the profitable goods. Let the goods which pay a profit barely sufficient to cover the cost of handling them sell themselves. Put your energy into selling specialties—items which admit of a better margin and don't cost so much to handle.

# ROLLER SKATES

## USED EVERYWHERE

We manufacture a full line for RINK USE and for SIDEWALK USE, with Wood, Steel and Hemacite Rollers.



An Ideal Side Line

Catalogue sent on application.

Union Hardware Co.,

Torrington, Conn.,  
U. S. A.

## THE SEASON FOR SPORTS

Rapidly Approaching—Importance of Stocking Sporting Goods at Once—Why Such a Line Means Profit for the Dealer—The Enthusiast Demands the Best.

With the daily papers all over the country devoting large sections of their sporting pages to news of the stars of the great baseball leagues and the doings and plans of these organizations, it is a reminder to the live dealer that now is the time to stock the various paraphernalia of this great national game, for soon the amateurs will begin organizing and equipping "nines" for the coming season. And baseball goods with "class" are the ones that appeal to the enthusiast whether he be seven or seventy years old. One has but to hear the twelve-year-old captain of the "Blinktown Terrors" hold forth upon the merits of a "league" ball or bat or exhibit a first class glove to realize how the quality of the "tools" of the game are appreciated. This game has grown steadily in popularity by leaps and bounds and dealers who are in the sporting goods business are not only making a good thing out of it, but by publicity on their own hook are giving the thing an extra boost. Now while this national game is perhaps at this time of year heard more about than others it is not the only fish in the pond by a long shot—tennis, golf, cricket, basketball, roller skating, fishing and many other sports have their own enthusiastic followers, and as with baseball these enthusiasts demand sporting goods of recognized name and quality, for 'twere approaching sacrilege to risk the losing of an amateur record through a defect in the outfit used.

The devotion of the enthusiast to his particular sport means profit for the dealer handling the goods desired. If any one doubts the opportunities open to those entering this field we would respectfully request him to step around to the nearest place of this kind, where if seeing is believing, it won't be long before some manufacturer in this field will receive his order for the line. One of the beauties of this business is that once you win a customer his purchases are very apt to be not only good, but what is equally important, frequent. If he plays golf he will want new sticks, balls, shoes, stockings, etc., and if he plays very much it almost amounts to a standing order. This is also true of nearly all the lines—they needing constant replenishing to keep in first class condition. We want to lay especial stress on the importance of dealers getting in line early. Now is the time to get orders

in for if you put things off any longer, not only will you lose many of the initial purchasers which are generally the largest, but the manufacturers, once the season is in full swing, will be too rushed to give your order anything like prompt attention.

Talking machine men who are contemplating adding sporting and athletic goods as a side line should not put off ordering a day longer than necessary, because once the season has fairly opened, manufacturers and jobbers of these lines will be so swamped with the inrush of business that it will be impossible to give anything like prompt attention to newcomers. At best it means delayed shipments, and the talking machine dealer or jobber who desires to get the best results out of this line cannot afford to let the public overlook his new addition.

### MOVING PICTURES AS EVIDENCE.

Play a New Role in a Brooklyn Court—Make Quite an Impression But Judge Later Discredits Them—Jury Not Influenced.

Moving pictures were introduced for the first time as evidence before Judge Aspinwall in the Supreme Court of Brooklyn, last week, in a \$50,000 damage suit, brought against the Coney Island & Brooklyn Railroad Co. by Patrick McGorty, acting as guardian for his son, Stephen McGorty, ten years old. The boy was a passenger on a Franklin avenue car on March 17, 1905, with his mother, aunt, and a brother, when an altercation arose over the payment of his fare. It was claimed that the conductor threw the boy from the car at Franklin avenue and Leferts place, and as a result he was injured so badly that he has been, he asserts, compelled to wear a brace.

After the testimony of the plaintiff was all in the lawyers for the railroad company put the moving picture scene in exhibition. This move was unexpected, and in spite of the objection of the counsel for McGorty, Justice Aspinwall decided to allow the moving picture show to be produced in court.

The courtroom was darkened after a while canvas was spread, and several pictures were thrown on the sheet in plain view of the jury, showing the injured boy and several of his companions in his neighborhood at play without the use of a brace. He was seen running, jumping, and wrestling with his companions and he appeared as lively as the rest of them.

This is the first time in court proceedings that a moving picture exhibition of this kind has been

used as evidence. The pictures were taken two years after the accident, and were offered as evidence to prove that the boy was not permanently injured, as it is claimed in the suit.

The general public seemed to believe that the moving picture exhibition was conclusive evidence in favor of the company's side, but was much surprised to learn that the jury, after due deliberation, gave McGorty a verdict of \$8,500.

The attorney for the railroad protested vigorously and moved for a new trial. The judge stated, however, that he had refrained from passing any remarks until now, but would say that he did not think the moving picture would ever again be introduced as evidence in a case of this kind. He stated that it was clear that the boy was induced by the promise of money to take the brace off his foot and run a short distance, and that the operator moved the mechanism of the machine so rapidly when working the film in court that he had the boy running at a rapid pace. It was also stated that the boy was taunted to fight on another occasion by some boys who were "interested." They "got his Irish up" to the extent that he endeavored to wallop another boy about his size. The moving picture man was, of course, "on the job," and this was the fighting exhibition shown in the court. In other words, the judge considered the moving picture evidence was "made to order."

The case in many ways was unusual, because of the introduction of the moving picture as a witness and the peculiar developments which came to light in connection with it.

### PROMPT COLLECTIONS HELP

The Retail Store and Do Not Drive Away Customers as Some Think.

Prompt collection of accounts does not drive away customers from a retail store. On the contrary, it makes them feel in closer touch with the establishment.

Such results as this have been secured in a store whose credit manager does not allow any accounts to run more than a month without shutting off the customer's credit and taking immediate steps to collect from him.

All bills for any month are due on the 10th of the following month. That is several days after the statements have been sent out. In some special cases where men receive their wages at unusual times during the month we make arrangements that their bills shall fall due on the 15th or 17th.

On the 20th, if payment has not been made, a copy of the statement is again sent, and a settlement is demanded.

After that collectors are sent out to look up overdue accounts, and from the 20th until the 30th generally succeed in getting a good share of the money, or at least a promise.

All accounts remaining unpaid after the 1st of the following month are shut off, and the customer cannot get any more goods without arranging definitely for a settlement.

The result is that this establishment is able to collect every month 87 per cent. of its accounts.

Customers do not care to have their accounts closed and their credit impaired. They do not take offense at the rule, because they know it is applied to every patron without exception.

So a large amount of money is turned back into the working balance which other stores have tied up in customers' accounts.

### CHICAGO'S BUSINESS MEN'S SHOW.

From February 27 to March 6 are the dates set for the tenth annual Chicago Business Men's Show which will be held at the Coliseum. Judging from the advance bookings it looks as if this will be one of the most successful held in many years.

J. A. Flett, Ltd., Vancouver, B. C., have added a large sporting goods department in charge of C. L. Burch, formerly with the sporting goods department of the J. H. Ashdown Hardware Co., of Winnipeg, Canada.

# POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

**\$5.00**

FOR

**1000**

IN TWO COLORS



**\$7.20**

FOR

**1000**

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Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

**NATIONAL COLORTYPE CO.** Department 9 **CINCINNATI, OHIO**

**MISTAKING BUSTLE FOR HUSTLE.**

**Too Many Business Men Undervalue the Slow Plodding Employee Who Never Fails to Get There While He Is Impressed With the Bustling Man Who Makes Much Noise But Hardly Ever Gets Results.**

People are often mistaken in their judgment of employes as well as men generally. Too many mistake bustle for hustle. Frequently the remark is heard that so and so seems to be slow without inquiring whether the party referred to does not accomplish as much as some of the persons who make more noise. Now let us consider the matter. Did you ever notice the carts removing the earth from an excavation? Ever see them in a line passing along a thoroughfare, the horses tugging at their tasks, but ever on the move and ever making by the most direct course for their destination? Haven't you often pointed to a new building foundation where a week or a few days before was a barren lot with the exclamation: "That certainly was quick work"? And yet, every step in the procedure was slow. It is like the local on the railroad that puffs and snorts and shrieks and jerks with a great howdy-do; and the express, traveling only at the best rate of the local, but making fewer stops, nips seconds and minutes and hours from the running time, with no noise and no bluster, and is well back on the return journey when it salutes the boisterous local still making laboriously for the main depot.

Judge your man by what he does, not by what he seems to be. A lot of bosses have had their eyes opened to the merits of the quiet plodder. He not only gets there, but if he's loyal and conscientious and sincere, he puts it all over the shuffling, talkative bluffer. He's more dependable because his judgment is sounder. He's quicker because he has less to undo. He proves his worth by his work. And some day, when he hies suddenly off to a more responsible position, his erstwhile employer rubs his eyes and wonders why he had been so blind to real merit. Remember this. One of your clerks may be more valuable to you as a friend-maker than as a salesman.

Your prestige means your profit. When you find your establishment is rated higher than your competitor's, that people prefer to deal with you and have more confidence in you, give the credit where it is due. The modest plodder is a worthwhile asset, after all.

Now we are nearing dangerous ground. The employe asks: "Shall I change my location if

better prospects appear?" Assuredly. The man who pays your weekly wage doesn't add a few extra dollars for sentiment's sake, does he? Not unless he's the rare exception. With him it's a business proposition, pure and simple. If he can get another man to do your work at material reduction in salary, he's going to do it.

Don't mistake our meaning. We do not insinuate that years of devoted service go unrewarded. But we do insist that the young man who aims high and would reach the summit must avail of every opportunity to get there. He can't afford to stay in a rut. He can't afford to quibble and parley over every advance. Time is fleeting. Your best days are these days. Put your very soul into your daily task, and if, knowing you deserve recognition you do not get it, quit! That's plain talk. It's common sense. The merchant who disagrees is the sort that makes promises and fails to keep them in the belief that his subordinate wouldn't dare to be independent. Think it over.

**THE ART SIDE OF STATIONERY.**

**Interesting Observations on Styles and Tendencies as Shaped To-day by Popular Demand—The Place of Heraldry—By John O'Shea in The National Stationer.**

The variety of material, useful and otherwise, that comes under the heading of stationery, is so vast that a catalog of considerable bulk is required to encompass it. Many articles for the writing desk and library table are gems of art. The great vogue of Art Nouveau during the past decade is responsible for much of the really beautiful that we possess in the way of enamel and metal ware. It is in the designs of these small articles such as hand seals, paper knives, ink wells, paper racks, etc., that the sinewy and sensuous quality of this decoration appear to such good advantage.

This particular style has lent itself to the embellishment of calendars and paper boxes, in fact, to any subject requiring a decoration, whether of figure, landscape, or ornament.

However, there has of late been a call for the works of modern illustrations portraying the sentimental incidents of every-day life; and progressive stationers, mindful of the popular demand, find it profitable to issue the all-absorbing "He and She" in various phases of tender progression. An attractive box cover is most insinuating. When the imagination is properly appealed to, the sale is easy.

The illustrated post card is another husky new-

|  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| N  | N | N | N | N | N | N | N |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Black and White, Gelatine, per 500, \$2.85; per 1000, \$4.00   |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Double tone, im. brown cardboard, per 500, \$3.00; per 1000, \$4.25  |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Double tone, Real, on chamois card, the best; per 1000, \$5.75   |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Photo finish, like a photo, glossy you know; per 1000, \$5.75  |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Hand colored, the best, per 500, \$5.00; per 1000, \$7.25  |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Hand colored on double tone, im. "it is it"; per 1000, \$8.50  |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Colored print, plain and glossy; in single 1000, \$6.50 and \$7.50   |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Autochrom, six colors, "Better than any chrom"; per 1000, \$7.50   |   |   |   |   |   |   |   |
| <b>Local Views Printed to Order</b>  |   |   |   |   |   |   |   |
| Com. Colored print, "The Best," Panel effect; per 1000, \$11.50  |   |   |   |   |   |   |   |
| <b>Local Views</b> are our specialty. Samples of the above free. Special prices for quantities.  |   |   |   |   |   |   |   |
| <b>FLOWER CARDS</b> from \$2.75, \$3.75, \$4.75 per 1000.  |   |   |   |   |   |   |   |
| <b>The Marvel Offer:</b> 250 Birthday, 250 St. Patrick, 500 Easter, 1000 cards, \$6.50   |   |   |   |   |   |   |   |
| F. O. B. New York. The above consists of highly lithographed 12-color work, plain, embossed, bronzed and gilded, the kind for which you are paying right now \$12 and \$15. As long as they last they are yours. |   |   |   |   |   |   |   |
| <b>NEWFIELD &amp; NEWFIELD</b><br>Selling Agents for European Printing Works<br>98 WARREN STREET, NEW YORK<br>Agents wanted in uncovered territory   |   |   |   |   |   |   |   |
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**HAVE FAITH IN YOUR GOODS**

**Or Else Find Another Job—Learn All About Them—In This Way You Enthuse Your Customer.**

If you can't believe in your line of goods, find another job where you can believe in them. Your lack of faith in the goods you sell will undermine you.

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 employer and 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.—The Macey Monthly.

The Athletic Manufacturers' Credit Association will hold its fourth annual meeting in Chicago, Ill., on February 8-10, at the Auditorium Hotel.

**The Klein & Heffelman Co.**  
CANTON, OHIO

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*Ohio Representatives*

**WINTER & CO. PIANOS**

**MASTER PLAYER PIANO**

**RUDOLF PIANO CO.**

**Rudolf Pianos and Player Pianos**

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**Dealers wanted to represent these lines in unoccupied territory**

comer. It is an admixture of riot and beauty. We cannot lay claim to any exclusiveness in producing the better kind—they are mostly a European product. To the lazy correspondent it is indeed a boon, and therefore universally popular.

But modern innovations have left our private stationery entirely unaffected. This condition is mainly attributable to heraldry. Although many coats of arms are very elaborate and ornate, they are very decorative, and what is more, they represent something. There is not a more pleasing device than family escutcheon suitably embossed.

The science is an old one, dating from the Crusades. It was originally military, borne on banners to distinguish one army from another. And as it expanded, devices were drawn up and given for distinguished service as they are given now to men who attain eminence in their professions, under monarchical governments. Besides the family coat of arms there are state, city, ecclesiastical, collegiate, and so on. The national flags are also heraldic. State papers and charters are never without their great seals. An interesting document for one who wishes to gain a little knowledge of this subject is to study a copy of the Magna Charta.

A fully emblazoned coat of arms, suitably framed, is a distinctive decoration for the home. The stanch republican takes offense at the general use of crests and mottoes in this democratic country of ours, arguing that it is at variance with the accepted condition of things. But Washington and many signers of the Declaration of Independence and other distinguished Americans, whose patriotism and good sense puts them beyond suspicion, displayed coats of arms on their book plates and stationery.

The book plate has shown a decided advancement, because the designer is unhampered by any conventionality; it is a favorite and popular subject for artists.

It is safe to say that we are attaining a general excellence both in the attractive way goods are presented and quality of the workmanship.

### HUNTS SPOOKS WITH CAMERA.

German Artist Pushes a Button When His Medium Does Things.

Baron von Erhardt, a German painter, who resides at Rome, occasionally holds spiritualistic seances in his studios. They have one unusual feature.

The experiments are not made in darkness, but two ruby electric lights sufficient to show

clearly every object in the room are used. A photographic apparatus is placed in front of the medium with an exposed plate, which naturally the ruby light does not affect. A tin dish containing magnesium is placed near the camera and connected by means of wires with an electric battery.

Thus when the Baron wants to make sure that the medium isn't cheating or to make a record of some particularly interesting feat he has only to push a button and establish an electric circuit which ignites the magnesium and a photograph by flashlight is taken. The plate is developed there and then it serves as a document of the particular phenomenon which has taken place.

A recent photograph showing a fiddle suspended in the air without apparent support was taken in this manner. At another sitting an object was seen floating about in the air, a photograph was taken and it revealed that it was the medium's coat, which in some way he had removed while his hands were clasped in his neighbor's. Once the camera caught a table floating through the air, at least it seemed to.

### THE LIMIT ACCORDING TO MAUD.

Maud Muller on an autumn day  
Was raking the fallen leaves away.

The judge meandered down the walk,  
And stopped to make a little talk.

"Maud," said he, and his bosom heaves,  
"What are you doing—raking leaves?"

"No, sir," said Maud, in accents low,  
"Just at present I'm shoveling snow."

Whereupon the judge moved his feet  
And meandered onward down the street.

Then Maud winked at the cat, did she,  
And said with forced solemnity:

"Of all fool things from tongue to pen  
The limit is the fool remarks of men."

### PLAIN STATEMENT OF FACT.

Dust and dirt are plentiful, but feather dusters, brooms and chesecloth are cheap. Get them together.

It takes a live fish to swim up stream. Any old lobster can float down.

### THE BENEFITS OF PROFIT SHARING.

Not a Philanthropy but a Distinct Asset—Increases the Efficiency of Employes and Ensures Undivided Loyalty.

Profit-sharing has become one of the serious questions of the day. A few years ago, when some of the larger industrial concerns adopted the principle of distributing a certain amount of the net profits among the employes this move was regarded to a certain extent as a philanthropic fad—a whim of benevolence—which, while interesting because of its novelty, was altogether too radical for adoption generally.

The conservative business mind shrank from the principle of sharing profits with employes as it instinctively shrinks from any theory which encroaches upon the imperialism of private property. Naturally, it was argued that a division of profits, continued year after year, would constitute another fixed expense of doing business and would have to be regarded as an addition to the expense column. In some way or other this extra cost would have to be offset or it would result in the narrowing of profits which went to the owners. As a rule, owners are reluctant to reduce their own individual profits.

But the principle of sharing profits with employes has spread rapidly through the industrial world and has obtained the indorsement of some of the leading captains of industry, among them Andrew Carnegie, who has spoken in unqualified approval of the principle as going far in equalizing the relations between capital and labor and stimulating interest in a mutual undertaking.

Not only the large industrial concerns, but the smaller types of business enterprise, such as the retail store, are awake to the importance of profit-sharing.

The merit of this system is that it is simple and definite, the feature being the appropriation of 1 per cent. of the gross sales to the profit-sharing fund. Certainly, the amount that the different clerks receive at the close of the six months' period is sufficiently large to excite both gratitude for the gift and increased personal interest in the business.

The day of the small business enterprise seems to be on the wane for the present, at least, says the Dry Goods Reporter. The individual without abundant capital has less hope of founding an independent business than he formerly had. But where employes become shareholders and participate in profits there is a new spirit instilled into the life of those who work for others.

Allied with profit-sharing are the provisions which insure the employes against disability from accident and old age. When the day comes that the employe is assured that a long period of faithful service will give him the status, to a greater or less degree, or a part owner of a successful business, the attractions of the employe's life will multiply greatly and will approach those of the independent proprietor.

### REASONS WHY YOU SHOULDN'T "KNOCK."

When you knock a competitor the customer thinks there must be some reason and goes over to see him.

## The VIASCOPE SPECIAL NOW READY

After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

**VIASCOPE MFG. CO. - CHICAGO**

Department A, 112 East Randolph Street



IF YOU ARE INTERESTED

IN

## ELECTRIC-PLAYERS

Write us for Latest List of Up-to-date and Popular Selections in  
PERFORATED-PAPER MUSIC ROLLS

**THE PIANOVA CO., 117-125 Cypress Ave., N. Y.**

Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS

60 YEARS'  
EXPERIENCE

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Branch Office, 625 F St., Washington, D. C.

# This Will Interest You

It is conceded that there is no line which will blend better with talking machines than pianos.

But the great essential is the *right* pianos.

Now we have the *right* pianos at the *right* price.

The Cable-Nelson instruments are built along attractive lines.

Architecturally they are perfect, and when placed in ware-rooms they are bound to attract attention.

They can't help doing so.

They are cased in beautiful veneers and they are decidedly attractive in their appearance.

Then too, their tone is surprisingly rich. In the upper registers it is clear and sparkling, the bass rich and sonorous.

And the price. Ah! there is the attractive point. The price is entirely consistent with the values offered.

It has been through the production of large values that the Cable-Nelson business has steadily grown year by year.

We have a special proposition for talking machine dealers, one that will interest, and it will pay you to take up this subject at once with us.

We can put you on the road to new business and the pathway will be lined, of course, with dollars for you.

Is this statement interesting? Then write us.

A word to Talking Machine Men.  
Presumably you are desirous of increasing your income.

That is quite a laudable ambition, and we can start you along the right path.



STYLE F CABLE-NELSON

## Cable-Nelson Piano Co.

Republic Building, CHICAGO, ILL.

Did you know there was money in the piano player business?

Have you any idea of the profits that you can make out of the Peerless or Harmonist Agency?

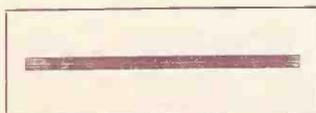


We can give you some live suggestions which will cause you to wonder why you have not investigated the money-making powers of the Peerless Player product before.



Note the illustration shown on this page, and figure on getting in line with the manufacturers as quickly as possible; the quicker, the greater chance you will stand of increasing your income during the New Year.

Be up-to-date and ever watchful of your own interests.



# NEWEST THING ON THE CALENDAR



## The Harmonist

LATEST AND BEST OF PLAYER-PIANOS

PEERLESS PIANO PLAYER CO.  
F. ENGELHARDT & SONS, PROPRIETORS.

OFFICES  
WINDSOR ARCADE, FIFTH AVE., NEW YORK.  
FACTORIES  
ST. JOHNSVILLE, NEW YORK.

# The Talking Machine World

Vol. 5. No. 2.

New York, February 15, 1909.

Price Ten Cents

## ROTHWELL PRAISES THE "TALKER."

The Noted Conductor Agrees With Walter Damrosch That Music in the Home Is the Great Pacifier and in This Connection the Talking Machine Fills an Especial Place—Says Its Possibilities Are Unlimited.

(Special to The Talking Machine World.)

St. Paul, Minn., February 6, 1909.

When the soup is cold and the meat burned and hubby is growling out a series of uncomplimentary remarks concerning the general management of the household, let wife slip into the parlor and wind up the talking machine. Immediately Caruso or Calve will begin to warble sweet notes and hubby, delighted, will have forgotten all about his grouch. Thus will numerous family quarrels be eliminated and the divorce evil robbed of half its strength. This at least is what Walter Rothwell, conductor of the St. Paul Symphony Orchestra, believes.

He is heartily in sympathy with the statement made by Walter Damrosch that a mutual knowledge or fondness for higher music by husband and wife would do much to smooth away the numerous little differences which arise.

For a family not skilled in the production of higher music, Mr. Rothwell advocates the talking machine as a peace restorer. Can you picture a fond husband returning at 3 a. m. and gazing up at the head of the stairs, where wife, her sweet countenance distorted by an awful frown, is holding forth, producing a "talker" from his overcoat pocket and starting "The Toreador"?

"I think that idea very clever and very true," said Mr. Rothwell, in speaking of Damrosch's idea.

"There is no doubt in my mind that a knowledge and appreciation of the higher class of music would go far to bring about a happy home life among all classes of people. It appeals to the soul and lifts a man out of the temporary environment which may bore him and make him seek the diversion of a quarrel with his family or friends.

"If the husband and wife can find a common interest in the appreciation of good music it will relieve the strain, as Damrosch says, which results from a perusal on the part of one of the day's doings in the kitchen or a resume on the part of the other of some deal with Jones or Smith."

Then turning to his young wife he remarked: "There are often hours at a time when we speak of nothing else but music. Our art is so close to us that we can find full expression of our hearts in the simple rendition of some symphony which lifts the clouds of a dreary day or passes away the monotony of an hour which might otherwise prove oppressing.

"Yes," was the reply of Mrs. Rothwell. "There are often days when we think of nothing else. We are both musicians and have interests in common which would certainly prove of value in smoothing over any monotony which might impend."

"For a family which is not skilled in the production of the higher class of music the talking machine is one of the finest things in the world for producing a diversion and keeping peace in the household," continued Mr. Rothwell. "It is vastly abused by the production of the non-sensical popular ragtime with which the ordinary machine is commonly stocked, but those who own first-class talking machines are no longer purchasing only the lighter music but are well supplied with the finest selections which our great artists produce.

"The talking machine has given to the world much that the world would not otherwise have been able to obtain or to appreciate. There are many classes of music which the talking machine produces almost perfectly, and one of these

is the symphony orchestra. Vocal solos are also well reproduced, especially those sung by men's voices. Women's voices have not the strength nor resonance to produce the best records.

"It is wonderful what has already been done, and there seems to be no limit to the possibilities of the 'talker' idea. Yes, as Mr. Damrosch says, the value of music as the food of love is as yet unestimated."

## THE PRESIDENT'S RECORDS.

Dealers Will Have a Valuable Asset in the Records of the Voice of President Taft Who Takes Office March 4.

With the inauguration of Wm. H. Taft, as President, early next month, dealers will find the Taft records which were issued during the last campaign, very valuable assets. For the first time they will be able to supply the public with a record of the voice of the President of the United States, and we greatly mistake if these Taft records will not prove tremendous sellers, not only in this country, but all over the world.

It seems to us that both manufacturers, jobbers and dealers should lay especial emphasis on the fact briefly outlined above and inaugurate a new campaign of activity. Every loyal American, who possesses a talking machine, will be proud of having in his home one of the addresses made by Mr. Taft, and it only needs the proper publicity, correct emphasis and enterprise on the part of all concerned to secure the desired results.

## THE "TALKER" TO CURE DISEASE.

Where Such Cure Is to be Accomplished by Mental Suggestion—By Having Machine Repeat Patient's Own Words Complete Harmony Is Possible—Details of the Theory.

(Special to The Talking Machine World.)

Cincinnati, O., February 2, 1909.

To cure disease by talking into a machine and then listening repeatedly to the reproduction of your own voice. This may sound strange and foolish, but Walter Maxwell, manager of the Palace Hotel, declares that it can be done and is demonstrating it to his friends. Mr. Maxwell is a firm believer in the efficacy of faith and suggestion in the cure of disease. His belief is similar to that of the advocates of the Emmanuel movement and other faith healers, except that he denies that any religious belief is necessary. Belief in what one wishes to accomplish and faith in one's ability to accomplish it is all that is needed, he asserts. Auto-suggestion or suggestion from another will do the rest.

"But my trouble has been," said Mr. Maxwell, "to get anyone to make suggestions to me which were entirely in harmony with my own belief. Thus a single thought in which I did not have faith, destroyed all of the power of suggestion. I tried a talking machine on which with my own voice I recorded the suggestions I wished to impress upon my mind by reproducing them a number of times, but the "talker" records, made of soft wax, soon became scratchy and indistinct and were very unsatisfactory. I heard three years ago of a new machine called a telegraphone which overcame this difficulty. The machine has just been perfected, and by browbeating the manufacturers I secured the first one sent out from the factory. It has not yet been placed on the market, and the one I have is only loaned to me. It answers my purpose wonderfully.

"But most important of all is the efficacy of machine suggestion, for this has none of the objections of personal suggestion. The latter has always caused people to fear that they might come under the domination of another personality. The machine obviates that worry."

Mr. Maxwell has the telegraphone in his office in the Palace Hotel. It is really a wonderful

machine in its simplicity of construction and operation, accuracy and distinctiveness of voice reproduction, and absence of all noises except those recorded by the operator. The voice record is made on a hard steel disc by electricity, which records the sound waves. By merely pushing a button an old record may be erased while a new one is being recorded on the same disc. The machine is designed for commercial use, as in receiving of dictation and its subsequent transcription by a typewriter, and the manufacturers probably would be much surprised to learn the use which Mr. Maxwell proposes to make of it.

"The influence of suggestion upon the physical body is easily demonstrated," said Mr. Maxwell. "If while you were sitting quietly in your home, a neighbor should rush in and tell you that your child had been run over by a car, you would believe him. You would have faith in the truth of his statement. The physical effect would be to cause you to pale and flush, the temperature of your body would rise and your pulse would beat more rapidly. If, however, you could look through the door and see your child standing there unhurt, while your neighbor was talking, you would have no faith in his statement and his suggestion of disaster would have not the slightest physical effect upon you. This is a homely way of showing the power of mental suggestion upon the physical being and it also shows that it is necessary to have faith for it to be effective. This being so, why should not the power of suggestion be used for good in the healing of bodily disorders, especially maladies of the nerves which most easily respond to suggestion?"

## SAPPHIRE FOR DISC RECORDS.

Important Patent Granted to H. Schroder, of New York, Covering the Above.

H. Schroder, of the H. Schroder Hornless Phonograph Mfg. Co., Inc., 387 East 153th street, New York, has recently been granted a patent on a new form of disc record to be played with a sapphire jewel instead of a steel needle, the record being softer than the present styles of disc records. However, records with a harder surface to stand the wear of the steel needles, will be provided under the patent, for those who prefer to retain the present styles of reproducers and the steel needles.

The Schroder Co. have also perfected their new and improved style of hornless phonograph to be sold at a popular price. It has mechanical features and tonal qualities that should interest those of the trade looking for new creations.

## MUSIC TO PRODUCE COLORS.

Important Patent Granted to H. Schroder, of New York, Covering the Above.

Loie Fuller introduced a new invention to the Berlin public on the evening of Feb. 5, when she showed her so-called system of "light orchestration in colors."

She has discovered that the sounds produced by different instruments represent various hues. There are persons, says "La Loie," who are especially sensitive in this respect, and who invariably feel this imaginative play of color when listening to orchestral music.

She has constructed an apparatus calculated to make the colors actually visible and to display clearly for the benefit of any audience, sensitive or non-sensitive, the melting of shade into shade in accordance with the changing of the instrumental melodies.

Miss Fuller's new device was shown before an invited audience of musicians and critics, and she essayed to react to the music of the Bluthner orchestra, one of Berlin's permanent symphony organizations.

## THE TALKER AS A VOCAL TEACHER.

David C. Taylor in His Work on the Voice Says That Imitation Furnishes the Only Means of Acquiring the Correct Vocal Action—What Better Voice to Imitate Than the Great Voices Heard Through the Medium of the Talking Machine?—These Give Instruction of the est—Opens Up a New Vista for the Talking Machine as an Instructor.

Since the talking machine has been so greatly perfected we are enabled to hear, in the most perfect manner, the voices of the greatest artists of the world. It is a well-known fact that pupils in the leading vocal schools use these machines as a means not only of inspiring them to greater accomplishments, but of getting a proper idea of phrasing and of voice production—of copying or imitating the voice recorded so faithfully on the record.

The talking machine nowadays is not only used in the home of the prospective operatic singer, but all the leading teachers use it as a means of stimulating pupils and pointing out wherein Caruso, or Melba, or Scotti, or Farrar, or Eames, or others of the great galaxy of stars excel, and their various methods are analyzed and commented on with most helpful results.

It is noteworthy that in a recent volume issued by David C. Taylor he maintains that "Imitation furnishes the only means of acquiring the correct vocal action." That "Imitation supplies the only practical means for training voices."

These are the bombs which have just been cast into the camp of the singing teachers. They are designed to shatter tradition in their explosion—the tradition which rests on an anatomical conception of throat and chest muscles and has expressed itself from time to time in vague commands to "Sing in the breath." "Open the throat." "Sing the tone forward." "Support the tone."

David C. Taylor is the insurgent and the man of the bombs. Only the other day the teachers had never heard of him. They are talking about him now. He has written a book, of course—that's the way he starts his explosives—and he calls it, inoffensively enough, "The Psychology of Singing" (Macmillans). It is when you get a good way beyond the title and beyond the analysis of various modern methods of voice culture that you strike the new idea.

"Having ascertained the futility of the attempt to teach singing mechanically," says Mr. Taylor, "it is in order to determine the truth or falsity of the statement that the exercise of the imitative faculty alone does not suffice for the training of the voice."

The imitative instinct is of early recognition. In childhood we learn to speak our mother tongue by imitating the speech of those about us. So Mr. Taylor gets his starting point for argument. But vocal imitation would be impossible without the ability of the voice to produce sounds in obedience to the commands of the ear, and this ability the voice normally possesses. It can imitate a wide range of sounds. Otherwise spoken language could not exist.

"If the perfect vocal tone can be shown to be included in this range of sounds, then the voice can be trained by imitation."

Mr. Taylor refers to the performances of vaudeville performers who imitate the notes of many instruments, the oboe, the clarinet, the muted trumpet, also the songs of various birds. This gift indicates the possession of some special structure of the vocal organs. Given the natural vocal ability, the power to produce the tone quality is developed by repeated attempts at imitation. "The possessor of the natural gift perfects this gift by practice." And essential for the guiding of practice is a close listening to and comparison of the original tones and the voice in imitations.

Now this power of vocal imitation does not come of normal faculties; the tones of the oboe and trumpet do not lie within the range of qualities normal to the normal voice. On the other hand, "the quality of the perfect vocal tone is

unquestionably within the range of every voice so constituted as to be capable of artistic singing. A fine natural voice normally produces beautiful tones. It is only with this type of voice that voice culture is concerned. Such a voice must be capable of producing the perfect vocal tone."

We have the fact that the faulty tones of one voice can be readily imitated by another voice. Mr. Taylor takes up the case of a vocal teacher who is trying to correct a gifted pupil by imitating his faults and showing him the right tone productions. "Suppose this master begins the instruction by singing for the pupil tones of exaggerated throaty quality and bidding the pupil to imitate these tones. At the next lesson the master would very slightly improve the quality of the tones sung as a model for the pupil's imitation. The student would listen and model his daily practice accordingly. . . . The master would again set a slightly improved model." Mr. Taylor asks pointedly:

"Could any point be reached at which the student would be unable to imitate the teacher's voice?"

Supposing the teacher to have perfect command of his own voice, when the last trace of faulty production in the student's voice had been eliminated, he would be singing perfect tones.

"No limit," Mr. Taylor holds, "can be set to the ability of the voice to improve its manner of tone-production by imitation. It must therefore be concluded that the perfect vocal action can be acquired by imitation." And here is where the talking machine comes in. If the method must be imitative, why not copy or imitate the voices of the greatest singers in the world?

This bomb-thrower would leave to the doctors the technicalities of throat structure and muscular vocalism. The combination of mechanical vocal training and instruction by imitation impresses him as an absurdity. "Reliance on the imitative faculty involves the utter rejection of the mechanical idea. Any attempt consciously to direct the muscular workings of the vocal organs is an interference with the normal action of the voice."

To such attempts at muscular regulation Mr. Taylor attributes the frequent disaster of throat stiffness. Imitation, as a means of vocal culture, this author insists, is even now often of use, but unconsciously so. It happens that "the student pays little attention to the mechanical rule and simply imitates the teacher's voice. There being then nothing to interfere, the student's voice naturally responds."

Once the possibility of training the voice by

imitation is established, Mr. Taylor holds, the old Italian method of teaching, regarded by many in these days as a lost art, is readily understood. From Tosi he quotes the admonition to "Let the master attend with great care to the voice of the scholar, which should always come forth neat and clear, without passing through the nose or being choked in the throat." To sing in tune and to produce tones of good quality—this summed up for the old master the whole matter of tone-production.

A beautiful tone conception—that is what the singer should be after first and last, according to Mr. Taylor's view. He sets the quest down as psychological, possibly, because it calls for qualities of acute perception, sympathy and comprehension. As he looks at the issue, no sweeping reform is called for in modern methods of teaching. Truly Mr. Taylor's ideas are highly interesting to all who have watched the progress of the talking machine and its influence in the musical world.

## OPERA ON THE AUTOMOBILE HORN.

Grand opera with an automobile horn and an air bottle is the newest discovery in the motor world. Necessity mothered the invention, like in all other cases, for when the Gabriel Horn Co. were asked by the show committee of the recent exhibit at the Grand Central Palace, New York, to favor the audience with a selection from "Lohengrin" on its chimes, the company were in a quandary for the necessary power to carry out the program.

The Gabriel horn is operated by the exhaust gases of the automobile engine, but as no automobiles were permitted to operate at the show, some other means had to be devised or discovered. A happy thought struck the chimes player, and he immediately got in touch with the Goodyear Tire & Rubber Co. and arranged for the use of a Goodyear air bottle to replace the exhaust gas of the automobile engine.

"How many 'Lohengrins' are in an air bottle?" asked the operator of the horn. The bottle man knew how many tires the bottle would inflate, but on musical questions he was not an authority, and he said so. But the arrangements were made, and for the remainder of the show daily concerts of grand operas and popular songs were given by the horn and the bottle.

T. S. Garrett & Co. have opened a talking machine store at 7-11 Exchange Place, Raleigh, N. C.

OUR

# VICTOR RECORDS

## Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us VICTOR RECORDS in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES;  
NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

But—

### Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

### RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St.  
Boston, Mass.

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House



# Get the complete list of new Victor Records for March

**10-inch Records—Single 60 cents; Double-Faced 75 cents**

The double-faced records are lettered "(a)" and "(b)."

- No.  
5665 Bunch of Roses March.....Sousa's Band  
5666 The Sunny South—Medley.....Pryor's Band  
16113 (a) Forest Whispers—Descriptive Novelty.  
Pryor's Band  
(b) Battleship Connecticut March.Pryor's Band  
16127 (a) Persian Lamb Rag (Banjo).Vess L. Ossman  
(b) Medley of German Waltzes (Accordion).  
John J. Kimmel  
52014 The Mocking Bird (Whistling)...Frank Haffort  
5667 The Message of the Red, Red Rose (from  
"Marcelle")Miss Walton and Mr. Macdonough  
16142 (a) Hard Times (Foster).....Haydn Quartet  
(b) The Artillerist's Oath.....Peerless Quartet  
5669 What's the Use of Working.....Josie Sadler

**Two New Records by William H. Taft.**

- 16143 (a) Foreign Missions.....William H. Taft  
(b) Our Army and Navy.....William H. Taft  
16144 (a) Now I Have to Call Him Father (Vesta  
Victoria's Hit).....Ada Jones  
(b) American Ragtime (from American Idea).  
Billy Murray  
5668 Take Plenty of Shoes (from "The Boys and  
Betty").....Billy Murray  
5670 Down Among the Sugar Cane (Darky Shout).  
Collins and Harlan

**Accompaniments by the Victor Orchestra**

- No.  
16122 (a) Barney McGee.....Ada Jones  
(b) I'm Tying the Leaves So They Won't  
Come Down.....Byron G. Harlan  
16141 (a) Shipmates—A Nautical Absurdity.  
Golden and Hughes  
(b) Flanagan On a Farm.....Steve Porter

**12-inch Records—Single \$1.00; Double-Faced \$1.25**

The double-faced records are lettered "(a)" and "(b)."

- 35052 (a) El Capitan March.....Sousa's Band  
(b) Manon Lescauet Selection (Puccini).  
Pryor's Band  
35026 (a) Bumble Two-Step.Victor Dance Orchestra  
(b) You Can't Stop Your Heart from Beating  
for the Girl You Love..Harvey Hindermyer  
58003 Andante from Irio, Op. 85 (Reissiger) (Instru-  
mental Trio) (Violin, 'Cello, Pianoforte).  
Rcnard Trio  
58004 I Love a Lassic (My Scotch Bluebell).  
Harry Lauder  
58411 From Thy Starry Heaven—Prayer from Ros-  
sini's "Moses."  
Alexina, Mansucto and La Scala Chorus

**New Victor Red Seal Records**

**Three New Records by Melba.**

- Nellie Melba, Soprano.  
88149 Otello—Ave Maria (Verdi) 12-inch, \$3. In  
Italian.

- No.  
88150 Ye Banks and Bracs o' Bonnie Doon (Burns).  
12-inch, \$3. In English.  
88151 D'une Prison (Hahn). 12-inch, \$3. In French.

**Two New Farrar Records.  
Geraldine Farrar, Soprano.**

- 87025 Believe Me If All Those Endearing Young  
Charms. 10-inch, \$2. In English.  
88147 Faust—Air des Bijoux (Jewel Song) (Gounod).  
12-inch, \$3. In French.

**Another Hamlet Record by Ruffo.**

**Titta Ruffo, Baritone.**

- 92042 Hamlet—Monologo. 12-inch, \$3. In Italian.

**Two Records by Mme. Gay—  
The New Metropolitan Carmen.**

**Maria Gay, Mezzo-Soprano.**

- 91085 Carmen-Seguidilla (Near the Walls of Seville)  
(Bizet). 10-inch, \$2. In Italian.  
92059 Carmen—Habanera (Love is Like a Wood  
Bird) (Bizet). 12-inch, \$3. In Italian.

**Two New Records by Williams.**

**Evan Williams, Tenor.**

- 74127 Prodigal Son—How Many Hired Servants (Sul-  
livan). 12-inch, \$1.50. In English.  
74129 Boheme—Rudolph's Narrative (Thy Hands Are  
Frozen) (Puccini). 12-inch, \$1.50. In  
English.

You can't afford to leave any of these new records out of your order.

This complete list of new *Victor Records* appears in our double-page advertisement in the leading magazines for March, and we also advertise in the leading daily papers throughout America on March 1, announcing that these new records have just been issued.

That will stimulate the demand, and to be on the safe side you should have every record. The best way to hold old customers and draw new ones is to get a reputation for having what every one wants.

Get ready now for February 27th—the simultaneous opening day for the new March records.

Send your order for these records to your distributor to-day—and order them all.

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

**Berliner Gramophone Co., Montreal, Canadian Distributors**

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

## SEEKING NORTH POLE BY WIRELESS.

Frank L. Dyer, President of the National Phonograph Co. Writes an Interesting Communication Regarding the Possibilities of Successful Exploration by Wireless.

Frank L. Dyer, president of the National Phonograph Co., and a man of wide learning not only in the legal domain, but in practically every scientific field, recently contributed the following communication to the editor of the New York Sun upon the subject of exploration by wireless. He said:

"Your article outlining the plans by which Amundsen in the gallant old Fram hopes to carry out to a successful conclusion Nansen's original scheme was very interesting. Amundsen expects by entering the pack further to the eastward of Nansen's point of entrance to be carried in the very near neighborhood of the pole. Let me offer a suggestion that I think will make success an absolute certainty, provided the Fram is still able to resist the ice pressure during her long enforced voyage.

"When Nansen discovered to his egrin that the drift was carrying him far to the south of the pole it will be remembered that with one companion and a number of sledges he left his comfortable quarters and struck out over the ice pack on his memorable dash. Knowing to a certainty that he would never regain his ship, but must make his retreat to Franz Josef Land, he was compelled to turn back after achieving the then highest record, and reaching Franz Josef Land in the early summer, encountered rotten ice and open water, so that it was only with the greatest difficulty that a landing was effected. Surely in the annals of adventure there was never a more brilliant exploit than this.

"Since Nansen's time the world has moved on and many scientific improvements have been made. The development of wireless telegraphy would enable Amundsen, should he find that the drift was carrying him out of the desired direction, to leave the ship, fully equipped for a dash of two or three hundred miles and return, and at the same time remain always in communication with his companions. He would not have to figure on a quick dash northward and a long southern retreat, but being always in communication with the ship, his northward march could safely be extended to a month or more if necessary. Furthermore, it could reasonably be predicted that the ice encountered would be fairly coherent, unless, of course, unknown lands were



FRANK L. DYER.

met. It would not be advisable for the sledging party to equip themselves with transmitting apparatus, owing to the weight, but it would only be necessary to employ a very light aerial, by which hourly or at least daily messages could be received from the ship specifying her location. The sledging party, knowing at all times the geographical position of the ship, in this way could reach her with as much certainty as they could a permanent land. Equipped in this way I would predict for Amundsen absolute success. When we remember that with the Gjoa, a very small auxiliary yawl, built in 1862, he achieved the seemingly impossible, with a comparatively modern vessel like the Fram, built for this special work and thoroughly tried out, and with a scientifically perfect campaign ahead of him, I feel assured, barring accidents, that he will reach the goal.

"Bearing on this suggestion it is interesting to recall that the Jeannette expedition was fitted out by Mr. Edison with a special telephone outfit employing ten miles or so of insulated wire so that the explorers could leave the ship for that radius and readily find their way back. The Jeannette was also equipped with one of the earliest isolated Edison electric light plants. DeLong's scheme was identical with Nansen's,

involving the entering of the pack so as to be carried across the polar sea with the drift. Unfortunately, however, the Jeannette was too weak structurally to resist the ice pressure. Nansen's very obvious suggestion that a vessel suitable for polar work should be so strongly built that when ice pressure is encountered the ice and not the vessel should yield was unfortunately not perceived by DeLong."

## PRECURSER OF THE PHONOGRAPH.

W. W. Warner of Madison, Wis., Displaying an Early Example of Talking Machine.

Perhaps in the monotony of up-to-date progress nothing can be more interesting and fascinating to men and women of to-day than some relic or contrivance of the past which takes the imagination back to days of yore. Just such a contrivance, namely, a microphone, or, what in the days of its origin, was referred to as an Edison speaking phonograph, has been displayed in the window of W. W. Warner's Music store, 27 West Main street, Madison, Wis.

This microphone weighs a hundred pounds—the latest phonograph weighs from 10 to 25 pounds—and is made of iron. Its general size can be limited to dimensions of 30 inches in length, 9 inches wide and 8 inches high. The mechanism for the reproduction of sound consists of a large cylinder and adjacently attached movable piece with a needle similar to the present day cylinder phonographs. All this rests on a large solid iron base about 2 inches in thickness. The cylinder, 8 inches in diameter, is attached about a shaft, one and one-fourth inches in diameter. The power is applied by hand, by means of a wheel and knob, the wheel being about three and one-half feet in circumference.

The machine is a type of initial effort in the designing and manufacture of a mechanism to reproduce the human voice and other sound effects. Berliner of Germany was the originator of the idea and it remained for America's, and now the world's inventor, Thomas A. Edison, then in the youth of his keen intellect and inventive powers, to speedily make the dream a bigger dream and a reality. This occurred 30 years ago, 1878.

As evidence of Edison's success in developing the phonograph, it may be interesting to note in this connection that the rude machine exhibited is No. 177, while among the latest figures obtainable in Madison of only one type of Edison machine is No. 357,562.

The microphone now in Madison was years ago exhibited at world's expositions. In 1878, W. W. Warner states, a similar machine was exhibited in his city, adding: "It may have been this same identical speaking phonograph which in 1878 or '79 was displayed here. An admission of 10 cents was charged for people to see and hear the quaint curiosity. As I remember, the show was in a building on East Main street. The cylinder of the phonograph was covered with tinfoil. Words were talked or sung into the mechanism while it was in motion and then literally unrolled and the words reproduced in a thin piping voice, but with unmistakable distinctness."

## THE JOBBERS' ASSOCIATION.

Executive Committee Was to Meet March 1st in Washington—Postponement Due to the Illness of J. N. Blackman—Recent Concessions Secured.

A special meeting of the executive committee of the National Association of Talking Machine Jobbers for March 1, in Washington, D. C., is now under consideration. Owing to the illness of J. Newcomb Blackman, President Bowers has postponed the meeting until a later date.

Another concession granted the committee, and which will benefit the distributors, is the extra discount accorded them by the Victor Talking Machine Co., Camden, N. J., that went into effect January 25. Rather the discount rate in question was made uniform to all Victor distributors.



Patented

## The Ravenskilde Talking Machine Starter

FOR EDISON AND ALL OTHER TALKING MACHINES

### THE NOVELTY OF THE CENTURY

Put a record on the machine and set the clock at the time you want the record played. It will wake you to the sound of music divine or of any shout or remark you may have dictated into a blank record.

It's more than an Alarm Clock.  
It will surprise and startle evening guests.  
As a trade attractor in the store it is unexcelled.

It sells itself.  
Can be operated by a child.  
Is a perfect device. Does not get out of order.

RETAIL PRICE, \$5.00

Order sample to-day. If not satisfactory send it back and money will be refunded.

## P. M. RAVENSKILDE

Patentee and Sole Manufacturer

CABERY, ILL.



## How about your Victor display?

Is your salesroom attractive, and in keeping with the greatest musical instrument in the world?

Do you give the *Victor* the front of your store?

Do you often show a whole windowful of *Victor* and *Victor Records*?

Have you always a complete assortment of *Victor Records* on hand?

Are you always ready and willing to play any *Victor Record* for your customers when they request?

Do you give occasional informal recitals, and invite prospective buyers?

It's to your best interest to do all this. These things are necessary if you expect to do a big *Victor* business. And there is plenty of *Victor* business just waiting for you to take it.

Display *Victor*. Talk *Victor*. Advertise *Victor*. Bring people in to hear *Victor*. Get enthused over *Victor*, and the people in your town will soon catch your spirit.

And they're bound to buy *Victor*.

We're saying all this for *your* benefit. You *know* what big profits the *Victor* gives you, and these suggestions will help you to increase your *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.

### 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.                  |
| Altoona, Pa. ....      | W. H. & L. C. Wolfe.         | Escanaba, Mich. ....     | Grinnell Bros.                |                            | Nebraska Cycle Co.            |
| Atlanta, Ga. ....      | Elyea-Austell Co.            | Galveston, Tex. ....     | Thos. Goggan & Bro.           |                            | Piano Player Co.              |
|                        | Phillips & Crew Co.          | Grand Rapids, Mich. .... | J. A. J. Friedrich.           | Peoria, Ill. ....          | Chas. C. Adams & Co.          |
| Baltimore, Md. ....    | Cohen & Hughes.              | Honolulu, T. H. ....     | Bergstrom Music Co.           | Philadelphia, Pa. ....     | Sol Bloom.                    |
|                        | E. F. Droop & Sons Co.       | Indianapolis, Ind. ....  | Kipp-Link Phono. Co.          |                            | Louis Buehn & Brother.        |
|                        | H. R. Eisenbrandt Sons.      |                          | C. Koehring & Bro.            |                            | J. E. Ditson & Co.            |
|                        | Wm. McCallister.             | Jacksonville, Fla. ....  | Alexander Seewald Co.         |                            | C. J. Heppie & Son.           |
| Bangor, Me. ....       | M. H. Andrews.               | Kansas City, Mo. ....    | J. W. Jenkins Sons Music Co.  |                            | Musical Echo Company.         |
| Birmingham, Ala. ....  | E. E. Forbes Piano Co.       |                          | Schmelzer Arms Co.            |                            | Penn. Phonograph Co., Inc.    |
|                        | The Talking Machine Co.      | Lincoln, Neb. ....       | Ross P. Curtice Co.           |                            | Western Talking Machine Co.   |
| Boston, Mass. ....     | Oliver Ditson Co.            | Little Rock, Ark. ....   | O. K. Houck Piano Co.         |                            | H. A. Weymann & Son.          |
|                        | Eastern Talking Machine Co.  | Los Angeles, Cal. ....   | Sherman, Clay & Co.           | Pittsburg, Pa. ....        | C. C. Mellor Co., Ltd.        |
|                        | M. Steinert & Sons Co.       | Memphis, Tenn. ....      | E. E. Forbes Piano Co.        |                            | Standard Talking Machine Co.  |
| Brooklyn, N. Y. ....   | American Talking Machine Co. |                          | O. K. Houck Piano Co.         | Portland, Me. ....         | Cressey & Allen.              |
| Buffalo, N. Y. ....    | W. D. Andrews.               | Milwaukee, Wis. ....     | Lawrence McGreal.             |                            | Portland Talking Machine Co.  |
|                        | Neal, Clark & Neal Co.       | Minneapolis, Minn. ....  | Minnesota Phonograph Co.      | Portland, Ore. ....        | Sherman, Clay & Co.           |
| Burlington, Vt. ....   | American Phonograph Co.      | Mohile, Ala. ....        | Wm. H. Reynalds.              | Richmond, Va. ....         | The Cable Piano Co., Inc.     |
| Butte, Mont. ....      | Orton Brothers.              | Montreal, Canada. ....   | Berliner Gramophone Co., Ltd. |                            | W. D. Moses & Co.             |
| Canton, O. ....        | The Klein & Heffelman Co.    | Nashville, Tenn. ....    | O. K. Houck Piano Co.         | Rochester, N. Y. ....      | The Talking Machine Co.       |
| Charlotte, N. C. ....  | Stone & Barringer Co.        | Newark, N. J. ....       | Price Phono. Co.              | Rock Island, Ill. ....     | Totten's Music House.         |
| Chicago, Ill. ....     | Lyon & Healy.                | Newark, O. ....          | Ball-Fintze Co.               | Salt Lake City, Utah. .... | Carstensen & Anson Music Co.  |
|                        | The Rudolph Wurlitzer Co.    | New Haven, Conn. ....    | Henry Horton.                 | San Antonio, Tex. ....     | Thos. Goggan & Bro.           |
|                        | The Talking Machine Co.      | New Orleans, La. ....    | Nat'l Auto. Fire Alarm Co.    | San Francisco, Cal. ....   | Sherman, Clay & Co.           |
| Cincinnati, O. ....    | The Rudolph Wurlitzer Co.    |                          | Philip Werlein, Ltd.          | Savannah, Ga. ....         | Phillips & Crew Co.           |
| Cleveland, O. ....     | W. H. Buescher & Sons.       | New York, N. Y. ....     | Blackman Talking Machine Co.  | Seattle, Wash. ....        | Sherman, Clay & Co.           |
|                        | Collister & Sayle.           |                          | Sol Bloom, Inc.               | Sioux Falls, S. D. ....    | Talking Machine Exchange.     |
|                        | Eclipse Musical Co.          |                          | C. Bruno & Son, Inc.          | Spokane, Wash. ....        | Eiler's Piano House.          |
| Columbus, O. ....      | The Perry B. Whitsit Co.     |                          | I. Davega, Jr., Inc.          |                            | Sherman, Clay & Co.           |
| Dallas, Tex. ....      | Thos. Goggan & Bro.          |                          | S. B. Davega Co.              | St. Louis, Mo. ....        | Koerber-Brenner Music Co.     |
| Dayton, O. ....        | The Fetterly Piano Mfg. Co.  |                          | Chas. H. Ditson & Co.         |                            | St. Louis Talking Machine Co. |
| Denver, Colo. ....     | Hext Music Co.               |                          | The Jacot Music Box Co.       | St. Paul, Minn. ....       | W. J. Dyer & Bro.             |
|                        | Knight-Campbell Music Co.    |                          | Landay Brothers, Inc.         |                            | Koehler & Hinrichs.           |
| Des Moines, Iowa. .... | Jones Piano Co.              |                          | Stanley & Pearsall.           | Syracuse, N. Y. ....       | W. D. Andrews.                |
|                        | Harger & Blish.              |                          | Benj. Switky.                 | Toledo, O. ....            | The Hayes Music Co.           |
| Detroit, Mich. ....    | Grinnell Bros.               |                          | New York Talking Machine Co.  |                            | Whitney & Courier Co.         |
| Dubuque, Iowa. ....    | Harger & Blish.              |                          |                               | Washington, D. C. ....     | John F. Ellis & Co.           |
| Duluth, Minn. ....     | French & Bassett.            |                          |                               |                            | E. F. Droop & Sons Co.        |



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NEW YORK, FEBRUARY 15, 1909.

THE trade for the first month of the New Year has been somewhat fitful. But every January trade is dull for that matter. In some sections of the country there has been a lively demand for talking machines and accessories; in other sections a business stagnancy has been in evidence. On the whole, however, it might be safely asserted that trade has been rather dull and somewhat disappointing. The demand has not been lively. However, there has been an unusual demand for records. The sale of machines has been curtailed, but the record business has been surprisingly good. There, too, has been a recrudescence of the horn trade. There has been a continuous demand for high-priced talking machine outfits. It is in a way surprising how the demand for high-priced products has kept continually on the increase. Many dealers have been exploiting the high-priced products in their local papers with the result that they have kept up their sales record to a satisfactory point.

IT is believed that there will be a constant betterment in business as the months pass, and people have it fixed in their minds that business is going to be better, and that in a degree will be a helpful force in making it so. There is nothing like having confidence in business, or anything for that matter to succeed. A man who has no confidence in the product which he puts forth, or in his ability to secure trade, usually fails. He doesn't comprehend the possibilities of business life, and his listlessness and lack of ambition will surely contribute to his defeat. General trade conditions of the country are steadily improving. There are fewer idle cars on the sidings than last month, and never before in the history of this country has an after panic liquidation been accomplished so successfully as during 1908. This was due in the main to the fact that all vital parts of the business

organization, integrity, capital, good management and credit, were shown to be on a sound basis. In the background are the wonderful material resources of the great West during the last ten years, and in addition the great reduction or almost total elimination of mortgages on farms of the Mississippi Valley and throughout the West. It has been the farmers throughout that specially favored country who have been large purchasers of high priced talking machines. The result of this splendid condition has been surprising even to students of finance and to many business men. As a consequence stocks of machines in the hands of mills, wholesale distributors and retailers were probably never as low, proportionately to business or as well assorted for the interests of business as they are to-day.

LAST year at this time we had before us large stocks and small credit opening, and to-day we have small stocks and wide credit opening for all enterprises which are sound and conservative. As we review the situation for the first six months, the progressive man can transact good trade along legitimate lines, and then if crops turn out good look out for extraordinary large business in the fall. We are not looking for booms and we are better off without them, but it is almost sure that there will be continued activity in the trade field. The discussion of the tariff may have a conservative effect on the minds of most merchants, but we do not anticipate any revision which will be detrimental to general business. We have started on an upgrade which will probably continue for a number of years, and we believe that every talking machine man should push his business so as to make the most of the prosperity which is not only surely coming, but has already reached a number of points throughout the country.

TALKING machine men, in order to succeed, must have confidence in their business, its present and its future, and it is well when studying trade conditions to heed the example of some of the great houses of the industry. Take for instance, Lyon & Healy, of Chicago. To go through the talking machine display rooms of this great concern it at once an inspiration and a joy. When business was dull last year this house did not manifest the slightest fear as to the business outcome—in fact the directors went steadily ahead with store betterments which cost a modest fortune. They had confidence in the business future, and in the talking machine future in particular. There would have been no depression if all business houses had manifested the same confidence evidenced by this great house. We would suggest that dealers visiting Chicago look over this establishment. As far as we know it exceeds in character and originality any other talking machine establishment in the country, or in the world, for that matter. These rooms have been described in detail in earlier issues of *The World*, but a mere verbal description cannot treat the subject adequately. A personal inspection of the arrangement of the rooms, and whole floor plan, will be of obvious value to talking machine men everywhere. The example of this house in going ahead with such determination in the face of dull times and depression should interest many others who feel weak hearted concerning the talking machine business. It is just such kind

of effort as this that should give heart to men who are depressed, and to such men a visit to the Lyon & Healy establishment will be an inspiration and incentive to go ahead and do business. Just keep things going. A little more ginger, if you please, and, of course, plenty of confidence.

IT is surprising how many high priced talking machines are used in the hotels throughout the country, and the drawing power of these instruments is beginning to be appreciated by the hotel proprietors. We have seen a number of leading hotels throughout the West where the dining rooms and restaurants have been well patronized by people who have come in to listen to some famous artist during their meals. When these splendid talking machine creations are accompanied by other musical instruments they at once add greatly to the charm of the orchestra, and these special forms of entertainment may be maintained at very reasonable figures. The hotel and restaurant field is certainly a live one in which progressive talking machine men may operate with sure results ahead. There are possibilities here for business broadening which should not be overlooked. It is interesting to note some of the comments of people who have heard these wonderful creations for the first time. They have expressed intense surprise and admiration at the marvelous development which has taken place in this industry during the past few years. People who have not kept pace with the development of the talking machine and who listened to one of the larger creations for the first time are interested to such an extent that they are at once live trade possibilities for the local representatives. When a machine which is attractive and has marvelous powers of entertainment is placed in a suitable environment, it at once becomes a business incubator of no mean proportions.

A NUMBER of leading papers through the country, in commenting upon the marvelous changes which have occurred during the Lincoln centennial which we have just celebrated, have referred to the talking machine as one of the most wonderful creations. In doing so the foremost papers have placed the talking machine in line with the most striking inventions of modern times. Well, why is it not true, and is not such credit fairly due this wonderful creation? What other invention of man's reproduces sound with such faithful accuracy? The talking machine is indeed one of the most marvelous creations of the Lincoln centenary. With it it is possible to preserve the voices of leading men for future ages. It is entertaining and educational in the truest sense. Indeed, the merit paid to the talking machine is honestly due. A marvelous creation of the genius of man. That fact alone should act as an inspiration to men when showing up the qualities of particular machines. It certainly makes a pleasant business background to know that you are offering one of the marvels of a century of marvels in inventive creations.

A SUBSCRIBER asks what is the legal status of O. K. It has been officially declared that the letters "O. K." written on the back of an order for money and followed by a signature mean "all right," and are equivalent to an indorsement. This decision was passed by Judge Heatou, of the Superior Court in Fort Wayne, Ind.

## AN EDUCATIONAL CAMPAIGN.

Of High Character Is Being Carried on by the Victor Talking Machine Co.—The Wonderful Machine Expatriated on Most Interestingly—Technical Pointers Explained.

Some recent advertising of the Victor Talking Machine Co. is worthy of more than passing consideration for its originality and effectiveness. It is not merely publicity, but an educational campaign that is doing much to dignify the talking machine and make it more respected and esteemed. For instance, here is an extract from some recent Victor publicity which is unquestionably of a high character. It appeared under the caption, "The Wonder of It," and reads as follows:

"Many common things become wonders if we know how to look at them, and many wonders become common things just because we do not keep the wonder of them alive.

"Let us look at the Victor talking machine a while from this point of view—the wonder of it. The Victor is wonderful from any point of view, whether we consider it from the scientific side, based as it is on an ingenious application of nature's most marvelous laws, or from the musically artistic side, with its limitless scope and variety; but let us look at it first merely as a machine, a little instrument which you can lift from place to place with ease, yet which can reproduce for you the music of an orchestra of a hundred pieces or the voice of a prima donna who may be at the other side of the world.

"The needle, the sound box and the record—these are the greatest wonders of the Victor. Simple as simple can be, and entirely mechanical in every detail, yet hardly less wonderful in their united powers than the human mind and ear and voice.

"See the little needle chasing the materialized sound wave on the surface of the record! Like a keen-scented, eager hunting dog it searches out every element of sound in a complex chord, struck, we will say, by Sousa's great orchestra. Every sound of every instrument is found accurately, and transferred to the sound box for translation into music through the horn. Does daily experience yield anything more wonderful than this? Yet how seldom you think of it when you hear the Victor playing a record.

"Still more wonderful in some respects is the sound box, a sort of mechanical ear, which "hears" the vibrations of the needle on the record and transmits them to those parts of the machine which are to translate them into music. How precisely its diaphragm repeats every vibration which thrilled the diaphragm of the sound box on the recording machine, making the music of the Victor a faithful echo of the original song.

"The Victor record you buy is not, of course, the one over which the recording needle traveled on its journey that traced the notes of the original music. The delicate original disc is first used as a matrix, the mother of hundreds of records so exactly alike that no expert can tell the difference between them, and then carefully protected and put away in the vault of sound writings, a precious masterpiece from which new metal plates may be made at any time. In this way a Victor song is recorded—written down in imperishable form so that generations hence young musicians may hear the voices which charm the world to-day, making the fame of the singer, hitherto the most perishable of earthly honors, as enduring as that of the poet or the painter.

"But how is the song reproduced? By what mysterious process is the sound writing, the disc, whose making we have briefly followed, made again into music; for recording the sound is only half of "the wonder of it?"

"When you place a Victor record on your machine, and set the little needle following the groove, its motion is transferred in the form of vibrations to the mica diaphragm of the sound box. If the diaphragm vibrates a certain number of times a second it will transmit to the horn a certain note. Increase this number of vibrations and the result will be a higher note. Sound, in short, is vibration, and each note of our musical scale represents a certain rapidity of vibrations in the air which carries it to our ears.

"Very simple, but at the same time wonderful, especially when we reflect that the quality as well as the pitch of each tone is exactly reproduced, so that we can distinguish readily between a note on one instrument and the same note on another.

"Think of the exact correspondence of sound vibrations which makes it possible for Mme. Melba to sing at one time in five thousand places all the world over the self-same song, in the self-same way, with the identical trills and the same irresistible style. Think of this vast stream of pleasure flowing from the point of a needle so small that you can scarcely see it. 'A camel through a needle's eye' has long been accepted as a strong expression of absolute impossibility. The Victor puts a whole brass band through a needle's point without making the slightest difficulty about it.

"Only the simple subject of sound waves,' you say. Ah, yes, that's easily said, but do you understand it? And is there not great satisfaction in the ability to reflect upon the wonder of it; to ask yourself how it is possible that such a concord of sweet sounds as is rendered by at least one hundred instruments in a band can be written in a space on a record almost infinitely small?

"Ask how that chord can be found and struck

by a little needle; how it can be passed on and interpreted into music by that little sound box. Ask yourself how it is all done, and if you cannot tell, why, just sit down and wonder over it. It will be well worth while to wonder over these things which have become so common to you that you have ceased to care anything at all about them."

## MICA FOR DIAPHRAGMS.

Producers of Domestic Mica Want a Strong Duty Incorporated on the New Tariff Bill.

(Special to The Talking Machine World.)

Washington, D. C., February 6, 1909.

Mica is largely used for diaphragms in sound boxes, and therefore manufacturers are interested in the duty on this article. The grade of mica employed for this purpose is imported from India. In the sound boxes made by the Victor Talking Machine Co., Camden, N. J., and the Columbia Phonograph Co., General, New York, the mica diaphragm is used exclusively. The National Phonograph Co., Orange, N. J., have substituted copper for mica in the Edison sound boxes. The domestic and Canadian mica is totally unfit for diaphragms, and therefore cuts no figure so far as the trade are generally concerned.

Producers or miners of domestic mica—the most important deposits being found in North Carolina—are opposed to the importers as to the rate that should be embodied in the framing of the new tariff bill. The domestic miners avow the importers are trying to have mica placed on the free list, or the duty materially reduced. The importers, however, in a letter of December 18, addressed to the Ways and Means Committee of the House, say:

"We desire to go on record as follows in the matter of proposed tariff revision as applied to paragraph 184, act of 1897, which relates to mica: 1. We favor the removal of ad valorem duty of 20 per cent. 2. We favor the retention of the present specific rates, namely, 6 cents per pound on uncut mica and 12 cents per pound on cut mica. Specific duties of 6 cents per pound and 12 cents per pound, as stated above, return to the government a fair revenue and an equitable one to the importer, and fulfill the purpose of a specific duty. Protection is not required as far as mica is concerned in this country. Costs of production, etc., need no comment here. Domestic mica has not been bettered by the ad valorem duty in the present tariff, and, furthermore, consumers will continue to demand and to use foreign mica on account of quality and quantity and dependable supply thereof, as the past proves." The suggestions of the Ways and Means Committee will be awaited with interest.

==== "B. & H." =====

# FIBRE NEEDLES

For Disc Records

Refined—Delicate and Sweet in Tone—True, Correct and Natural Reproduction—Preserve the Records *Forever*

"B. & H." FIBRE MANUFACTURING CO.

208 E. Kinzie Street

CHICAGO, ILLINOIS

# The Edison Phonograph isn't the only Sound Reproducing Instrument, But—

it is the instrument that has been developed by Thomas A. Edison, who made the reproduction of words and music possible.

It is manufactured under Mr. Edison's personal supervision and received the benefit of every improvement he can devise.

It is so thoroughly well made that it will last a lifetime with proper care.

It has a powerful spring motor that runs with the smoothness and evenness of an electric device, a feature most essential to good work.

It plays the Edison wax cylinder Records, famous for their sweetness of tone.

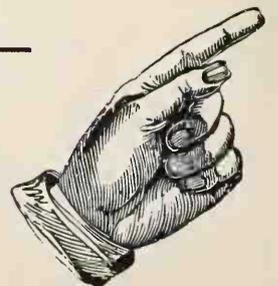
It has a specially made horn which gives volume to the music without affecting its richness.

It has an indestructible reproducing point which never needs to be changed.

And it plays the new Amberol Records, giving twice the entertainment of regular Edison Records, without Record changing.

In view of all this isn't it to your advantage to—

(Continued on next page)



# Put In Edison Phonographs and Records and Put Your Selling Energy Back of Them?

The advantages set forth on the opposite page not only exist in Edison Phonographs, but are well known by the Phonograph buying public.

Our advertising is making the Edison Phonograph the best known of all sound reproducing instruments. The Phonographs themselves are daily demonstrating that our claims for them are justified.

It is easier to work along the line of least resistance and that line is the Edison.

When you present an Edison Phonograph you have nothing to conceal or apologize for. There is nothing lacking. Its work is beyond criticism.

There are certain localities where Edison goods are not adequately represented. We want dealers in such places. But what we want most is that dealers who now have Edison goods should appreciate their selling possibilities and give them the consideration which their superiority warrants.

If you have Edison goods, push them; if your stock is low, order from your jobber. If you do not handle them, put them in. There is a nearby jobber who can supply you. Write us for his address.

## National Phonograph Company

59 Lakeside Avenue, Orange, N. J.

## AN IMPORTANT MOVE.

Orchestra Parts for Accompanying Victor Records—Twenty-four Complete Orchestras May be Obtained from the Victor Co.

The orchestra (sheet music) parts for accompanying Victor records have so increased the demand for Auxetophones that the Victor Co. are unable to ship Auxetophones as rapidly as dealers would like. However, every effort is being made to rush all back orders, and arrangements are almost complete for taking care of future orders for this instrument. The popularity of this innovation is evidenced by the big increase in the number of first-class hotels in New York, Philadelphia, Boston, Pittsburg, Buffalo, Milwaukee, Cincinnati, Louisville, Denver and almost every other big city which have added the Auxetophone to their orchestras. "The Voice of the Victor," commenting on this, says: "The directors of these orchestras are the most enthusiastic advocates of this wonderful instrument, and letters from hotel managers express entire satisfaction with the increase the Auxetophone brings to their restaurant receipts. One of them, Mr. Wright, president of the Adams Hotel Co., Denver, writes: 'The Auxetophone has increased our restaurant business on an average \$50 a day, which is very satisfactory, considering the size of our hotel.' These orchestras are perfectly arranged, and they open up to Victor dealers an almost unlimited avenue of trade. Particularly should the piano and violin parts appeal to students of these instruments.

"A good accompanist on either the piano or violin is a rarity, and the experience and practice gained through accompanying Victor records is invaluable. Remember, Victor records are identical at each playing. There are no skips, no false tempo; they teach the pupil exactness; they never tire, and they will add confidence and finish to the execution of any musician, no matter how complete his or her musical education.

"Musicians who had not or would not listen to a Victor were the severest and most unfair critics, but the great development of the past few years has reversed this condition, and the Victor now numbers among its most ardent advocates almost every musician who has ever become fully acquainted with Victor records.

"Every dealer should send for the piano and violin parts of every one of the orchestrations now ready, and also for parts of other records which will be added from time to time. You should invite musicians to try these accompaniments to the records of Caruso, Melba and other famous artists—do so in a way that will impress

them with your recognition of their musical ability.

"This method, tactfully done, will make many musicians Victor enthusiasts who will by word of mouth do more to advertise you and the Victor than will some other and far more expensive method of advertising.

"Remember, also, that in every home where there is a Victor and a piano or a violin there is room for splendid work. No matter how great their Victor enthusiasm, these accompaniments will add a greater appreciation of their Victor, and where interest has lagged it will rekindle the desire to add to their collection of Victor records."

The list of orchestrations for accompanying Victor records is as follows:

81026 or 87017 Rigoletto—La donna e mobile, Caruso; 81025 or 87018 Rigoletto—Questo o quello, Caruso; 88001 Martha—M'appari, Caruso and orch.; 96000 Rigoletto—Quartet—Bella figlia dell'amore, Caruso, Abott, Homer, Scotti and orch.; 96200 Lucia Sextet Act II—Chi mi frena, Sembrich, Caruso, Scotti, Journet, Severina, Daddi and orch.; 88050 Stabat Mater—Inflammatus, Gadske and orch.; 88078 Rigoletto—Caro nome, Melba and orch.; 85096 Lucrezia Borgia—Brindisi, Schumann-Helnk and orch.; 85109 Faust—Le parole d'amor, Homer, Scotti and orch.; 86004 Favorita—Spirito gentil, Caruso and orch.; 88127 Aida—Celeste Aida, Caruso and orch.; 88052 Annie Laurie, Farrar and orch.; 74110 Rigoletto—Monologo "Pari siamo," De Gogorza and orch.; 88054 L'Africana—O Paradiso, Caruso and orch.; 88006 Faust—Air des Bijoux, Eames and orch.; 74089 La Marseillaise, Journet and orch.; 88024 Le Deux Grenadiers, Plancon and orch.; 88085 Carmen—Habanera, Calve and orch.; 74046 Carmen—Toreador Song, De Gogorza and orch.; 85020 Lea Rameaux, Plancon and orch.; 31496 I Cannot Sing the Old Songs, Jose and orch.; 64077 Ernani—In felice e tu credevi, Journet and orch.; 5350 Venetian Quart, Turner and orch.; 4796 Sweet and Low, Lyric Song.

The complete orchestrations are \$1. per set; 1st violin part, 25 cents; piano accompaniment, 25 cents; other parts separately, 15 cents each.

## THE NEW BACIGALUPI STORE

Now Complete—One of the Finest Talking Machine Stores in West—Retail Department on Market Street, Wholesale on Stevenson Street—Handsomely Fitted Up.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 5, 1909.

The new store of Peter Bacigalupi & Sons, at 941 Market street, has been occupied for nearly a month, but its incomplete condition at the first of the year made it impossible to gain any adequate idea of its final appearance. As it now stands, it is pronounced one of the finest, if not the finest, talking machine store in the entire country. The store extends through from Market to Stevenson street, about 260 feet, the market street side being used as a retail store, while the frontage of 100 feet on Stevenson street does duty as a wholesale department. Both departments are well lighted, the Market street entrance having a broad expanse of plate glass, both in front and at the right-hand side of the

entrance. The retail store is finished in white, with woodwork in dark-stained pine in Mission style, and ornamental brass electric light fixtures. The left side at the front of the store is occupied by a record rack, extending 75 feet toward the rear, for both cylinder and disc records. In the front is also a fine display of Edison machines and cabinets.

The ten large record demonstration rooms are along the sides toward the rear of the retail department, and form about the handsomest feature of the store. The side and rear walls are elegantly finished in handsome paper and lin-crusta, each room having an individual color scheme. The front partitions are of leaded glass, with plate glass doors. The furniture is of attractive mission design, upholstered with leather, and the rooms are illuminated by brass electroliers of varied patterns. These rooms are equipped for the demonstration of both Edison and Victor records. The retail department also contains a well-lighted room, 15 by 20 feet, for the display of automatic pianos and a room of the same size for the Edison business phonograph.

The entire Stevenson street front of the wholesale department is faced with glass, affording an abundance of sunlight to both the shipping rooms and the offices. This department occupies not only the store directly in the rear of the retail department, but also a large ell behind two other stores which face on Market street, affording ample room for wholesale business and the storage of stock. The frontage on Stevenson street also gives fine shipping facilities and prevents any interference between the wholesale and retail departments. About half of the frontage on the rear street is taken up by the general offices, which, however, are separated from the stock room by glass partitions, allowing the latter plenty of light.

The wholesale record racks are in the rear of the ell section, and have a capacity for about 200,000 cylinder records. A large stock of horns is disposed of on top of the record racks. This section is specially lighted by two large skylights. The balance of the store on the ground floor is taken up by a large wholesale display room for automatic pianos, talking machines, etc., and by the shipping room.

The large space in the basement is largely devoted to the storage of unopened stock, but is also occupied by a general repair shop and a packing room, fully equipped with benches, etc., to facilitate the work of getting out goods for shipment.

## TYPEWRITER-PHONOGRAPH.

Latest of Wonder-Working Devices Hails from Chicago, the City of Progress.

"Yes," said a Chicago business man with a wonderful imagination to the hard-working reporter, "yes, we think we have hit upon one great invention, and when the busy world is introduced to our phono-typograph it will stop a moment in amazement and admiration. That may sound to you like a clause out of a circus bill, or a chapter from a Chicago novelist's novel, but it is a true bill, nevertheless. You are aware that for a long time there have been efforts to combine in some way the present style of typewriter and the phonograph, but until now these efforts have invariably failed.

"A year ago we discovered in Chicago a young mechanic who had solved the problem, as we believed, and we put money back of our belief, as Chicago people are always ready to do, and told him to go ahead with his machine until he had it where he thought it ought to be ready to be offered in the world. It is hardly that yet, for the best machine is susceptible to improvement, but we think we have a good thing.

"Of course, I cannot give you all the details, but I think I can make clear to you the general working principle of the phono-typograph. As its name indicates, it is a typewriting of sound. That has been the idea in all other attempts, but it was not found practicable, because the sounds were words, and there were too many words to

# The Original House

We were the **FIRST JOBBER** of the Edison Phonograph and Victor Talking Machines in Philadelphia and have ever since maintained our position of "**FIRST.**" We are **FIRST** in securing anything new, **FIRST** in making prompt and satisfactory shipments, and **FIRST** in caring for your interests.

WE INTEND TO CONTINUE FIRST AND IF YOU ARE NOT DEALING WITH US "GET NEXT."

**PENN PHONOGRAPH CO.**

17 South 9th Street

Opposite Post Office

PHILADELPHIA

reduce to machinery, as it were. The phonograph and the telephone principle got the sounds all right, but each sound was a word, and that could not be put in type. Our man, however, hit upon a separation of the words into letters, and that brought his field of operation into the limit of twenty-six sounds.

"For punctuating marks we use spaces, as yet we have no capitals. The machine, of course, is electric, and the operator talks into it as into a telephone, except that he spells out each word, and as the sound of the letter strikes upon the disc it is reproduced on the corresponding letter, which in turn is printed exactly as the ordinary typewriter would print it.

"At first blush the spelling out of each word would seem to entail more time and labor than the old style of typewriting, but a very few hours will show any person that our phono-typograph will do the work of two people in half the time they will consume by the existing methods. We are willing to admit that our machine is not perfect in all its details, but as far as it goes, and it goes a good long way, it is a world beater.

"A newspaper friend of mine has one on trial on which he has written 100 words a minute, and averages 75 right along. He doesn't know anything about typewriting of the old kind, either, and doesn't have to, as glibness of tongue takes the place of nimbleness of fingers. We hope to have them on the market at an early date, but are in no especial hurry, as there are some small details we want perfected before coming up for judgment. No," concluded the gentleman, in response to a query, "there is no stock for sale. We know a good thing when we see it."

G. H. Schubert, of Reno, Nevada, has sold out his Edison store in that city to the Menardi Stationery Co., of that city, and is now located in Chicago, from where he is advertising his extensible record rack, which has proven a great success. Mr. Schubert found that being located so far West was somewhat of a disadvantage in properly placing his rack on the market.

**COMBINED PHONOGRAPH AND SIREN.**

New German Invention Described by Consul T. H. Norton—Friction and Consequent Buzzing Eliminated by Use of Air Current in Place of Needle—A Description of This Interesting Contribution.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 5, 1909.

Consul Thomas H. Norton, in the following report from Chemnitz to the Bureau of Commerce and Labor, describes a new German invention which combines the phonograph and the siren:

"The methods for recording sound have reached a higher stage of perfection than those employed for its reproduction. The chief difficulty encountered in the present systems of reproducing conversation, and especially music, from phonographic and similar records, is caused by the friction of the needle resting upon the surface of the rapidly revolving disc or cylinder. This introduces a more or less noticeable buzzing or rumbling sound, which interferes materially with the clearness of musical notes or spoken words. Numerous attempts have been made to overcome this unpleasant accompaniment. In none of the devices hitherto brought forward has complete success been attained, since all involved the factor of friction as the fundamental means of transmission.

"In a recent number of the Deutsche Musikwerk-Industrie, a German inventor describes a newly patented instrument, in which friction is completely avoided. It combines the leading elements of the phonograph and the siren. The novel and essential feature is the substitution of a current of compressed air for the needle or stylus of Edison's invention.

"In a siren, openings of various sizes allow the production of all musical notes with any desired degree of intensity or length. In the new instrument, perforations in the disc of a siren are replaced by tangential incisions on the surface of a large record cylinder. A second perfectly

smooth cylinder rests close upon the surface of the first cylinder and revolves in unison with it as the two cylinders are set in movement. A constantly varying succession of minute openings between their surfaces is presented, due to the incisions on the record cylinder. When a powerful blast of compressed air is directed upon the line of contact between the two cylinders, at such an angle as to be an exact tangent to the surfaces of both, sounds are evoked identically as in the case of an ordinary siren. It is possible to communicate signals and even words which can be readily heard miles away.

"It is already evident that a field of usefulness is open to this new invention as an adjunct to the equipment of seagoing vessels. Its availability for musical purposes has not yet been tested sufficiently to determine whether it can successfully vie with the gramophone, phonograph, etc., or even replace them.

"The cylinders thus far employed are about ten times as large as ordinary phonographic cylinders, and this fact renders the instrument necessarily somewhat clumsy. The requirement of a current of compressed air may also militate against a widespread domestic use, although such a current can be supplied by a comparatively inexpensive attachment to a water tap where the water supply is under considerable pressure."

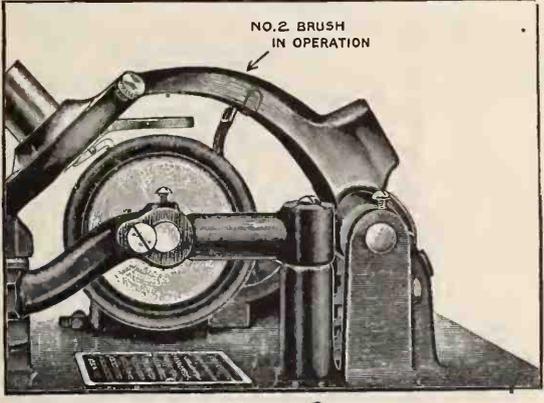
\* \* \* \* \*

The application of compressed air to talking machines as a means of augmenting sound is not new; Parsons in the Auxetophone applies compressed air most successfully. The novelty of the German invention above referred to, however, centers in its application to phonographs or cylinder machines.

Businesses, like people, fall into bad habits. The principal function of a good executive is to spot bad habits as soon as they begin to form.

Lots of firms could get along better with less system and more gumption.

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



THE PLACE No. 10  
**DISK RECORD BRUSH**  
 FOR  
 VICTOR EXHIBITION SOUND BOX  
 PRICE, 25 CENTS

NO. 10 PLACE 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

**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"

## TRADE NEWS FROM THE PACIFIC.

Stocks Arriving Rapidly to Fill the Void Occasioned by Big Holiday Sales—Columbia Co. Occupy Ground Floor of Mauzy's New Store With W. E. Scott in Charge—Madison Furniture Co., of San Jose, to Handle the Columbia—Brown Buys the Talking Machine Department of Kohler & Chase at Seattle—A. B. McCarty Honored—Victrolas and Red Seals in Demand at Sherman, Clay & Co.'s.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 5, 1909.

The first of the year found most of the talking machine dealers on the coast pretty well cleaned out of stock of all kinds, and since then goods have been coming in rapidly to the main distributing centers, to go out to the various retailers throughout the country almost as rapidly. Wholesale business with nearly all the local firms has been much larger than was to be expected this early in the season, and the wholesale departments are only now beginning to get straightened out. Retail business, as is natural, has been rather quiet, though there has been a very good run of business here and in the larger towns on the few days when the weather has been favorable.

The most important development in the local trade is the announcement that a branch of the Columbia Phonograph Co. will occupy a part of the ground floor of Byron Mauzy's new store on Stockton street near Post. In view of the fact that Mr. Mauzy is distributing agent for Zonophone goods, this comes as rather a surprise. His talking machine business, both wholesale and retail, will be conducted in the small goods department on the third floor. On the first and mezzanine floors the Columbia Co. will have an office, a stock room and four demonstration rooms, and will carry a complete stock as soon as the goods can be moved in. W. E. Scott, who will have charge of the new branch, is already on the ground, and has started business. This announcement has just been made, but the

branch has started off very nicely, and promises to beat the main store for retail business unless it is moved downtown very shortly. Mr. Beck, the local manager, however, states that such a move will probably be made in the near future, though the location is not yet ascertained. Francis W. Downe, coast manager for the Dictophone Co. of America, is moving into new offices in the Phelan building, and will hereafter have no connection with the Columbia store. Mr. Beck states that the company's January business has been quite active, showing up almost as well as December. W. S. Gray, the coast manager, has been in Portland and the Northwest most of the month, but has just returned. Mr. Beck will make a visit to the interior of the State next month. O. W. Cyrus, the traveling representative, has been in the city most of the month, but is now on his southern trip. The company have closed a deal with the Madison Furniture Co., of San Jose, Cal., by which that house will have the exclusive agency for Columbia goods in that city. The company are now running half-page advertisements of their new line in the San Jose papers.

Another important announcement is that Chas. E. Brown has sprung the surprise he was preparing. In connection with Mr. Bruce, a well-known talking machine man on the coast, and at one time manager for Kohler & Chase's Oakland department, he has bought out the talking machine department of Kohler & Chase in Seattle, Wash. Mr. Brown has always had great faith in the Northwest, and believes that with the present arrangement he will be able to build up a very profitable business. To close the deal Geo. Q. Chase and C. M. Jones, now manager of his talking machine business, went to Seattle early in the month, but both are now back in the city. Mr. Jones states that the local trade has fallen off very little, if at all, since the holidays.

A. G. McCarthy, who has charge of the small goods and talking machine department of Sherman, Clay & Co., has been elected president of the Permanent Downtown Association. He is

now very busy with stock-taking at the main store, but this work will be completed in a few days. He states that the supply of Victrolas has again given out, and he has been waiting for a new lot for about a week. Sales of these machines continue to increase, as Sherman, Clay & Co. are pushing them out all the time, and they are handled by enthusiastic agents all over the coast. One of their greatest advantages is the increased demand they create for Red Seal records, which are now selling off rapidly. Sherman, Clay & Co. report the biggest sale on the new list of Victor records, which was received a few days ago, that they have had during a similar length of time in the last six months. The traveling salesmen are now out, and have sent in fairly good orders all month, with considerable improvement this week.

The Wiley B. Allen Co. have done little in the talking machine line at Los Angeles since the fire last month, as the entire stock of records was destroyed. The new store will open with a complete new stock, however, on February 1.

The Southern California Music Co.'s branch at Oxnard, Cal., are installing some demonstration rooms, and will hereafter carry a large stock of high-grade Victor records.

## BLOOM'S PALATIAL STORE.

The New Establishment at 366 Fifth Avenue Will be Opened in About Two Weeks.

The new store—the second in New York—that Sol Bloom is to open at 366 Fifth avenue, spoken of in *The World* recently as being decorated and furnished in a unique and original way for a talking machine establishment, will undergo a transformation in this respect, that will delay its formal start in business for about two weeks. The fittings above referred to were removed entirely, and the interior of the store will be finished throughout in silvered bird's-eye maple, with furniture to match. The basement—a commodious place—will be fitted up in like manner. A unique feature will be a good-size stage in front for demonstrating purposes, and along the sides various rooms, and a grotto will be provided, each decorated after an originally striking scheme in designing. Mr. Bloom is certain his new place will be the handsomest of its kind in the world, and surpassed only by the one he will later create and open in Chicago, where he first started years ago in the music publishing business.

Besides Sol Bloom, who will have charge in person, he will be assisted on the floor by Baron Traner, Pauline Teschner and a full corps of clerks. At 40 West 34th street, Harry Stein will be the floor manager, assisted by John C. Van Horne and other salesmen, numbering ten in all. The Atlantic City, N. J., store will be in charge of Harry A. Ellis, and is to be opened February 15.

## ROBERT C. ROGERS OPENS UP.

Robt. C. Rogers, for the past twenty-six years associated with John F. Ellis & Co., has organized the Robt. C. Rogers Co., with headquarters at 1313 F street, Washington, D. C., where a full line of Victor and Edison talking machines and records are handled, as well as cabinets and other accessories.

## ECKHARDT IS GENERAL MANAGER.

Walter L. Eckhardt, of the Manufacturers' Outlet Co., has become identified with the Leeds & Catlin Co. as general manager. A part of his time will be devoted to both enterprises, but the selling development of the "Peerless" double disc record will engage his special attention. A suite of offices has been fitted up for his use at the recording plant of the L. & C. Co., at 53 East 11th street.

On February 1 Louis Silverman, in the wholesale talking machine department of the Regina Co., terminated his connection by virtue of the expiration of his contract. He has several business propositions in view.



# It's So Easy

Yes, it is not only easy to learn a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy to sell I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it

to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

## I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

Do you sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal now for further particulars.

## International Correspondence Schools

Box 918, SCRANTON, PA.

# Mr. DEALER:

**Cater to the Taste of your Customer**

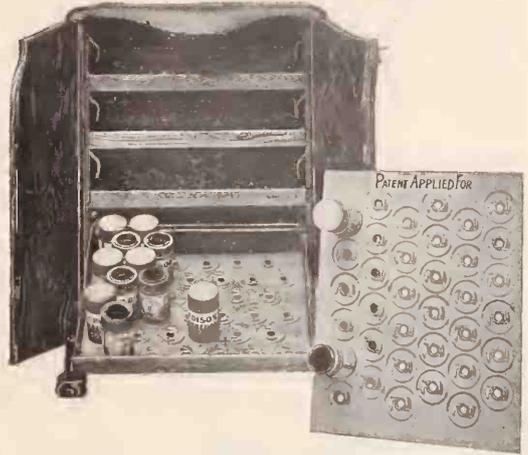
Anyone can match his Parlor or Library Furniture with a beautiful, artistic Cylinder or Disc Cabinet from you, if you carry the **HERZOG LINE**. On sale by all leading Jobbers and Dealers.



No. 813. Open—Showing Eberhardt's Disc Holder



Our Cabinets  
excel in  
Design, Style,  
Finish,  
Capacity  
and  
Popular  
Favor.



No. 725. Showing the Herzog Amberol Box Holder

**Do not buy Substitutes, Imitations, Refrigerators**  
**Our Cabinets match any and all makes of Machines**



No. 833. Closed.

## Mr. Jobber

Thanking you  
for past favors,  
kindly please us  
with your stock  
order by return  
mail.

Yours truly,



No. 835.

**HERZOG ART  
FURNITURE CO.** Saginaw, W. S., Mich.

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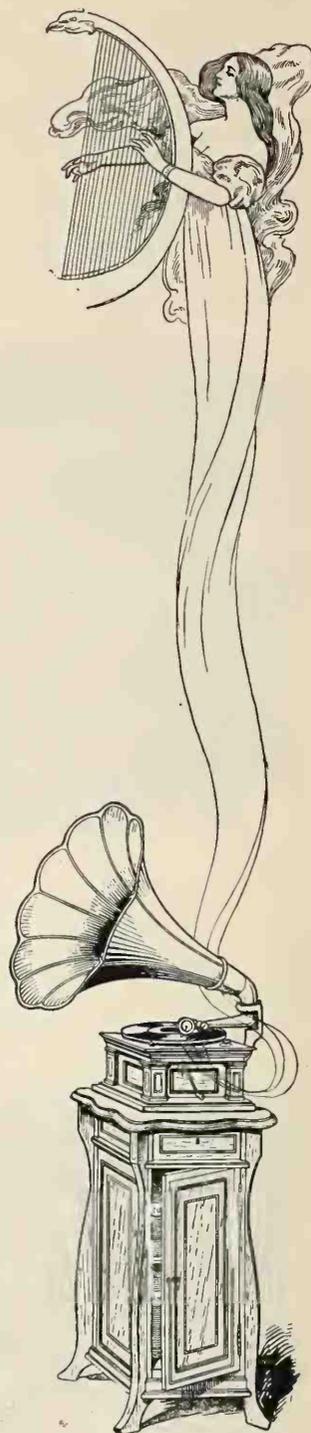
THE  

**GRAMOPHONE**

has been supplied to

H. M. QUEEN ALEXANDRA  
 T. M. THE KING AND QUEEN  
 OF SPAIN  
 H. M. THE KING OF ITALY  
 H. M. THE QUEEN OF HOLLAND  
 H. M. THE SHAH OF PERSIA  
 H. R. H. THE PRINCESS OF WALES  
 H. H. THE KHEDIVE OF EGYPT  
 Etc. Etc.

---



**THE GRAMOPHONE COMPANY, Ltd.**

21 City Road, LONDON

15 Rue Bleue, PARIS

36 Ritterstrasse, BERLIN

56 Balmaes, BARCELONA

139 Belleaghatta Road, CALCUTTA

# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN LONDON.

Business Not Marked by Any Special Activity but a Feeling of Hopefulness Prevails in the Commercial World—Better Reports from Industrial Centers—Wooden Horn in Favor—Amberol Record Fame—Beka Co.'s Well Equipped Premises—Price Cutting on the Increase—Gramophone Co.'s Affairs—The 200 Thread Clarion Record—Sig. Tamini's Gramophone Records—G. W. Lyle a Welcome Visitor—Brown Bros.' Clever Plan of Racking Records—Circulating King's Proclamation by Means of Records in India—"Dubbing" Suit in France—Interesting News Budget from the Leading Provincial Centers.

(Special to The Talking Machine World.)

London, E. C., Feb. 5, 1909.

January business was not marked by any special activity, and as the dealer usually finds, holidays in general and Christmas in particular leave the great buying public enthralled in the problem of general economy. But let us go into the prospects for the future. The president of the Board of Trade prophesies that this will be a year of industrial recovery, and he thinks that we may keep our spirits up to a reasonable level and take stock without undue optimism. This view, however, is not indorsed by leading commercial men to any great extent, yet the general consensus of opinion inclines to the belief that each one of us, however humble our sphere in commercial life, can do a little to bring about a great trade boom around next autumn. Signs are not wanting in some quarters to show that the tide has already turned. In Belfast things are much more active in the linen trade, and several of the largest mills have commenced to work full time. The shipbuilding slump is gradually easing off, while in many other industries the outlook is brighter. These conditions must necessarily react to the benefit of shopkeepers, and they should take the fullest advantage of it by showing a little more activity themselves. Every talking machine dealer worthy of the name should advertise in the local paper, and occasionally circularize; the results are sometimes pleasantly surprising.

As I mentioned last month, a feature of this year's trade will undoubtedly be the wooden horn, and it is a remarkable fact that for some time past the public tendency has inclined toward the better class goods, particularly in regard to disc machines. A visit to the showrooms of the leading factors gives ample evidence of this, since the display of cheap goods is scarcely noticeable. The interior horn cabinet models seem to be gaining in popularity and are now featured

pretty generally throughout the trade. Many question the advisability of employing wood in the construction of interior trumpets, as they tend to somewhat muffle sound. The best material in this case is undoubtedly metal, and we should advise a series of tests on such an important point before making up any large quantities of this particular make of machine.

The "Amberol" record has attained such quick popularity with the buying public as to induce other cylinder record makers to investigate the possibilities of the 200-thread. The Clarion and Edison Bell both promise an issue of this new style in the near future, which we shall await with interest.

### Gramophone Records for February.

The February issues of Gramophone records comprise a list of exceptional merit both as regards tonal quality and artistes—two characteristics always inseparable with the Gramophone Co. The records to hand are: 10-inch "Love Me and the World is Mine," a splendid concertina record by Alexander Prince; "Carnival of Venice" is played by Mose Tapiero on the Ocarina with brilliant execution; "O, That We Two Were Mating," a fine duet by Mme. Jones-Hudson and Ernest Pike; "Two Dirty Little Hands," sympathetically rendered by Maurice Farkoa; "Fairest of the Fair," march (Sousa), by the Black Diamonds Band; "A Tiny Seed of Love," sung by Harry Carlton, a pantomime favorite; "I Love You and You Alone," charmingly rendered by Ernest Pike. On the 12-inch records we have "Haddon Hall" (Sullivan), by the band of H. M. Coldstream Guards; and "The Sailor's Grave" (Sullivan), a record in which Mr. Harrison is at his best.

### Beka Record Co.'s Premises.

This month I am enabled to give an illustration of the Beka Record Co.'s premises in City Road, London, a picture, one might say, that hardly does credit to the size and spaciousness of the building from an interior view. In order, therefore, to give our readers some idea of the enormous requirements of a large company in the matter of floor space, and the innumerable departments which necessarily exist for adequately conducting such a large commercial undertaking as exemplified in the Beka business, our representative took the opportunity recently of acquiring some details from Otto Ruhl, the Beka record agent in England. Starting from the basement, which is allocated for storing and packing, we ascend to the ground floor. This is divided up into the general offices, Mr. Ruhl's private sanctum; at the rear of which is a spacious department for the racking of thousands of records and despatch of orders. And that, perhaps is the most interesting department of all. Here,



BEKA CO.'S LONDON HEADQUARTERS.

men were running about from one rack to another, hard pushed to make up the day's orders for evening despatch to all parts of the kingdom. It gave one a little instruction of the popularity and demand for the Beka record (January issues) which, before the sun had again set, would have penetrated all over and to the uttermost corners of merry old England. The next floors are mostly devoted to show rooms, where we find a most comprehensive display of Lindstrom machines, with a further stock of records and accessories. A combination most convenient for the dealer. Up above on the top floor is a large recording room replete with instruments known and unknown. It would surprise many record enthusiasts to know that there are not a few—what shall I say—concocted instruments,

# Favorite Records



are gaining a strong hold in the States. Trial orders have grown into big stock orders. Those enterprising firms who have made a trial with *Favorites* have found out that it pays them to stock

## FAVORITE RECORDS

and they are doing well.



**Nothing Venture—Nothing Have!!** There is still room for you to take a share in the profits *Favorite Records* bring.

**THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)**

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

## FROM OUR LONDON HEADQUARTERS—(Continued.)

used in record making which never figure in the retail shop. The recording room itself is closely matchboard lined, and throughout made thoroughly soundproof by a patent system of scientific construction, which is a very necessary consideration for the successful making of master records. The room is even fitted with double soundproof windows in order to exclude the roar of passing carts and trams, and I may say it is this careful exclusion of all outside noises which has largely been the means of making the name of "Beka" on a record stand for "real music."

**Anent Price Cutting!**

All said and done, it's on the increase. It paralyzes trade; upsets and undermines the legitimate trader's business; cuts him right out of it, in fact. What are you doing in his interest, Mr. Manufacturer—not much, eh? Here are a few instances which occur in a certain provincial town. Only retail or price to the public is given: Edison-Bell cylinders, 2½d. each; Sterling records, 5d. each; Zonophone records, 1s. 9d. less 6d. allowance for old record, 1s. 3d. net. Apart from this many other records (of extinct companies in the most part) are being sold everywhere at the price of old wax. It presents a poor outlook this summer for the honest dealer. Is he to join the ranks of the unemployed? Why won't manufacturers join together in a common scheme to protect not only their own interests but those of the man who is the means of their existence? From time to time I shall give instances—even the names and addresses—of price cutters, in the hope that makers will take steps to protect their honest customers.

**Phonographs and Accordeons.**

Phonographs and accordeons seem to be the craze just now with the Esquimaux, says a polar

expedition leader; which, by the way, suggests an opportunity of good business for those manufacturers or traders enterprising enough to seek this market.

**Fast Boats for New York.**

In the early spring the Hamburg-American line will run four of their fast boats on the New York service from Southampton instead of Plymouth.

**Music Rolls and Copyright.**

Do perforated rolls which are used for playing mechanical pianos infringe the copyright in the music? The court of appeal in a recent case decided that they do not; the learned judges stating that reproduction under the musical copyright act must be something in the nature of a copy in graphic form.

**Gramophone Co.'s Generosity.**

The Gramophone Co. have very generously contributed 100 guineas to the Mansion House fund—which, by the way, now amounts to over £130,000—in aid of the sufferers in that unparalleled disaster in Italy.

**Daws Clarke's "Flex" Diaphragm.**

Daws Clarke reports a steady demand for his "Flex" diaphragm, which undoubtedly gives remarkably natural results. The B. & H. fiber needle, for which Mr. Clarke is the agent in this country, is going well and gaining much favor with enthusiasts everywhere.

**Twin Record Grows in Favor.**

Although only placed on the market in August, 1908, the "Twin" record has gained great popularity with record buyers who appreciate musical excellence. The February list is well up to the mark, both in quality and artists, of which only the leading are listed.

**A Strong Pantomime List.**

One of the strongest pantomime lists is included in the January impressions of Clarion records. They are all well recorded and are as follows: "From Poverty Street to Golden Square" (F. Miller); "There's No Home Like the Old Home" (A. Franklin); "My Girl's a Yorkshire Girl" (A. Marsh); "What Would the Congregation Say" (A. Marsh); "If I Plant a Tiny Seed of Love" (Hamilton Hill); "Come and Be My Rainbow" (Stanley Kirkby); "I Want to go to Idaho" (S. Kirkby); "Let's Be Friends as We Used To Be" (Frank Miller); "I'm Afraid to Come Home in the Dark" (Harry Fay); "Have You Got Another Girl at Home Like Mary?" (F. Miller); "Solomon, That's Me" (Jordon & Harvey). Other good records issued during the same month are "Liberty Bell March" (Premier Military Band); "Light Cavalry" (over-ture), "Music Hall Medley," No. 3, and "Coronation Bells," by the Premier Concert Orchestra; "Venus on Earth" (Premier Bijou Orchestra); piccolo solo, "The Comet" (G. Barton); "Bombadier" (Hamilton Hill), and "If the Missus Says It's Black" (Will Terry).

**Gramophone Parts and Accessories.**

The Gramophone Co. have just issued for the use of dealers a very comprehensive list of parts and accessories, together with the prices thereof.

**Current List of Beka Records.**

The current list of Beka records is remarkable, more especially in the matter of recording, which in itself is a tribute to the company's painstaking efforts in this direction. In the vocal records enunciation is perfect, while the instrumental impressions are characterized by great detail and pureness of tone. The catchphrase "Beka for real music" is truly applicable

# KLINGSOR



THE "WAGNER"  
Highly finished solid Oak Cabinet.

THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated *Klingsor* Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.



THE "SULLIVAN"  
No. 90. Solid Oak Cabinet, with Silk Curtains.



THE "BIJOU"  
Mahogany, Walnut or Oak Cabinet.

## H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.

## FROM OUR LONDON HEADQUARTERS—(Continued).

to the following selections, which I have personally tested: "The Thunderer," march (Sousa); "His Majesty the Storm," march, both by the Beka London Orchestra, which also makes three records of the "Spanish Dance" (Moszkowski), and "Valse des Fleurs" (Tschaikowsky). W. Chattaway plays an excellent trombone solo, "The Village Blacksmith," and together with T. Taylor (cornet), "Alice Where Art Thou?" There are four old favorites sung by Phillip Ritte (tenor), which are recorded in a wonderfully natural manner—"Come Into the Garden, Maud," "Thora," "I Hear You Calling Me," and "My Sweetheart When a Boy." Mr. Ritte is superb, and we hope to hear him on the "record" again soon.

**New Companies.**

F. M. Russell & Co. (merchants, engineers, etc., Willesden), a memorandum of satisfaction in full of debentures, dated February 14 and March 2, 1908, securing £1,250, has been filed.

P. J. Holden & Co., Ltd. Registered December 21, with a capital of £500 in £1 shares. Objects, to acquire the business carried on by P. J. Holden, and to carry on the business of manufacturers of and dealers in phonographs, gramophones, and automatic machines, cabinet makers, etc. Private company. Reg. office 18 Victoria Crescent, Wimbledon.

**British Sonogram Co. Inquiry.**

A public inquiry into the flotation and failure of the British Sonogram Co., Ltd., which carried on business at 77 City Road, E. C., was opened January 25 before Registrar Hood, at the London Bankruptcy Court. The accounts filed under the liquidation showed liabilities of £4,399, as against assets estimated to produce £8,555, and a deficiency of £13,618 as regarded contributors. The nominal capital of the company was £30,000, divided into 15,000 7 per cent. cumulative preference and 15,000 ordinary shares.

H. Brougham, senior official receiver, called David John Rees, who stated that he was a

director, assistant manager and secretary of the company, which was formed in February, 1907, to acquire the letters patent relating to an invention for the manufacture of records for disc talking machines, certain instructions for the manufacture of a composite coating for cardboard records, and "a license to use a new recording machine, the discovery of Hans Knudsen." The purchase price was fixed at £17,000, payable as to £2,000 in cash and £15,000 in ordinary shares.

The prospectus, issued in March, 1907, stated that the directors would proceed to allotment on a subscription of 5,000 shares. J. Dempsey, an employe of the company, underwrote 5,000 shares on a commission of 10 per cent. Witness could not say whether Dempsey ever applied for his 5,000 shares, but he did not pay one penny in respect of them. He knew Mr. Dempsey was not in a position to take up the shares, and it was quite possible that he acted merely as a nominee of the directors, but witness agreed, nevertheless, that a check for £490 was drawn in favor of Mr. Dempsey, on account of the underwriting commission, and subsequently indorsed and handed back to the witness, who repaid £480 to the company's banking account in payment of allotment monies on certain shares, the applications of which were in some instances made under fictitious names. Of the 5,120 shares applied for most of them were by witness, Dempsey and others, and only £1 was paid in respect of them. In the month of May witness made a statutory declaration with the object of obtaining a certificate from the registrar of joint stock companies entitling the company to commence business. That declaration set forth that the directors had all paid the application and allotment monies on their shares, although such was not the case. In July, 1907, the directors borrowed £300, and although it was definitely stated that the money was wanted for the purchase of raw material, only £40 odd was applied to that

purpose, the balance being expended on other company liabilities. At the time of the loan they had 2s. in the bank. A check for £390 handed to witness for the company's promotion expenses was only partly used for that purpose; the cost of the registration stamp, £85, not having been paid. The expenditure of this money, however, was for the most part satisfactorily accounted for. The office furniture was obtained on the hire-purchase system. The landlord of the City Road premises distrained for rent on November 1, and three weeks later the effects seized were sold; they realized £22 5s.; the winding up petition was presented on the following day. Paul Mellerio (managing director), and Hans Knudsen (inventor and director), were examined upon much the same lines as Mr. Rees. Another director, George Henry Burt, was stated to be in America, and the inquiry was adjourned in consequence.

**Russell Hunting Record Co. Affairs.**

At the last creditors' meeting of the Russell Hunting Record Co., it was announced that Messrs. Ogden and Hunting had bought the business, consisting of all the remaining assets—machinery, factory plant, office furniture, etc.—for the sum of £800, and that of the Linguaphone Co. for £80. The stock of records, nearly half a million, were sold to Bowron & Holmes for £4,000, only a portion of which had been paid. It was resolved to go into compulsory liquidation, and this was granted by the courts on January 26.

**A Record for the Suffragettes.**

A few hours after her release from gaol, Mrs. C. Pankhurst made a gramophone record which relates in a vivid manner her arguments for the cause. Another novel record is the "Apache Dance," which is all the rage in London just now.

**Money Orders for Argentine.**

Money orders for payment in the Argentine Republic will not be issued in the United Kingdom

# "STERLING SPECIAL"

GOLD MOULDED

## CYLINDER RECORDS

The record that's half an inch longer than the ordinary Standard size yet will fit all Standard Makes of Phonographs

**NO OLD STOCK!****NO OLD STOCK!****EVERY RECORD FRESHLY MOULDED**Under New and Improved Methods of Manufacture and of **SPLENDID QUALITY**

**HANDSOME PROFITS** available to **JOBBERs AND DEALERS** who are invited to write for New Catalogue, List of New Titles, Terms, Etc.

**RUSSELL HUNTING & COMPANY**

SUCCESSORS TO

**THE RUSSELL HUNTING RECORD CO., LTD.**

Cables (Hunting Code) "OBOES, LONDON"

OFFICE AND FACTORY ADDRESS

**17 and 19 Bishop's Road****Cambridge Heath****LONDON, N. E.**

## FROM OUR LONDON HEADQUARTERS—(Continued.)

at present, as the service has been suspended by the Republic.

## Amusing Story of the Unemployed.

In search of laborers, an Australian farmer rode eight miles to engage some men who were out of work. He found one of the group lying on his back sound asleep. Pinned to his chest was a card on which was written "Please don't wake me—under 10s. a day!"

## Lawrence Gets 15 Months.

James Lawrence, the originator of the Quintuple Phonic frauds, has been sentenced to fifteen months' imprisonment.

## 200 Thread Clarion Cylinder Record.

Further samples of the 200-thread Clarion cylinders are even better than the first. The latest present, if anything, a greater volume of tone than any other record of its class. As to quality of tone they are superb, being characterized by a sweetness and purity beyond all expectations. This new record will be on the market shortly. Other innovations the Premier Mfg. Co. have in view comprise a cylinder machine to run 200-thread records, and according to Mr. Forse—who is quite a young wizard in the realms of invention—the startling feature of this machine is the fact that the diaphragm, without changing, will play both the 100 and 200-thread. We shall certainly await the advent of this with interest not unmixed with curiosity.

## Sig. Tamini Will Sing for Gramophone Co.

Signor Tamini, who created such a stir in musical circles just recently at the Albert Hall, has been secured by the Gramophone Co., and his records will figure in their lists this month. Judging from the enthusiastic reception he receives wherever he sings, Signor Tamini is a tenor of great powers, and we expect his records will reach an unprecedented sale among talking machine lovers.

## Attractive Amberol Show Card.

A most attractive show card, in colors, has just been issued by the National Phonograph Co. It is to advertise "Amberol records"; which stand out in letters with the appearance of having been carved out of a rock. This is a most effective hanger, which will adorn the window of any dealer's shop.

In trade information for Edison agents, the company give notice that the attachments differ very considerably for "Home" and "Triumph" machines. You should have the full particulars at your finger ends, Mr. Dealer, and in order to save confusion, apply to the company at once if you are not yet quite familiar with all the details thereof. Owing to the fact that some dealers have been in the habit of misusing Mr. Edison's photograph in their advertisements, with the intention of making it appear that Mr. Edison was doing the advertising personally, the National Co. have notified all traders that in future Mr. Edison's picture must not be used in any publicity whatever; sanction is given to use only the trade-mark signature. The extraordi-

## The Graduated "Flex" Diaphragm

(PROTECTED)

## BUILT LIKE A WHEEL

Better than Glass, Mica or Wood. Nothing else so good

The LOUDEST and most perfect reproduction yet obtained.



For Edison "C." or Columbia Lyric, 2/ or 50c. with crosshead attached.

EXTRA LOUD AND SWEET

My new "Needle Tension Attachment" for disc sound-boxes is ready.

A LITTLE MARVEL  
For "Exhibition" Sound-box, 4/ or \$1.00 or other sizes.

Post Free with Instructions. Literature and Testimonials from

**DAWS CLARKE,** Longford Place, MANCHESTER, Longsight, ENGLAND

N. B.—Dealers and Jobbers ordering samples should remit in full, the trade difference will be refunded. We are open to offers for the American rights in this Diaphragm.

nary demand for "Amberols" still continues unabated, and the only apparent rift in the lute is the company's inability to keep supplies ahead of demand. This is in a way both fortunate and unfortunate, but the company give notice that this subject of complaint will soon be a thing of the past, as deliveries are becoming more regular.

## Pathophone for Primrose League Dance.

In connection with the "Primrose League's" annual dance at the Holborn Town Hall, a most successful concert was given by means of the Pathophone, which evoked abundance of applause.

## George W. Lyle's London Visit.

Geo. W. Lyle, vice-president and general manager of the Columbia Phonograph Co., recently visited this city, mainly in the interests of business. He spent a week at the company's London headquarters and about ten days on the Continent, apportioned to the branches at Paris, Berlin, Amsterdam, etc., where, as in London, he reports finding things working satisfactorily. Of America, Mr. Lyle brings good news of booming trade in general and of Columbia products in particular, which bids fair to continue. Mr. Lyle sailed for New York February 1.

## Problem in Racking Records Solved.

One of the difficulties talking machine traders have to contend with on this side of the pond is the adequate racking of the hundreds of new records which the makers issue month by month. It involves not a little space, as may be imagined, besides the adoption of a system which will enable any particular record to be picked upon at once. Such a system is not lacking with the London factors, who are really very much up-to-date in this respect, which especially applies to Brown Bros., of Great Eastern street, who have to stock thousands upon thousands of titles. In Edison records alone they rack over 50,000, and little short of this in Zonophone goods. It requires a fine organization to tabulate such a quantity, which provides the means to supply 99 per cent. and despatch any order within three hours of receipt. A remarkable performance, and one deserving of hearty congratulation.

## Disc of 20-Inch Diameter.

A large company, of French origin, is shortly bringing out a disc record of twenty inches diameter.

## A Splendid Trade Report.

Judging from the December report, the Gramophone Co.'s trade this year is going to be exceptionally good, for it only emphasizes the fact that gramophones, in spite of competition, are more popular than ever. I have been told that December was the finest month in the whole history of the company, sales being remarkable in all lines. Such a report in these times is good reading, and we feel more sure now that the new year will justify itself.

## Telewriter Device for Telephone.

Anyone in London having a telephone can now have what is called a "telewriter" attached, so that in ringing up another person similarly equipped, he can transmit a written message, draw a sketch, or write figures while speaking, which would all be instantaneously reproduced by an electric pen at the other end. If the subscriber when rung up happens to be out, a message can be written automatically on his telewriter pad by writing it with the special pen on the pad of the instrument from which the call is made.

## Contracts Over 'Phone Not Legal.

A recent case in the courts is of interest. A contract was made over the 'phone and not afterward confirmed by letter. Such a contract, the judge decided, was not binding. As a wag puts it, the decision is expected to result in a greatly increased use of the telephone for proposals of marriage.

## Gramophone to the Rescue!

The government of India have recognized that the only sure means of disseminating the King's recent proclamation to the princes and peoples of India is through the medium of records. To this end, therefore, the government have entered into an arrangement with the Gramophone Co. for Alec Marsh (late of the Carl Rosa Opera Co.) to dictate the proclamation for the records. Native gentlemen will also make the speech in the ver-

## The "World's" Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

## TALKING MACHINES

## Records and Supplies

Export a specialty. Shippers are requested to state their requirements.

American Talking Machine Co.

31 Tabernacle St., London, England

## F. W. ROBINSON

"The Talkeries," 213 Deansgate, MANCHESTER, ENGLAND

Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS, CYLINDERS, ETC., and all goods connected with the trade.

WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.

Correspondence Invited PROMPT ATTENTION

Always open to consider good lines suitable for the English and Foreign markets. Improvements and Novelties preferred. Send samples and prices.

SEE ADVT. ADJOINING

## To Colonial and Foreign Buyers

The peculiarities of these markets have never been more apparent than at the present moment, requiring the greatest care in pricing and buying, with a view to the future. Having had many years' experience, I am prepared to buy for you upon commission, and to keep you posted up with all the latest productions and act as your representative. I buy rock bottom. Instructions to purchase goods must be accompanied with order on Bankers to pay cash against Bill of Lading.

Bankers, London City and Midland Ltd., Manchester. For terms, please write, stating requirements, to

F. W. ROBINSON, 213 Deansgate, Manchester, Eng.

## Melograph Disc Records Co., Ltd.

22 Sir Thomas St., Liverpool

The finest double-sided 10-inch Disc Records on the market

2/6 each

Compare them with any other make at any price. Write for Lists and Samples.

FROM OUR LONDON HEADQUARTERS—(Continued.)

nacular of every Indian province. The records are to be ready some time this month, and will be sold at half the usual price.

**British Zonophone Co. Removing.**

The British Zonophone Co. are removing from City Road to Tabernacle street, where all business will be conducted in future. Trade is reported to be on the increase in every department; machine and record sales are in the ascendancy, and great things are expected this year.

**Interesting "Dubbing" Suit in France.**

An action in the French courts recently comes at a particularly appropriate time just now in view of a repetition in England of a somewhat similar instance, which may be termed "dubbing." The case in point devolves on whether or not an artist has a right to his voice. A leading singer made records for a German concern under exclusive contract. His impressions were copied or reproduced by a French firm, against whom an action was brought in consequence. The decision

was in favor of the French company, but was reversed on appeal, the court's finding being that the singer's voice was in his own right to dispose of when and how he liked.

**The Rena Double Record.**

The Rena double record has attained such widespread demand that the company have been compelled to open up premises in Manchester at 93 Market street.

**The Sterling Special Record.**

The Russell Hunting Co. this month draw attention to their freshly-molded Sterling special records, which every colonial and foreign dealer should stock. The quality is right and only the best artists are engaged, while a generous profit is allowed to traders handling a record that is an easy seller. Current lists are right up-to-date and contain some beautifully recorded selections of old favorites. Full particulars will be posted on application to the company at Bishops Road, Cambridge Heath, London, N. E.

tions to-day are entirely different to what they have been. The novelty of the talking machine business has worn off, and the trade is settling down into what we soon hope will be legitimate lines. Instead, however, of customers purchasing half a dozen or one dozen records at a time, they now step into the store, hear perhaps half a dozen records, and at the finish purchase one, and this resolves into a somewhat concentrated position, whereby only the most perfect records can be sold. Customers now border on the fastidious. They are, it is true, prepared to purchase the records they require, but these must be the very latest, without any blemishes and mistakes in recording, of high finish, and good value for money. Taking into consideration the enormous number of disc records upon the market, it is a very remote question whether many of them can survive the above tests of excellence for very long. There are rumors of impending changes during the next few months, and it is, unfortunately, this feeling of insecurity hanging over the trade that, to a large extent, handicaps the prospects of the business. The days of fancy prices are over; the public now demands a good article at a reasonable price.

As far as the cylinder trade is concerned, there has been an enormous quantity of cylinder records recently put upon the market, liquidated stocks, through closing down depots, etc., at prices ranging from 2s. to 3s. per dozen. In some cases there are thousands and thousands of cylinders in stock, for which any price will practically be accepted to clear. This alone will keep the cylinder trade very low for some time to come, and before this branch of the business will resume its normal capacity this will all have to be cleared, and we do not think it possible that the clearance can be effected before the middle of this year at the earliest.

Business is reported moderate with Thompson, Helsby & Co., of Liverpool, Pathé goods principally being their leading line.

We understand from Mr. Turner, the manag-

**TRADE REPORTS FROM THE PROVINCES**

**LIVERPOOL NOTES.**

Liverpool, Feb. 4, 1909.

The traders in Liverpool and district are not doing so well as should be the case, and although a couple of months' fairly good business was reported in November and December, trade has been very flat since the opening of the new year, and in some cases the complaints are very serious.

Both the wholesale and the retail traders have, during the past season, been compelled to hold bigger stocks than hitherto, and the labor troubles at the latter part of last year, combined with the tightness of money, have reduced sales to a large extent. The middle class and working man, not possessing or earning sufficient money to indulge in such luxuries as talking machines

and records, the buyers are restricted to the best class of monied people, who only consider the higher quality of goods throughout in purchasing. The vicissitudes of the market and ever-changing aspects of the trade are seriously interfering with the outlook in the sales for the near future.

The number of records upon the market, each competitor against one another, the slackness of trade generally, and the low prices, with exceptional terms offered by some firms, all help to unsettle business generally, and the feeling exists to-day that traders hardly know what to expect one day from another. In some houses, it is true, business is reported as very satisfactory, but we are sorry to say, in the majority of cases, this is not so.

There is no question whatever that the condi-

**ROYAL APPRECIATION**



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 KHEMIVE 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 Balms, BARCELONA

39 Belleghatta Road, CALCUTTA

## FROM OUR LONDON HEADQUARTERS—(Continued.)

ing director of the Melograph Disc Record Co., that this firm is to increase their repertoire considerably with all the latest and best music, and each month issue a supplementary list of everything right up-to-date. They have, it appears, very excellent prospects as regards the export trade, and one order which they have in view will be sufficient to keep them busily engaged for the next three or four months. The multiplicity of disc records upon the market has, of course, affected their sales, but with care and attention and a thorough study of the requirements of their customers in various countries, they hope in the near future to do very well.

At Archer & Sons a fairly moderate business was reported. At Messrs. Richardson's and Messrs. Johnson, the well-known wholesale houses, returns are still keeping up very well. In the former house the Amberol records and Edison phonographs are still having good sales, and at the latter house both disc machines, records and novelties, which Messrs. Johnson's specially cater for, are holding their own in a very satisfactory manner. January business was reported exceptionally good at Messrs. Cramer's, especially in the higher price machines and records. Messrs. Van Gruissen's, in Bold street, are very pleased with the results up to date. Concentrating upon gramophone goods alone, they have had some nice sales recently.

At Jake Graham's, Renshaw street, the sales have been exceptionally large for the past few months. Keeping everything that is required in the talking machine trade, both in machines, records and accessories, Mr. Graham has a large clientele.

At the Gramophone Stores, in Lime street, Mr. Parr stated that under the new reorganization scheme the business had turned out very fair indeed.

We understand from various sources that negotiations are now proceeding with several Liverpool financiers to place upon the market a new type of disc machine and records. The inventions in question have taken several years to perfect, and the inventors claim that approximately ordinary 10-inch discs can be manufactured that will last for 15 minutes in playing. If this is so it will place quite a different aspect upon the trade generally, and it will not only considerably affect the sales of the present 10-inch disc records, which now last from two to four minutes, but it will also considerably affect the mechanical position of the disc machines of the future. We hope to report on this more fully in our next

issue, and in the meantime we shall probably see some alterations taking place in the North of England before the next issue of The Talking Machine World is published.

## MANCHESTER NOTES.

Manchester Feb. 5, 1909.

In Manchester and district business has not been nearly so good as anticipated. Price cutting has been very considerable, and as manufacturers are in some cases unable to prevent it, it seems probable that smaller profits than hitherto will be the rule. In the surrounding district trade has been reported as only moderate. In Altrincham, although Messrs. Noble do the cream of the trade here, the sales have not been so large as anticipated. In Stockport, Nield & Son, the well-known piano and musical instrument warehouse, state that they have done a nice business during the past few months. Concentrating principally upon gramophone goods, they are very pleased with some of the recent sales.

The Disc Record Co., of Wellington Road, Stockport, have recently been very busy with their export trade. Their shipments to India have been very large, and for the Indian territory alone they have sufficient orders in hand to keep them fully occupied for a considerable time to come. The Scandinavian trade has also been good with them, and these orders, combined with the French and Italian, have been very satisfactory.

In Manchester, Messrs. Duwe, of High street, had a fairly busy time up to Christmas, but now, like other houses, business has fallen off a little. Recently, Messrs. Duwe have taken over the sole wholesale agency for the "Discometer," which was reported on in The Talking Machine World a short time ago. They are anticipating large sales for this little instrument, and trade customers who desire to handle this most important adjunct should communicate with Messrs. Duwe without delay.

Business was reported fairly good at The Filamentine Co., who are doing very well with their "Filamentine" diaphragm, added to which their trade has considerably increased in machines. They are also putting upon the market an innovation in the form of a new machine, called the "Mentophone." The advantages claimed for this machine are considerable. Fitted with one sound box, it has a double parallel tone arm with two separate connections, thereby utilizing two tones instead of one. As Mr. Earl pointed out, if a

machine of this type is placed in the corner of a concert room, for example, the sounds are much better distributed by the aid of two horns than one, each horn giving a distinct result independently of the other. From what we heard, the "Mentophone" appears to be a machine worth the careful consideration of all the dealers. This firm is also making a special push with the "Mentophone Needles," extra loud tone, and extra soft. We have tried these needles personally, and find very good results from them.

The Edison-Bell Co. closed down their depot at 22 Dantzic street at the end of December. They sold a large portion of their stock by auction January 5, and the result of this is that Edison-Bell cylinders are now being offered by jobbers at 2½d. (5 cents) each retail at a good many retail stores. This kind of business has a most disquieting effect upon the market generally, and dealers scarcely know where they are when such things occur.

Messrs. Richardson, of Shudehill, have opened a new store in Blackburn (wholesale only). They have a very large connection around this district, and the past results have been so good that they decided to open up on the spot for the benefit of their numerous customers.

## BRADFORD AND DISTRICT.

Bradford, Feb. 3, 1909.

Trade in Bradford and district was very good up to Christmas, but since the new year a decided lull has taken place. Machines and records, especially disc goods, are selling principally, as we foretold in The Talking Machine World many months ago. Such an enormous quantity, however, of cylinder machines have been sold during the past few years that there is still a large demand for cylinder records. Previous purchasers, who have already bought a cylinder machine, in many cases not caring to change for a disc machine. Amberol records have been selling very freely, but in many instances the dealers are complaining of the scarcity of suitable titles for the English market.

The disc trade in England has got to such a pitch of perfection that unless the makers of cylinders keep right to the front and place upon the market goods suitable for the district in which they are sold, they will certainly have no chance of holding their own for long; and taking into consideration the enormous expansion of the disc business generally throughout the country, it will pay manufacturers abroad to produce what can be sold here in this country, otherwise the trade will be lost and never regained.

R. J. Appleton & Co. have removed from Bradford to their new depot at 15 Aire street, Leeds. We mentioned in a previous issue that this firm had taken commodious premises in Leeds, and we are now given to understand that Leeds will be their principal depot in the future. They will not, however, neglect the trade in Bradford and district, but orders obtained by their travelers for goods will be despatched from Leeds direct, instead of being distributed from the Bradford center as in the past.

J. Marshall & Co., Banks street, report having done very nicely indeed in gramophone goods, for which they are the sole agents, the higher price productions selling very freely.

At the Parker Phone Co., in Queensgate, business was stated by Mr. Stoddart, the managing director, as very good up till Christmas. Since then, however, like others, they have experienced somewhat of a lull.

Messrs. Dyson's, Ltd., of Manchester Road, have done exceptionally well during the past fall and winter season with Edison goods, of which they make a leading line. They have recently taken up the factorship of Zonophone records, and it is their intention to make a special push with these goods, Mr. Tidswell, the manager, having the utmost confidence that the sales in Zonophones will be exceptionally large in the near future.

Taking, however, Bradford and district gener-

# "CLARION"

FULL-LENGTH 10-in. DOUBLE-SIDED  
CYLINDER RECORDS PHONO. CUT DISCS

## MONEY=MAKERS

All Jobbers and Dealers should get into touch with us. We can interest you

The First List of the **New 5-Minute Records** Now in course of manufacture

**The Premier Manufacturing Co., Ltd.**

81 CITY ROAD, LONDON, E. C.

Accredited Agents in U. S. A. **The Portland Talking Machine Co.** PORTLAND, ME., U. S. A. **JOBBERS**

ally, the trade might have been considerably better, but owing to the fluctuations between capital and labor and the short time the mill hands have been working, the spending powers have been somewhat reduced. Hence the trade being not quite so good as was generally anticipated.

**FOREIGNERS MUST PAY SAME FEE**

As Is Exacted by Their Respective Countries from Americans—House Committee on Patents Now Considering Measure Introduced by Representative Stephens.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 8, 1909.

The House Committee on Patents is now considering a bill recently introduced by Representative Stephens, providing that any citizen of a foreign country desiring to secure a copyright or patent in the United States must pay to this country in the shape of fees, etc., an amount equal to that demanded by his respective country from citizens of the United States for similar service. The bill is rather wide in its scope, the full text being as follows:

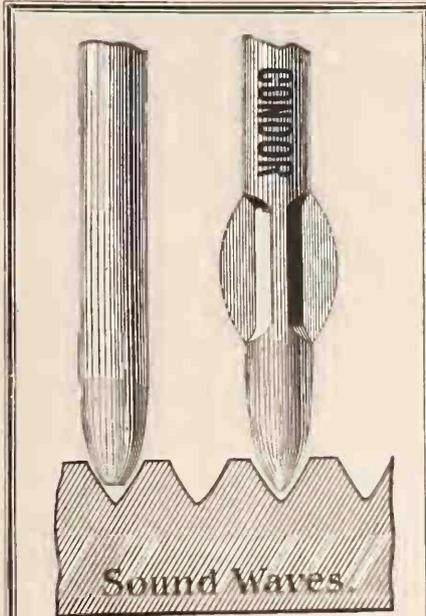
"That whenever any letters patent is issued by the United States on any article, commodity, device, mechanical appliance, or machine protected by patent, or any copyright issued by the United States on any article, musical composition, musical instrument, or device for reproducing music or musical composition, to any citizen of any foreign country, then such patentee or copyright grantee shall pay to the United States the same amount of fees and subject himself to the identical laws, restrictions, rules and regulations as such foreign country imposes upon a citizen of the United States for patenting or manufacturing and selling the patented article therein; and the failure on the part of the foreign patentee to comply with this law shall operate as a forfeiture and cancellation of such letters patent or copyright in the manner hereinafter provided.

"Section 2. That the Secretary of the Interior is hereby authorized and empowered to make and carry into effect all such rules and regulations as he may deem necessary to enforce the provisions of this act.

"Section 3. That (a) whenever any letters patent issued by the United States on any article, commodity, compound, device, mechanical appliance, or machine protected by patent, or (b) any copyright issued by the United States on any article, musical composition, musical instrument, or device for reproducing music or musical composition, or any picture book, pamphlet, or any other work of literature or art protected by copyright is purchased from the patentee or owned, leased, used, or controlled by any individual, firm, association, syndicate, corporation, or combination which is engaged in any vocation, business, or enterprise in violation of any law of Congress or of any State prohibiting, restraining, or regulating trusts, monopolies, or combinations which operate in restraint of trade or commerce among the several States or with foreign nations, the right to any protection under the patent or copyright laws of the United States shall cease and terminate and shall subject such patent or copyright to cancellation in the manner hereinafter provided.

"Section 4. That any citizen of the United States, or any United States district attorney for any district of the United States, may institute or cause to be instituted suits in law or in equity for the cancellation of any copyright or letters patent mentioned in this act, when the facts shall warrant such suit or suits as provided in this act, in any circuit court of the United States where the foreign patentee may reside or transact business, or where the patent or copyright referred to in Section 1 of this act is owned, leased, used or controlled, or the articles or products referred to in Section 3 are manufactured, used, produced, or sold in violation of this act; and said court is hereby given full jurisdiction to try and render judgment in all such cases under this act."

Action on the measure will be eagerly awaited.



**CONDOR**

is the

Only Needle in the World having



**Each Point Warranted**



therefore

**Best Reproduction**

No Ruin of Record

Sole Manufacturer

**Jos. Zimmermann  
Needle and Pin  
Works**

AACHEN, - GERMANY

**SUIT BROUGHT AGAINST BRADLEY**

By the Fonotopia, Ltd., of London and Milan and the Columbia Phonograph Co.—Perpetual Injunction Asked Against "Dubbing" or Duplicating Their Records.

On February 1 suit was filed by the Fonotopia, Ltd., of London, Eng., and Milan, Italy, and the Columbia Phonograph Co., General, New York, against W. V. P. Bradley, Brooklyn, N. Y., "sales agent" for the Continental Record Co., in the United States Circuit Court, eastern district of New York, for "dubbing" Fonotopia operatic records. The bill charges the defendant "and others conspiring and confederating with him" with "preparing and threatening to injure and destroy" the complainants' "exclusive rights \* \* \* by placing on the market in this country counterfeits or spurious imitations from sound records \* \* \* and offering the same for sale at prices greatly below the prices now being paid for genuine 'Columbia records, Fonotopia series.'"

The complaints further aver that "such counterfeits can be obtained by merely electroplating, at a trifling cost, a commercial disc record, and then using such electroplate or stamping matrix \* \* \* for stamping out counterfeit records by the thousand, \* \* \* and that the foregoing is the method by which said defendant \* \* \* produces his so-called 'Continental Grand Opera Disc Records.'" The defendant is also charged with "distributing catalogs and circulars addressed to the talking machine trade relating to these records which are alleged to be 'made in this country from mother records imported from foreign countries,' \* \* \* and that they 'are equal to the originals in all respects.'"

In view of this recital and other statements submitted in detail, the Columbia Phonograph Co. General, ask for a perpetual injunction against Mr. Bradley, his associates, etc., likewise a preliminary injunction and a temporary restraining order of the same tenor. Besides the defendant to deliver up to the court in advance of the hearing \* \* \* any and all such counterfeit records, catalogs, circulars, etc., to be destroyed after the hearing. An accounting is also prayed for. Argument on the motion was set down to be heard by Judge Chatfield February 13.

**OSBORNE'S AMBEROL PUBLICITY.**

Thomas Edens Osborne, the talking machine jobber of Belfast, Ireland, is a great believer in publicity, and the daily papers of that city bear ample testimony to this. He has been paying particular attention recently in his advertising to the Amberol records made by the National Phonograph Co. One of his most original conceptions—an excellent and clever one, mark you—is the following which we clip from one of the Belfast papers:

BIRTH.

Amberol.—Autumn, 1908, at the laboratory of Thomas Alva Edison, Orange, New Jersey, U. S. A., from the fertile brain of the great inventor—the "Amberol" phonograph record. N. B.—All information concerning the "new arrival" on application to Thos. Edens Osborne, 4 Donegal Square West, Belfast.

**BIG MONEY FOR SCHUMANN-HEINK.**

According to Madame Schumann-Heink, the grand opera contralto, the Victor Talking Machine Co., Camden, N. J., paid her \$30,000 for 100 songs.

You must remember that sometimes your tact may persuade a customer to buy, without convincing him to buy from you.

A phonographic attachment for the telephone has been arranged to tell when and, if desired, why the doctor or the lawyer is out. Probably it will be adapted early to the work of mentioning domestic excuses when hubby's regular voice is lost in a fog,

## A TRADE FIELD THAT DEMANDS FINE WORK.

Why Expert Talking Machine Salesmen Are Rare—Improved Methods Suggested—Actual Experiences of a Veteran Which Will Interest the Student of Salesmanship.

BY L. K. CAMERON, OF RUDOLPH WULLITZER CO., IN "SALESMANSHIP."

There is a great demand for first-class salesmen who thoroughly understand the retail talking machine business in all its phases. The demand far exceeds the supply, and I believe I am safe in saying that in this big country of ours there are not one hundred first-class A1 talking machine salesmen, when there should be ten, yes, twenty times that number.

What is the reason for this? Of course the business is in its infancy and some will say that they "have not had the time to look up the fine points," and they "must not be compared with salesmen of leather or dry goods, etc., who have had the benefit of years of experience of others before them in their lines, for advice and direction." This may be true to a slight degree, but I think that most salesmen new to the talking machine business merely seek the path of the least resistance and try to gradually absorb a slight working knowledge instead of digging down into the depths and learning everything of importance and value on the subject. It is like learning a new language. If you go among Frenchmen you will acquire a superficial conversational knowledge of the language in a couple of years, but, if one buckles down to his French grammar, lexicon, etc., putting his mind upon it with determination to learn, he will speak the language grammatically correct in half the time.

Take the ordinary person who starts in a talking machine department of any of our large music houses. He learns the prices of the different machines and records, and after a time is able to distinguish styles of machines and horns from each other, sometimes. He has a dim idea, sometimes, that different sizes of machines have a different tone, sometimes. He can tell you, sometimes, why this difference exists, and, sometimes, he can't. And he can't more times than he can. You see this "sometimes" business is a big thing, and managers of talking machine departments and houses should take pains to eradicate this uncertainty among their salesmen.

Now, I do not wish to be understood as being pessimistic, but these views are merely the result of a tour of observation to the different talking machine departments and establishments in New York and Chicago, where I think one should get some idea of present conditions. I am glad to say, though, that these conditions are being gradually bettered, thanks to the labor and forethought of certain large manufacturers of talking machines and phonographs, who have mailed to all dealers and salesmen of their goods, lessons in machine salesmanship, which have done a great deal to alleviate these conditions, by giving to all who took the pains to conscientiously study them a better appreciation of the value of knowing their goods.

The department manager should every two or three weeks call his salesmen together and go carefully over the selling features of each style of machine, explaining to the salesmen the difference in tone between certain styles, and the cause of the difference; also the effects produced by horns of different sizes and materials and the effects of different needles on the life of a record and on the tone production. He should endeavor to make clear in the minds of his salesmen the principles upon which the tone is reproduced by the soundbox or reproducer, and give them an idea of the process of manufacture of the records, for many a time does the customer ask, "Well, how are these records made?" and "What is the difference between the cylinder and the disc records?" The usual answer I have found to this is, "Oh, one is round and made out of wax and the other is flat and is not made of wax." So the customer knows about as much as he did before he asked. Let the department manager explain and make clear all

these points to the salesman. The best methods of selling should be discussed unreservedly, and in this manner will a great many of the cloudy points be cleared.

The salesman personally should endeavor to post himself thoroughly concerning the stock. Don't stop at merely learning the prices and to distinguish the different machines and records, but go deeper into it. Experiment with the machines. Observe the effect of the different size horns and the horns of different materials. Familiarize yourself with the names of all the parts of the motor and the work each does. If convenient, take a machine apart and put it together again and learn to diagnose a case when a machine does not run properly. Have your sample machines in perfect condition, running smoothly; and above all things don't let your reproducer or soundboxes blast and rattle, for nothing will kill your sale quicker than a poor reproduction. Do not use for exhibition purposes old, worn-out, scratchy records, and also do not try to dispose of records you have been using in your rooms to some E. Z. Mark. He may be easy, but when he observes that his records are not as smooth as some he has heard, he will go to that place where they were smooth and you lose a good customer. Remember that you must impress your prospective customer with the quality of the tone reproduction of your machine as well as the quality of your selling talk.

It is very important that you have a selling talk. Don't merely talk at random on all styles and sizes of machines, but have a plan of campaign. In my own case I have very successfully used the following method:

I have composed a selling talk embracing, as it were, an introduction to the machines, a general statement as to their quality and respective strong points, and a few indirect questions to get an idea of the amount willing to be paid and the style of the machine desired, whether disc or cylinder. This will give you the opportunity to dwell upon the merits of one particular machine which it is evident he can afford. Do not make the mistake of trying to sell him too expensive an outfit, as the idea of such a large amount involved may discourage him and he may refuse to buy altogether. And yet, if he can afford it, impress upon him the advisability of owning a machine with which he will be perfectly satisfied, a machine of perfect tone, quality, strong motor, etc., here entering into a description of the machine suitable to his needs.

I have written and rewritten my selling talk, polishing here and revising there, until it embraces the strongest arguments at my command. This I committed to memory, and no matter when or how interrupted, will manage to pick

up the thread at the right place and continue until the psychological moment arrives. Then stop talking. Now it is just as important to know when to stop as it is to know what to say. Many sales are talked to death and others meet the same fate at the mouth of the horn, for salesmen often make the mistake of playing too many records. The talk must be memorized so well that certain parts can be changed at a moment's notice as demanded by the difference in customers, for no two men are alike and therefore your talk must be adapted to all sorts and conditions. Make your selling talk such a part of yourself that it flows as easily and gracefully as impromptu conversation. This method I have found very successful, as it enables one to bring his strongest and most brilliant arguments to bear, where otherwise his talk would start nowhere and end about half a mile this side of the same spot.

There are two things I have discovered you cannot select for another man: One is his necktie, the other his talking machine music. So don't try his patience by playing things you are fond of. Find out how his tastes run and put these records on the machine. Try to get at ease, but not familiar with your customer, for then the battle is partly won. Get him to talk and express his opinion on the machine and the result is easier. The hardest man of all to do business with is the man who sits in his chair like a wooden image and never opens his mouth or cracks a smile. Try different styles of music until something thaws him out. You cannot tell what the result will be. Once you make the right impression things begin to happen. This was illustrated forcibly just a few days ago. A gentleman and his wife walked into the store the other day, and in answer to my question asked to be shown the different styles of machines. I went through my regular formula, had them seated in one of our private salesrooms and was playing a record or two to get a line on his tastes. After a couple of good quartettes and some orchestra music, he seemed to fancy a \$60 outfit, but could not make up his mind. I saw immediately that there was something lacking in my endeavor to make an impression, but I had one more card up my sleeve, so to speak. So, placing a duet by two of the great operatic stars on a \$200 machine which he had not noticed, I started it going. The effect was magical. He was entranced. "Now," he said, "that is something like it. Why don't you know that to me the first place? It is simply marvelous."

Now, I had led him up to that and by degrees put him in a mental condition to fully appreciate the beauty of the best machine by comparing it with others of the same make, only smaller. This man had to be treated in this manner, otherwise I would have lost the sale entirely, or at the most sold him merely a \$60 outfit when he was capable of paying more and willing to do so.

Study your customers and remember that all men cannot be treated alike. What impresses one



**SPECIAL-FABRIK**

**CARL SCHROETER**

BERLIN S 42. PRINZESSINENSTR. 21



**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

tires another, and vice versa. Always try to meet a man on his own ground. If he is easy going, good natured and wants to talk and enjoy himself while he is looking at the machine, be thou likewise. If, however, he is taciturn and cold, don't attempt gayety with him or he may think you frivolous and your arguments will have no weight whatever. Endeavor to gradually thaw him out by your studied politeness and tact, and when you see him interested in some certain records or machine, attempt to draw him out on that article. Find his peculiar hobby in the musical line and notice at the end of half an hour or so the change in him. Study your customer's taste in music and remember the kinds of things he likes. Make a list of your important customers for your own use, and by each name a memoranda as to the class of records he buys. Write him a personal letter each month and tell him you have something of especial interest which will be sure to strike his fancy. You will be surprised when you figure the results of these special efforts and realize that you have made sales amounting to two or three hundred dollars which otherwise would have been lost. Besides your customers will appreciate the interest you have taken in them and will stick to you, and keeping old customers is just as good and important as making new ones. Don't let a prospective customer bluff you. I am sure there are some who will try it. They will go so far as to intimate that they know as much or more about business than you do yourself. The best and only way to avoid this is not to give him the opportunity. Know your goods from beginning to end, and no matter how hot and heavy the cross-examination some people put you through you will come out victorious in the end.

There are times when we must be firm, especially with the fair sex. The other day an elderly lady and her granddaughter came into our department, having been attracted by the window display. She wished to send a machine to her country home and was taking a general survey of all styles and makes. In giving her

the prices of the different machines I had a dim idea she was not really hearing all I said, merely for the reason that she did not listen. However, she decided on a certain machine with a special horn amounting to \$51. The next morning she telephoned in and changed her order to a larger outfit, which I had priced to her the day before at \$68, saying she would be down to the store in a couple of hours, as she could not understand the price I made her on the 'phone. After she arrived I happened to again mention the price of the outfit.

"Sixty-eight dollars!" she really yelled. "Why you told me yesterday it would be only sixty, and here you are trying to raise prices on me, taking advantage of my ignorance of the machines and by misrepresenting things, trying to steal my money. I just won't have it. You may cancel my order." And she stewed and fumed, ranting and marching up and down the room.

I let her rant for a while. Maybe I was a little mad, but it was righteous anger, but with no show of temper, said:

"Madam, you are very unjust and decidedly mistaken, but under the circumstances I think it is the best thing you could do. For really, if you think that it is the policy of our establishment to treat people in the manner you suggest you would naturally not wish to take a machine from us. In fact, under such conditions I prefer not to sell you the machine, so we will call the matter off. I am very sorry, but really I could not conscientiously allow you to purchase a machine under that impression." When her daughter, who was with her this time, saw the turn affairs had taken, she interrupted with "Mother, I don't think you should let a matter of merely \$8 stand in your way." So at that I knew I had won the day. With that kind of character to deal with, firmness was my best weapon. Had I tried to humor her she would have only been more positive that I had intended taking advantage of her and would have left the store in a rage. But seeing that I was firm and unyielding, she, after a short time, acknowledged she must have misunderstood me, and

when she left, after paying half down on a \$75 outfit, she was in the best of spirits. And so it goes. One must keep his wits about him and his eyes open.

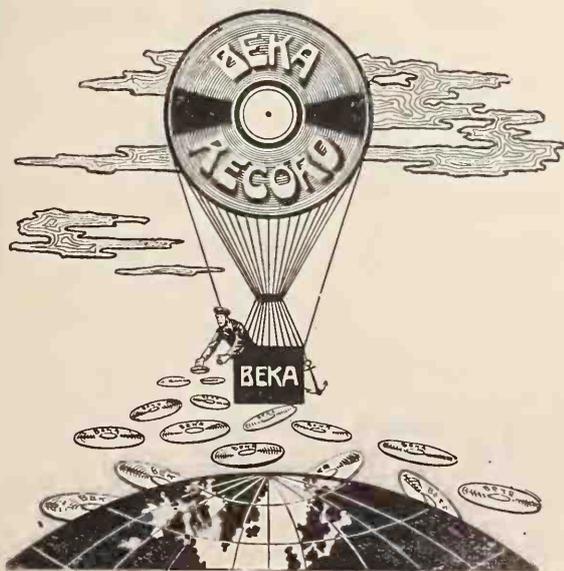
Cultivate an easy flow of language, not necessarily brilliant, but each sentence full of meat and to the point. Be interested in the wants of your customer whether he is going to buy a thirty-five cent record or a \$200 machine. If a record customer does not know exactly what he wants, suggest some little gem of a piece to him, and if you do happen to strike something he likes he will usually be so pleased with the discovery that he will invariably call for more like it on the spot. In a tactful way suggest to him that you would appreciate any mention he might make of the establishment to his friends. I am sure I have sold over three thousand dollars worth during the last year on that little suggestion alone. Oh, there are hundreds of little things to do to boost the sales. Use your brains. Be original, even if you fail now and then. You are bound to win in the end if you only have the determination backed by brains. With the determination to succeed engraved on his mind and planted deep in his soul a man will stick to the roads which lead to success. Great success is more a mental than a physical problem, and though the tools may laugh at the idea of one becoming successful merely because he made up his mind to do so, it is still a deep truth and will become more widely acknowledged as the results are shown. Make up your minds, brother salesmen, to be the best talking machine salesmen in the country. Realize the broadness of the salesman's position and his importance and prepare yourself accordingly. Stick to your determination and watch the results in your sales reports. You will be more than repaid. For I thoroughly believe we are not what we think we are, but what we think—we are.

Paul H. Cromelin, vice-president of the Columbia Co., left for Washington, D. C., last Friday. Watch the latest developments in the copy-right situation.

# BEKA RECORD

## The Best Disc In the World

The Largest and Most Comprehensive  
Repertoire in



|            |             |                 |
|------------|-------------|-----------------|
| German     | Danish      | Tamil           |
| English    | Arabian     | Malayian        |
| French     | Turkish     | Burmese         |
| Italian    | Chinese:    | Hindustanee:    |
| Russian    | Swatow      | Urdu            |
| Polish     | Guakau      | Marathi         |
| Spanish    | Pekinese    | Gujarathi       |
| Portuguese | Shansinese  | Hindi           |
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# Peerless Twin Records

**FOR ALL DISC TALKING MACHINES**

A Different Selection on Each Side :: Either Side a Hit

**TWO IN ONE**

65c.♦

**TWIN  
RECORDS**

Both sides look  
alike but are  
totally different

65c.♦

**New Records**

**New Policy**

**New Prices**

**EVERY RECORD GUARANTEED**

Advance Catalog includes all the Late Broadway Hits

(SEE PARTIAL LIST ON PAGE 55 THIS ISSUE)

New Selections Added Monthly. Watch our list, it will pay you.

Dealers and Jobbers will be surprised at the money-making information  
an inquiry will bring them. **WRITE TO-DAY FOR CATALOG.**

**LEEDS & CATLIN CO.**

**53 East 11th Street, New York**

## TIMELY TALKS ON TIMELY TOPICS

Since Judge Lacombe, United States Circuit Court, southern district of New York, on October 4, 1904, rendered his decision on a "dubbing" case, no further effort to restrain the opprobrious practice by judicial decree has been made. Recently a concern have deliberately entered this questionable field of activity, placing a comparatively large line of "dubbed" records on the market, and of which doubtless many sales have been made. The Victor Talking Machine Co., Camden, N. J., warned buyers against what they described as spurious goods. The Columbia Phonograph Co., General, in conjunction with the Fonotipia Co., Milan, Italy, for whose records they have the exclusive manufacturing and selling rights in the United States and Canada, have gone one step further, and have applied for an order to restrain one, W. V. P. Bradley, of Brooklyn, N. Y., from making and selling these so-called "dubbed" records.

The hearing on the motion for an injunction was to have come on in the United States Circuit Court, eastern district of New York, Judge Chatfield sitting, Saturday last, and the second decision on this very vital dispute will be awaited with much interest. A notion prevails among not a few very intelligent members in the trade that "dubbing" is legitimate and cannot be stopped, providing the seller informs the buyer that the record in question is an "imitation" of the original. The World begs to differ with this peculiar conception of business integrity, to say the least, leaving the legal definition entirely to the courts. Moreover, there is no necessity to argue the case in these columns, as Judge Chatfield will apply the law; but it is just as well to remind the "dubbers" and those who aid, abet and probably defend them, that Judge Lacombe pointedly remarked, in the Armstrong suit, that "the law of unfair competition may fairly be invoked." Furthermore, as the court also observed, the very fact that the same sound waves or lines on the original are reproduced on the "dub" is clear proof of their being spurious. The question before the court is, can the manufacture and sale of such goods be prevented either in common or statutory law? The attorneys for the prosecution, whose bill of complaint is lengthy and elaborate, are sure the court will say, after hearing the defense and considering their brief, "we have examined the citations, which contain no argument and which we find unpersuasive."

Amusing stories are told bearing on the defective hearing of Thomas A. Edison; one of the latest caused no end of quiet laughter in the experimental laboratories at Orange, N. J. Mr. Edison had been interviewing a party who is known as an inventor of improvements in talking machine devices, and whose services he was about to engage. In the preliminary talk the "old man," who was in one of the "labs" surrounded by the "muckers," was asking the gentleman a number of rapid-fire questions on technical matters pertaining to the reproduction of sound, record composition and cognate things, the answers revealing knowledge that few of the curious auditors were familiar with, but nevertheless eager to absorb—coming "right off the reel," as it were. Then the "Wizard," apparently oblivious of his surroundings, suddenly admonished the interrogated inventor not to say a word to anyone of what they had been talking about. The discreet listeners smothered grins as they resumed their research work and experimental investigations, wiser for certain coveted information that came from an authoritative source. The incident was supposed to be suppressed, but the story was too good to keep, and therefore it leaked out.

With scarcely three weeks remaining of the final session, Congress will find it impossible to pass a copyright bill. The Washington correspondent of The World, on another page, reviews

the situation up to the present moment, and supplies the text of the Washburn bill dealing with the music section, the bone of contention. This measure provides a royalty fee arranged on a basis of 5 per cent. as between the copyright owner and those to whom the privilege of reproduction is accorded, and the right shall be free to all under certain conditions. Another bill, for which Mr. Currier, chairman of the House Patents Committee, is sponsor, allows a flat royalty of two cents on each record sold of the composition used. The committee are divided which of these bills should be recommended for passage. This controversy has now been going on for at least four years, and the outlook is that another two years may elapse before any copyright legislation is effected, if then.

So far as the musical sections of the bills are concerned, they will not be retroactive, hence the works of deceased composers will be barred the benefits of the act when reproduced on records. A case of this kind that is attracting wide attention is that of Mrs. Ethelbert Nevin, widow of one of the best-known composers in the country. Mr. Nevin was the author of many songs, the best known of which are "Narcissus," "The Rosary" and "Sweet Venezia." Under the proposed copyright bill there will be no protection for songs and other music that have already been used without payment. Consequently, for Mrs. Nevin there is no protection. Her husband is dead and can compose no more songs. Her copyrights are rendered almost worthless and she loses thousands of dollars because of the use of the records. She intends to ask the committee to make some provision for the payment of royalties to owners of copyrights. This is a particularly sad case, to be sure; but if the retroactive door is opened once, how will it be closed again? The Patents Committee will doubtless adhere to their original intention in this respect regarding the provision of whatever bill they may favorably report to the House.

Now the manufacturers of perforated music are arranging and cutting rolls to accompany records. The first firm displaying this commendable enterprise are the Chase & Baker Co., Buffalo, N. Y., who in their February list of selections have included "Ah, So Pure!" from "Martha," which is arranged as an accompaniment for Victor record No. 88,001, and the sextet from "Lucia di Lammermoor," as an accompaniment for Victor record No. 96,200. This is a suggestion that other roll manufacturers might follow to advantage.

In the revision of the tariff the talking machine trade appear to be rather indifferent. But one company seemed to be sufficiently interested to have a representative before the House Ways and Means Committee, and that in a left-handed sort of way. The attorney in question candidly admitted he was not familiar with products of the trade, or how much they suffered—if any—from foreign competition; therefore he was in no position to speak. There has been no petition placed on file with the committee to reduce duties; and European makers of machines, records, etc., avow the only obstacle they encounter in sending these goods to the United States are the patent restrictions. The tariff would not prevent them from flooding this market with a cheap product, as the high grade lines known to the American public are beyond their reach.

The trade have frequently and justly claimed that too many records of the same selection are catalogued. The same song will be placed on ten and twelve-inch records, and sometimes as many as three and four artists will be employed, not to mention the instrumentals quartets, etc. This is also true of the cylinders. An expert, to whom this subject was broached, said the duplication and triplication of records is often the

fault of the recording laboratory in their engagements with the "talent." Of course, the company charged with listing so many duplicates of the same number, in one form or another, could rectify the evil, this authority claimed, but it is seldom if ever done. Naturally, this leads to "loading up," against which much bitter complaint is heard, and to prevent it no practical solution has yet been offered. Well, the upshot of the conversation was a lot of criticism freely offered, in which the expert aforesaid defended the manufacturers, but when one mentioned that the multiplication in divers forms of "Love Me and the World is Mine," as an example, everybody threw up their hands and declared that was the limit, and for which no acceptable defense could be offered in "extenuation of the crime."

### DEVINEAU MAY RESIDE ABROAD.

Resigns His Position as Secretary of the City Sinking Fund Commission of Cleveland—Federal Mfg. Co. With Which He Was Connected Financially Embarrassed.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 5, 1909.

Louis Devineau, a friend of Mayor Johnson, of this city and secretary of the City Sinking Fund Commission, has sent a letter from Brussels, Belgium, resigning his position, and it is believed that he will henceforth reside abroad. Several months ago, by the death of a relative in France, Devineau's two young daughters were left a large sum of money, \$30,000, it is said. With Mrs. Devineau they sailed at once to claim the bequest. After the holidays Mr. Devineau found that his wife was unable to prove satisfactorily her daughters' claims to the inheritance, and it was necessary for him to go to France. He was given a leave of absence and immediately left to join his family.

Mr. Devineau was manager of the Devineau Biophone Co. and the Federal Manufacturing Co., two concerns which manufacture patented phonograph devices. As a result of Mr. Devineau's leaving, the companies with which he was connected have been financially embarrassed, and three attachments have been issued against the Federal Manufacturing Co. on claims made by Columbia Phonograph Co.

### GREAT LIST OF HEBREW RECORDS.

The Hebrew record list of the Universal Talking Machine Mfg. Co., Newark, N. J., is reported as being the largest and best selected in the country, and on which their sales almost equal those of the American numbers. The special bulletin, issued last week, has 14 numbers, the five duets being reproduced from the voices of the greatest Jewish artists in New York City, and that is saying a great deal. Their soprano solos are also equally high class. The duets were sung by Mme. Prager and Mr. K. Jurelik, and the solos by Mme. Prager. Other magnificent voices, the possession of these peculiarly gifted musical people—talents usually inaccessible—will be placed on the Zonophone records at an early date. Their regular Hebrew catalog contains 50 other numbers. Manager Macnabb is earning well deserved praise for his tireless efforts to have his record catalog equal to the best in the market in point of quality, finish and selling value.

### WASHBURN COPYRIGHT BILL REPORTED.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 13, 1909.

The House Committee on Patents will report back the Washburn copyright bill early next week and recommend its immediate passage. This bill provides for a 5 per cent. royalty basis for reproduction rights on records, and where such allowance is withheld music writers are authorized to sue for damages in amounts not to exceed \$5,000 in cash. This penalty is a new feature. (The text of the bill appears on pages 69 and 70 of The World.)

# The Columbia Exclusive Dealer Owns

*The Disc Half of It:*



The exclusive agency for Columbia products to-day gives the dealer far more than any other manufacturer is in a position to offer.

It gives you an absolutely complete money-making line, with no soft spots in it from one end to the other. Machines ranging in price from \$20 to \$200—several distinct styles of both disc and cylinder types; Double-Disc Records to sell at 65c. to every owner of a disc machine in your territory and to the new owners you create yourself; a magnificent line of Indestructible Records to sell to every owner of a cylinder machine in your territory and to the new owners you create in your own store, and a clean-cut, well-established policy of square-deal and protection behind it all, eliminating unfair competition and insuring you increasing profits from every month of time and every dollar of money you put into your business.

You can hardly name a line of business to-day which offers its local representatives a surer or safer

market. The prestige of the company's product is mounting higher every day. No need to tell you, though—every reader of all or any of the leading magazines already knows all about it. Don't deceive yourself—times have changed rapidly during the last few months, and we have had a lot to do with the changing of them.

The responses to our general advertising of Double-Disc Records make it clear enough to us that every town is full of disc machine owners who only want to know where Columbia Double-Discs are sold. They seem to have gotten very rapidly beyond the point of argument, and the huge files of re-orders for Double-Disc Records which we have been filling more and more promptly during the last two months are proof enough here at headquarters, that any dealer who lets the Columbia Double-Disc exclusive agency get by him, is going to ask himself a little later on why he allowed himself to go to sleep at the switch in broad daylight.

*"No one thing will give so much pleasure, to so  
Columbia Graphoph*

**COLUMBIA PHONOGRAPH CO., Gen'l,**

## The New Spr ducer for Ind

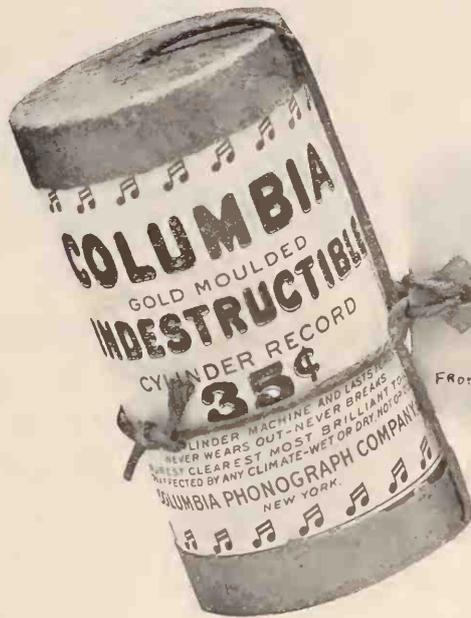
The Genuine Sap  
Sunburst Diaphr  
tension cause the  
Reproducer, whe  
Indestructible Re  
that are marvel

**DEALERS WANT**  
rights given who  
represented.

**JOBBERS WANT**  
jobbing rights  
Write for part  
Phonograph Co.  
Tribune Building

# Both Halves of the Record Business!

## The Cylinder Half of It:



ision Repro-  
ble Records

int, the special  
strong spring  
Extra-Tension  
with Columbia  
produce results



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the Columbia  
e Department,  
ork.

Just so you don't get hold of the Indestructible idea wrong side up, we want to remind you that the Columbia Indestructible Record is this minute selling circles around any other cylinder record on the market—and not merely because of its indestructibility, either.

There are plenty of people who own cylinder machines, and who will soon own cylinder machines, who will buy Indestructible Cylinder records now and hereafter because of the indestructible feature alone—that's true enough. It doesn't take them long to see that the records are truly indestructible. It is a fact that neither use nor abuse injures them in the slightest degree, and a record which can be knocked about without injury and which can be played every day for years without showing the slightest deterioration of tone, is bound to take hold and take hold hard. But the one thing that really best holds the Indestructible Record customer, is the clarity and brilliance of the tone of the record.

This is true when the record is played on any machine, with any ordinary reproducer—and the sapphire point in any reproducer will play Indestructible Records all day, year in and year out, without showing the slightest wear under the microscope. *This we guarantee.*

But with the new Extra-Tension Reproducer, which we provide at \$3 retail for application to every make and type of standard cylinder machine, their tone is simply incomparable. Gravity weight alone in a reproducer cannot act quickly enough to bring out all the sound waves that are in the record. The extra spring tension on the new Columbia Indestructible Reproducer carries the reproducer point down into every finest indentation of the record and brings out every finest gradation of tone—and that record can be played with that reproducer, day in and day out, year in and year out, and without producing the slightest damage to either the Indestructible Record or to the reproducer point.

people, for so long a time, at so little cost, as a  
\$20.00 to \$200.00"

TRIBUNE BUILDING, NEW YORK

**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., Feb. 10, 1909.

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:

JANUARY 16-23.

Berlin, 31 pkgs., \$199; 34 pkgs., \$221; Bombay, 9 pkgs., \$500; 27 pkgs., \$1,100; Brussels, 12 pkgs., \$346; Buenos Ayres, 31 pkgs., \$4,626; Callao, 4 pkgs., \$256; Dublin, 3 pkgs., \$171; Guayaquil, 2 pkgs., \$102; Havana, 16 pkgs., \$964; 2 pkgs., \$750; Havre, 105 pkgs., \$576; Huelva, 4 pkgs., \$138; London, 7 pkgs., \$533; 360 pkgs., \$6,188; 10 pkgs., \$579; Para, 5 pkgs., \$156; Port Madryn, 2 pkgs., \$151; Progreso, 125 pkgs., \$2,127; Puerto Barrios, 2 pkgs., \$151; Rio de Janeiro, 15 pkgs., \$340; 24 pkgs., \$772; Santiago, 4 pkgs., \$180; Singapore, 5 pkgs., \$180; St. Petersburg, 3 pkgs., \$262; 24 pkgs., \$735; Valparaiso, 12 pkgs., \$1,215; Vera Cruz, 76 pkgs., \$3,009; Vienna, 7 pkgs., \$515.

JANUARY 30.

Bergen, 9 pkgs., \$460; Berlin, 2 pkgs., \$110; Callao, 2 pkgs., \$100; 2 pkgs., \$337; Havana, 8 pkgs., \$275; Kobe, 101 pkgs., \$5,616; London, 17 pkgs., \$276; 564 pkgs., \$6,582; Para, 124 pkgs., \$315; Rio de Janeiro, 6 pkgs., \$397; Savanilla, 6 pkgs., \$607; Shanghai, 176 pkgs., \$6,151; Singapore, 10 pkgs., \$503; Trinidad, 13 pkgs., \$703; Vera Cruz, 68 pkgs., \$1,411.

FEBRUARY 7.

Ambala, 3 pkgs., \$157; Berlin, 32 pkgs., \$216; 31 pkgs., \$200; Buenos Ayres, 57 pkgs., \$800; Callao, 7 pkgs., \$180; Colon, 15 pkgs., \$301; Hamburg, 4 pkgs., \$192; Kingston, 7 pkgs., \$530; La-Liberto, 6 pkgs., \$422; London, 19 pkgs., \$686; Montevideo, 50 pkgs., \$976; Porto Plato, 4 pkgs., \$119; Reval, 2 pkgs., \$161; Rio de Janeiro, 4 pkgs., \$269; Vera Cruz, 79 pkgs., \$1,840; Wellington, 392 pkgs., \$3,654.

**TRADE IS OPTIMISTIC**

So General Sales Manager Dolbeer Reports After a Trip to Edison Dealers in Canada and Points Throughout New York State.

F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., got back to New York on Friday last from a short run into Canada. At Toronto the R. S. Williams & Sons Co., Ltd., told him they had the best business in three years. Returning, Mr. Dolbeer stopped at Buffalo, Rochester, Syracuse, Utica, Schenectady and Albany, N. Y., and all along the line he encountered a most optimistic feeling. To be sure, trade was not heavy, but the spirit prevailing among the Edison jobbers was a decided improvement over last year or even in November.

The factory, Mr. Dolbeer said, had caught up with orders, and night work had been discontinued. Their fiscal year ended February 28, and probably the plant might be closed down for a couple of days to take stock. General Manager Wilson remarked that this would be the first time in years they had been able to stop at all for this purpose, as the inventory had usually been completed between Saturday night and the succeeding Monday morning.

**PHILLIPS WILL REPRESENT COMPANY.**

E. H. Phillips, manager of salesmen of the National Phonograph Co., Orange, N. J., left last week for Ohio, on special business, dropping off at several places en route to see the jobbers. At the suggestion of President Dyer, Mr. Phillips will attend the convention of the National Manufacturers' Association, at Indianapolis, Ind., February 16 and 17. He will represent the company, which are members, and report on the discussion of the tariff that is to take place.

**MOVING PICTURE SITUATION.**

Considerable Trust Talk the Past Week—Rival Organization in the Field—Situation Reviewed.

Notwithstanding the balderdash and sensational stories appearing in the New York daily newspapers recently regarding the moving picture situation, there is no cause for worryment on the part of any one engaged in the business. The "trust" howl raised by these papers, combined with the publication of rumors in no wise affects real conditions. The Motion Picture Patents Co., organized to remedy trade evils and make and furnish better finished goods and of greater variety, incidentally figuring on enlarged profits, are evidently satisfied with the outlook. The aim and purpose of the company were efficiently detailed in last month's World. The formation of an opposing or competing company was to be expected and has happened.

In fact, on the same day and at the same place, that the Film Service Association held their convention on January 9 at the Hotel Imperial, New York, the Independent Film Protective Association was organized there also. Headquarters were established at 143 E. 23d street, and a statement was subsequently issued to film renters and exhibitors, in which issue was taken with the methods of the Motion Picture Patents Co., whose agreement with oper-

ators went into effect February 13 instead of on the first. February 6 the United Theater Managers Moving Picture Co. was formed to oppose this same company. This concern will look after matters East, while the I. F. P. A. will take care of the West.

On January 29 a meeting of the independent element was held in the office of the Columbia Phonograph Co., General, New York, who are reported to be the "power behind the throne" in this movement. The company is said to have secured control of the Bianchi patents, which are spoken of as the only non-conflicting patents on camera and projecting machines outside of those controlled by the M. P. P. Co. The Camera-phone Co., New York, who use the Columbia Co.'s Twentieth Century talking machine exclusively, and who claim to own valuable picture projection patents likewise, are also reported as interested.

When the Columbia Phonograph Co., General, was asked if they desired to make any comment or statement regarding the foregoing they said: "We have given no information regarding this matter to any one for publication, and we are not prepared to say anything at the present time, as it would be premature."

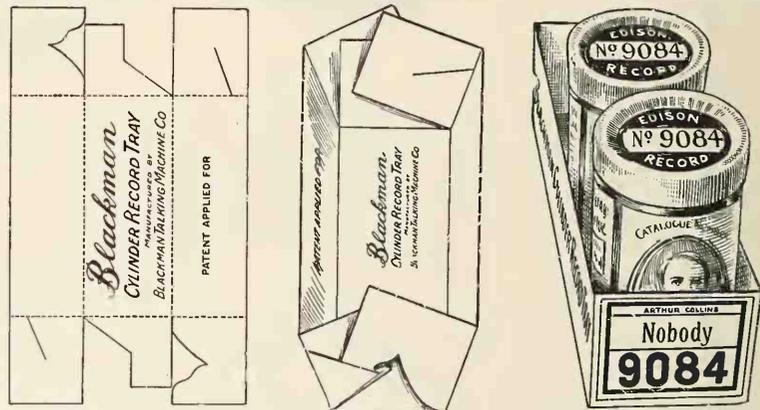
The Watkin Music House, of Dallas, Tex., is carrying on a great campaign for the Columbia phonograph in the papers throughout the State of Texas.

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

BY USING **THE BLACKMAN CYLINDER RECORD TRAY**

(Patent Applied for)

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. See illustration in advertisement of Syracuse Wire Works on page 15 of this issue. 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, 1908, ..... \$3.50 Per month, thereafter (postpaid) payable in advance ..... .12 Columbia Labels (Domestic), per set..... 3.50

**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

## WHERE THE EDISON BUSINESS PHONOGRAPH IS USED.



Under the energetic direction and management of N. C. Durand, the Edison business phonograph is being introduced in a great number of the leading mercantile and manufacturing concerns of the country as an essential requisite of the office equipment. One of the model offices, so far as regards the employment of up-to-date appliances, is that of the Success Magazine. They have not only installed the Edison business phonograph, but are ardent advocates of its use, both as a matter of economy and convenience in the dictation and transcribing of correspondence,

etc. The cut, which appears in a very effective booklet issued by Success Magazine, presenting their very complete plant in pictorial form only, shows the private office of R. C. Peacock, the circulation manager, as furnished with the Edison business phonograph.

Speaking of the trade handling this specialty recently, Mr. Durand said: "More than half of my best and most effective agents are among the regular Edison phonograph dealers and jobbers. Where they have taken hold of the proposition properly the returns have been adequate."

## SYMPHONY GRAND SUPPLIED MUSIC.

(Special to The Talking Machine World)

Louisville, Ky., Feb. 6, 1909.

A Symphony Grand Graphophone furnished the music for the opening of the new Elks' Home in this city, and after the regular meeting and initiation ceremonies, the three hundred members in attendance were regaled with selections from grand opera rendered by Bonci, Des-

tinn, Zenatello and other prominent stars. The entertainment was arranged by M. Silverstein, local manager for the Columbia Phonograph Co., and those present were loud in their praise of the music.

## NEW PATENT OFFICE RULING.

The Patent Office has issued a ruling to the effect that as the use of the names of ex-Presi-

## Competent Manager Wanted

Wanted—A competent, hustling manager for a retail talking machine store in large Canadian city. Only those who are thoroughly acquainted with the Victor line need apply. A good opportunity for a man with brains and ambition. Address, giving age, experience, reference and salary expected. Box 402, care of The Talking Machine World, 1 Madison avenue, New York.

## How to Repair Talking Machines and Phonographs

A practical treatise on the "causes and remedies," with explicit instructions for repairing same. Trouble instantly located, easily repaired. Sent post paid on receipt of price, \$1.50; to dealers, six copies, \$6. Frank E. Drake, 4245 Tracy Ave., Kansas City, Mo.

## CHANCE FOR DEALERS!

1,300 Edison Records, 1 Triumph and 7 Horns to sell; all new; have permission from company to sell to any dealer. Dealers make me your best cash offer or trade. H. M. Dayton, Alma, Neb.

## UNUSED RECORDS WANTED.

Wanted—Job lots of unused Columbia and Edison XP records; must be cheap. Box 675, care of The Talking Machine World, 1 Madison Ave., New York.

## A Card to Jobbers and Dealers

The Channell Studio will dispose of their entire stock of photographs of the Talking Machine Artists, including the rights to make and publish the same and all their original negatives, stock, etc., at a price considerably less than inventory. This line is a money maker and can be taken up by any jobber or dealer; a knowledge of photography is not necessary. For particulars write

## THE CHANNELL STUDIO

30 HARRISON ST.

EAST ORANGE

## FOR SALE

## Victor Talking Machine Business

Owing to ill-health, I will sell my Victor Talking Machine Business. I have one of the largest and best equipped stores in the East. I carry a full line of machines, cabinets, records, etc. Here is a splendid opportunity for the right party. Call or address Chas. M. Tuttle, Atlantic City, N. J., care of Hotel Dennis.

dents of the United States as trade-marks tends to detract from the high office which they have held, and is believed to be against public policy, the Patent Office will not encourage the use of such names by allowing them to be registered as trade-marks.

## PEERLESS TWIN RECORDS—MARCH LIST.

- 188 Sullivan. Baritone solo. Arthur Collins, orch. accomp.  
Golden Gate March. Northern Military Band.
- 189 Good Evening, Caroline (Von Tilzer). Duet by Stevenson and Stanley, orch. accomp.  
Rainbow Two-step. (Wenrich.) Northern Military Band.
- 190 Rainbow (Wenrich.). Duet by Stanley & Burr, orch. accomp.  
American Jockey March (Descriptive) Northern Military Band.
- 191 There's No Moon Like the Honey-moon (Gumhle). Duet by Wheeler & Wheeler, orch. accomp.  
A Frangosa March (Costa). Northern Military Band.
- 192 Honey Lou (Lemonier). Duet by Collins and Harlan.
- 193 "Dixie Rube" Two-step. Northern Military Band.  
Uncle Josh and the Billiken. Humorous story by Cal Stewart.  
Thunder and Blazes March (Fucik), Northern Military Band.
- 194 The Weddin' o' Sandy McNabb (Lauder). Joe Burke (The American Harry Lauder), orch. accomp.  
"Slidin' Jim" Comedy Two-step (Losey). Northern Military Band.
- 195 Stop Yer Ticklin', Jock (Lauder.) Joe Burke (The American Harry Lauder), orch. accomp.  
"El Yaston" March (Frederic D. Wood). Northern Military Band.
- 196 For She's My Daisy (Lauder). Joe Burke (The American Harry Lauder), orch. accomp.  
Yankee Shuffle (Moreland), Northern Military Band.
- 197 Jack and Jill (Mills). F. C. Stanley, orch. accomp.  
Powhatan's Daughter (Sousa). Northern Military Band.
- 198 On the Banks of the Rhine With a Stein. (H. Von Tilzer). Baritone solo by F. C. Stanley, orch. accomp.  
Fairst of the Fair—March (Sousa's Latest). Northern Military Band.
- 199 As Long as the World Rolls on (Ball). Tenor solo by Henry Burr, orch. accomp.  
Gondollar Waltz (Roeder), Northern Military Band.
- 200 Cheer Up, Cherries Will Soon Be Ripe (Meyer). Peerless Quartet, orch. accomp.  
Kerry Mills' Barn Dance (Mills). Northern Military Band.
- 201 Medley of Harry Lauder Hits (Arranged by F. D. Wood). Northern Military Band.  
Faded Rose. Duet by Burr and Campbell, orch. accomp.
- 202 Arab Love Song. Baritone solo. F. C. Stanley, orch. accomp.  
Meet Me in Rose Time, Rosie. Duet by Stanley and Harlan, orch. accomp.
- 203 The "New" Tipperary. Northern Military Band.  
It Looks Like a Big Night To-night (Van Alstyne). Duet by Collins and Harlan, orch. accomp.
- 204 Cuddle Up a Little Closer (Hoschma). Duet by Elizabeth and William Wheeler, orch. accomp.  
Yama Yama Man ("Three Twins"). Miss Stevenson and Quartet, orch. accomp.
- 205 If You'll Remember Me—From Clouncey Olcott's Ragged Robin." Tenor solo by Henry Burr, orch. accomp.  
I Wish I Had a Girl. Baritone solo by F. C. Stanley, orch. accomp.
- 206 I Used to Be Afraid to Go Home in the Dark. Baritone solo by Arthur Collins, orch. accomp.  
Nobody Knows, Nobody Cares (Harris). Tenor solo by Albert Campbell, orch. accomp.
- 207 When I Marry You. Tenor solo by Byron G. Harlan, orch. accomp.  
Yanklana Rag. Baritone solo by Arthur Collins, orch. accomp.
- 208 I'll Remember You ("Girls of Gottenberg"). Peerless Quartet, orch. accomp.  
Bambazo. Duet by Collins and Harlan, orch. accomp.
- 209 School Mates. Tenor solo by Byron G. Harlan, orch. accomp.  
Algeria. Northern Military Band.
- 210 Red Wing—Intermezzo. Northern Military Band.  
Uncle Josh and the Sailor. Humorous story by Cal Stewart.

## EDISON PASSES 62D MILESTONE.

At the special request of Thomas A. Edison there was no celebration of his sixty-second birthday Thursday. For two years the company's department chiefs and officials have entertained Mr. Edison at a banquet in Newark, N. J., which was followed by an entertainment contributed by the artists of the recording laboratory and a general jollification ensued. Mr. Edison, who expects to leave for his plantation near Fort Meyers, Fla., with his family next week, to remain away until May, pleaded his time would be taken up so that he could not attend, though he expressed his appreciation of the invitation.

## IMPORTANT VICTOR ANNOUNCEMENT.

In a special letter to the trade on February 5 the Victor Talking Machine Co., Camden, N. J., say they are "convinced that its original conclusions" regarding double disc records "is correct, and that a final adjustment of the question will prove that both styles of records will be used." On the same date they issued an exchange proposition covering 10 and 12-inch single-faced records which have been remade or relisted in double-faced, running from February 15 to 20.

## WORLD TABLOIDS.

Once again is heard the fitful story that a company to make records and of such size and importance as must be reckoned with, is now in the process of formation. A half million dollars is the capitalization, and the people the highest grade and of eminent standing in the commercial world. The disc proposition is their's, and possibly in the next issue of The World more particulars will be at hand.

The Johnson patent, issued August 11, 1903, in relation to the improved reproduction of sound, is said to be an imitation of such basic importance that the pending litigation will cut little figure, no matter how the courts may decide. It is perhaps needless to say that Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., is the inventor designated in the letters patent issued.

Tom Murray, of the Wooden Phonograph Horn Co., Syracuse, N. Y., was in New York last week seeing the trade and calling on old friends. He made a couple of deals of magnitude for his product so that he will not be called upon to sacrifice any more blocks of stock. Tom's intimate friends expressed surprise that he was called upon to "work;" but he was a very busy man nevertheless while in the metropolis.

Walter L. Eckhardt, president of the Manufacturers' Outlet Co., has been elected a director of the Leeds & Catlin Co., machine and record manufacturers, New York, and is in charge. The M. O. Co., will act as sales agent for product of the company.

On February 3 J. H. Hollenbeck, a director of the Manufacturers' Outlet Co., and president of the J. H. Hollenbeck Advertising Co., New York, died suddenly after an illness of four days. He was a strong personal friend of Walter L. Eckhardt, and his unexpected death was greatly regretted by a large circle of social and business admirers.

Fred C. MacLean, a well known talking machine traveler at one time, is a qualified Victor dealer at Mattewan, N. J., where he is also a "gentleman farmer."

Instead of several thousand applying for licenses to sell second-hand or discontinued Edison machines only about 500 were issued by the National Phonograph Co. This was a surprise all around.

## A HANDSOME WINDOW DISPLAY

Of Victor Records Which Show How They May be Utilized by Dealers.

In Watertown, S. D., one of the handsomest and most effective store window displays is made by L. W. Cooke, Victor dealer. The exhibit, as shown in the accompanying cut, is in the best of



taste—machines, horns, records, etc., being arranged to attract the eye and rivet attention. Here is what he says: "The Victor leads—ask inside. We have made a record." Then, in imitation of a Victor record, an immense cardboard circle with this forceful wording: "Plain talk. 200 machines and 2,000 records in one year. L. W. Cooke."

Mr. Cooke has been a very successful Victor dealer and his methods are worthy of serious thought by others throughout the country.

## PHILLIPS &amp; BUTTORFF CO. EXPANSION.

The Phillips & Buttorff Manufacturing Co., Nashville, Tenn., have greatly increased their wholesale and retail facilities for handling the Columbia lines. The expansion was made under the supervision of T. K. Henderson, the star traveler for the wholesale department in New York

## SILLIMAN'S WESTERN TRIP.

Dealers should not overlook the Pardell specialties advertised on page 57 of this issue. They are reliable, satisfaction-giving goods which will add to one's reputation and bank balance. Mr. Silliman, representative of the Pardee-Ellenberger Co., New Haven, Conn., makers of the Pardell goods, is about to make an extended trip

covering the leading jobbers through the Middle West.

## JOINS LYON &amp; HEALY FORCES.

E. C. Laury, who formerly traveled for the Chicago office of the Regina Co., has joined the wholesale talking machine sales forces of Lyon & Healy, and is on his initial trip for them in Illinois.

## ATTRACTIVE LINE OF EASTER CARDS.

The F. & H. Levy Manufacturing Co., 111 East 14th street, New York, have just brought out a most attractive line of embossed and gold-decorated Easter post cards. These cards are fully up to the Levy standard of excellence, and should appeal strongly to the trade. The special offer made by this firm in last month's Talking Machine World of a special ball-bearing rack and 3,000 high-class cards, a complete stock for \$25, attracted much attention in the trade, and they advise early orders that prompt attention may be received.

## COWAN OPENS IN RICHMOND, VA.

James K. Cowan has opened a new store at 207 North Fifth street, Richmond, Va., with Columbia goods only in stock.

## PHONOGRAPHICAL CO. ORGANIZED.

The Phonographical Co., of Portland, was incorporated with the Secretary of the State of Maine last week, with a capital of \$10,000. President, E. P. Clark; treasurer and clerk, W. B. Clark, both of Portland.

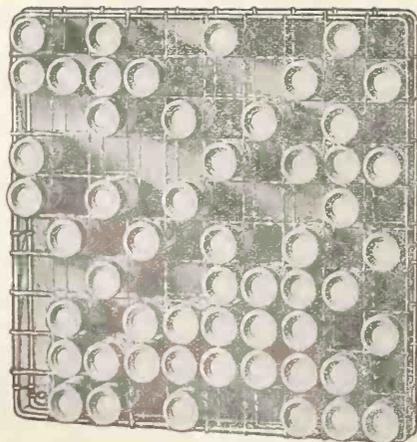
Peter Doltzman, a salesman in the talking machine department of C. J. Heppe & Son, Philadelphia, Pa., has been arrested on a charge of appropriating some money belonging to the firm.

The show windows of the Columbia Co.'s 23d street store attracted much attention during the week owing to their appropriate decorations in honor of the Lincoln Centenary and the annual festival of St. Valentine.

Louis Beuhn, of Beuhn Bros., Philadelphia, Pa., was a visitor in New York recently.

## Sell Wire Racks to the Record Buyer

### The "Heise System" 100 and 150 Space Racks—Immensely Popular



These small size racks for home use have been selling big. Are you getting your share of this business? The display of them in your salesroom will materially assist you in selling.

These racks are made in the same style as our store racks, which are in use everywhere. Their convenience immediately appeals to record owners. There's a good profit in them and you ought to get busy right away.

Dealers' Printed Matter is Ready

The 100 Space Racks <sup>like</sup> in half doz. lots, \$15  
The 150 Space Racks <sup>crated</sup> " " " \$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

## TRADE NEWS FROM CINCINNATI.

Excellent Trade Expected for Coming Months—A Summary of Present Conditions—Good Columbia Co. Report—New Records Win Popularity—Milner Musical Co. Have Good Record Trade—Activity at Wurlitzer's—Place Patent Album on the Market—Dealers' Meeting Postponed to February 17.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 6, 1909.

The dealers in this city give out the impression that trade is gathering its strength for better things during the approaching months. That it has been rather quiet generally in the talking machine business goes without saying. The record trade has, however, been up to expectations, and in some cases has actually shown improvement over the month of December. January shows fine headway over the same month of last year. This is taken to indicate that industrial conditions are improving and that the working man is slowly and surely regaining lost ground. That the coming fall trade will be somewhat of the old order of good times seems at this time certain. Toward this goal the dealers are working by placing new agencies on their lists and preparing generally for a better condition of business. All in all, the outlook for the present month and the month of March is good.

The manager of the Columbia Phonograph Co., S. H. Nichols, says that the January trade was most satisfactory to his company, and characterized the results of the month by saying that: "We are 'way up in the tree-tops.'" In short, his force of salesmen have been lifting local trade out of the mediocre state that has characterized it for the past few months. He added: "The past month of January made a splendid record for good business. We have done double the volume of business of a year ago. We confidently believe that this improvement will continue throughout the entire year. Both the wholesale and retail trade show this state of new

life. We attribute our increase to the product that we are placing before the dealers and the consumer—the Columbia double disc and the Columbia indestructible cylinder record; they are both splendid sales getters. The January trade in machines shows like improvement, or to be exact, is 80 per cent. ahead of the same month of a year ago. The higher-class machines are having the call. The cheaper grades will have their inning as the year progresses, or as conditions more nearly right themselves. Collections and cash business show a decided improvement for January. February looks equally as promising."

Marion Dorian, formerly assistant general manager of the European business of the Columbia Phonograph Co., but now attached to the New York executive offices, was a caller during the past month.

The Milner Musical Co. say the record trade made a better showing than did the machine business during the past month. In other respects the company were busy in the sheet music department, in which a special attraction was offered in the form of four pieces of music wrapped up in one bundle for 10 cents the package. The titles of the pieces were unknown to the buyer. This proved a good trade catcher.

Walt Langley, of the Herzog Art Furniture Co., was a caller at the Wurlitzer house last month.

B. Feinberg, of the Universal Talking Machine Co. was a Wurlitzer visitor this week, and made a visit also with his wife's folks here, the Michelsons, in Avondale.

Manager Dittrich, of the Wurlitzer Co.'s talking machine department, expressed his view of local trade as follows: "The trade conditions in Cincinnati have changed but very little as compared with the latter two months of 1908. The talking machine at present seems to be limited to the same narrow circles to which it was confined before Christmas, with a big demand for high-class machines and records. The sales of records have been stimulated very materially and

are increasing day by day. The Rudolph Wurlitzer Co. have had very little occasion for complaint. The dealers show by their orders that business is reviving very generally, only the machine sales on the wholesale basis do not show the same favorable report in proportion as they did a year ago. The record sales, however, are splendid. This, of course, can be accounted for by the splendid service that the Rudolph Wurlitzer Co. have been giving in a wholesale way, from the fact that they have been filling orders extremely satisfactorily, that this has been all the more appreciated owing to the great changes that the manufacturers have recently made in their product, which has made stock keeping a little more complicated than usual."

The Wurlitzer Co. have just placed their patented record album on the market. This album, in their opinion, is a satisfactory way of taking care of high-class Red Seal records, and they anticipate an immense demand for same, especially among the larger dealers.

A meeting of dealers which was scheduled for February 3 has been delayed until February 17, on account of the 3d inst. being an inconvenient day because of the activity in the talking machine business around the first of the month. On February 17, however, the meeting of the Ohio dealers will take place at the Hotel Sinton in Cincinnati. There is every indication of a very large attendance, and it is an assured fact that there will be a great deal of enthusiasm shown on the part of the dealers, as much important business will be taken up at this meeting that will interest the trade.

## GEO. W. LYLE ARRIVES FROM EUROPE.

Geo. W. Lyle, general manager of the Columbia Co., who has been abroad since early in January, sailed from New York for Southampton, Eng., February 6, and arrived here on Saturday. He was accompanied by his daughter, Miss Florence Lyle. He had a highly enjoyable trip abroad.

# PARDELL SPECIALTIES

ANY article bearing the Pardell brand is recognized by Talking Machine dealers throughout the country as standing for the very best of its kind. In fact the name Pardell is synonymous with quality.

## Pardell Folding Boxes

No. 3, holding 3 cylinder records, \$1.00 per 100  
No. 6, holding 6 cylinder records, 1.50 "  
No. 12, holding 12 cylinder records, 2.25 "

Most convenient form of package and helps to sell more records.

## Pardell Lubricant No. 96

Best Flake Graphite attractively put up in handy sifting can.

## Pardell Moulded Horn Connections

## Pardell Linenoid Recording Horn

Made of pure linen, moulded in one piece, without seam or joint, insuring best results for record making. Size 25 x 6. Retail price, \$2.00.

## Pardell Oiler

Long curved spout. Well made and will not leak.

## Pardell Chip Brushes

## Pardell Machine Belts

☐ Leading Jobbers throughout the country handle these goods. Order from your own or write us for the name of one in your vicinity who can supply you.

# THE PARDEE-ELLENBERGER CO.

96-104 STATE STREET

NEW HAVEN, CONN.

### THE TRADE IN BOSTON.

New Managers at Columbia Co. Store—George P. Metzger a Visitor—Improvements at Eastern Talking Machine Co.'s Store—Hallet & Davis Piano Co. to Open Victor Department—Year Opens Up Well With Oliver Ditson Co.—Iver Johnson Co.'s Fine Window Display—Other News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1909.

There are a trio of new faces at the Columbia Phonograph Co. warerooms this month. A. E. Erisman, who was manager of the Toledo store, has become New England manager here, and his brother, F. R. Erisman, will look after the wholesale trade, while Fred V. Baker, who was with the other two gentlemen at the Toledo store, assumes charge of the retail branch of the business. The advent of this trio of young hustlers will do much toward brightening things up along the Row. Oscar T. Junge, who has been the New England manager here for some time, has gone into the wholesale grocery business in the West.

George P. Metzger, of the Columbia executive offices, was a caller at the Boston store this week. Business there is reported brisk.

H. L. Royer, representing the Victor, and Ambassador Scott, of the Edison forces, were vieing with each other here this week as to which should get the larger order.

At the Eastern Talking Machine Co., General Manager Taft has just completed the refitting of the ladies' parlor, putting in new furnishings, etc., and he now has one of the best reception rooms of this kind in this part of the country. Mr. Taft says that January of this year was considerably ahead of last January and that he is well pleased with the outlook. He has put in a new line of Music Master horns, and the Victor concerts now running are so popular that the standing room only sign is in constant service.

It was announced on the Row this week that the Hallet & Davis Piano Co. are to open a Victor talking machine department as soon as the alterations on the lower floor are completed. They will cater only to the retail trade.

Manager Cornell, of the M. Steinert & Sons Co. talking machine department, has put in some fine rugs and made his store very attractive. He has now one of the largest retail establishments in New England.

Manager Winkelman, at the Oliver Ditson Co. store, states that January of this year, and so far into February, have been far ahead of the

corresponding dates of last year, and that the demand for the higher grades is increasing in much larger proportion than that for the lower-priced goods. Victrolas are in good demand.

There is a very fine window display in the store of the Iver Johnson Co. of talking machine goods. This department has increased very materially since the firm got into the new building.

The Pike Talking Machine Co. reports a good sale on Columbia Indestructible records, and on all Edison goods.

### LAUDER VISITS EDISON.

The "Wizard" Enjoyed the Scotch Humorist's Stories After Which He Sprung a Few Himself—Meeting Mutually Satisfying.

Harry Lauder, the Scotch vaudeville entertainer, who has contributed a number of his best selections to the Edison record catalog, was a visitor at the Orange works on February 6, and regaled Mr. Edison with a choice lot of his best stories. The "Wizard" enjoyed them immensely, and "came back" with a lot of his own until he got at the end of his string, when he asked Lauder to step over to the "lab.," where he kept memoranda of a bunch more, which kept the little comedian in a state of hilarity for another hour. There is no one in the world who enjoys a good story more than Mr. Edison, and his favorite theatrical enjoyment is vaudeville, which he attends frequently at the theaters in Newark, N. J., with Mrs. Edison and the family.

### THE TALKING MACHINE IN PANAMA.

Salesrooms Opened Opposite the President's Palace and Official Interviews Are Punctuated With Talker Music—Another Indication of the Americanizing of the Isthmus.

According to reports from Panama the Isthmus is rapidly becoming Americanized, baseball having been successfully introduced and a talking machine store having been opened directly opposite President Obaldia's palace. Panama's chief executive received several visiting correspondents during the visit of President-elect Taft to the Isthmus in a gilded reception room, with lemon-colored trimmings. The phonograph was on the job.

"Gentlemen, I am pleased to—" but that is as far as Obaldia got.

"Grrrrrrrr—umpf—grrrrr—Sssssure his nayture was his fayture," went the machine, with

the trumpet turned right up at the President's open balcony.

Now and then the visitors caught a word of what the President of the Republic was saying, but the conversation consisted chiefly of gestures. Finally one of the correspondents, who thought he had caught the word "prohibition," ventured this remark:

"Yes, but that doesn't prevent the sale of it in the States; they get all they want in spite of the law."

A lull had come in the phonograph flow and the correspondent's words rang clear. President Obaldia smiled wisely and said:

"Yes, as I was saying, you have a prohibition in your country that prevents your President from serving more than two terms."

Naturally, the conversation turned then to the phonograph, and Obaldia admitted that he had thought seriously two or three times under similar circumstances of asking the phonograph man to turn the horn some other way.

### A VISITOR FROM THE SOUTH.

Ernesto Tosi, of San Paulo, Brazil, S. A., who has been traveling in Mexico for the Columbia Phonograph Co., General, with headquarters at their office in the City of Mexico, arrived in New York last week. He will join the staff of the export department while here, and after receiving instructions from E. N. Burns, the manager, will take his departure for Buenos Ayres, A. R., where he will establish quarters and then travel the entire South American continent for the company.

### ANOTHER HEARING IN FAMOUS SUIT.

The case of the New York Phonograph Co., New York, against the National Phonograph Co. and others, Orange, N. J., was argued in the United States Circuit Court of Appeals, New York City, before Judges Coxe, Noyes and Martin, on Tuesday of last week. This suit has been in the Federal courts for over nine years, and the present hearing was on reviewing Judge Hazel's opinion in the lower court, which fined the National Phonograph Co. for contempt of court, though the decision as a whole favored them in many essentials. Decision was reserved.

### JONES BROS. OPEN CHAIN OF STORES.

Seven new Columbia stores have been started in Virginia by Jones Bros., of Richmond, who have canceled their jobbing arrangements to become dealers. The stores which will handle the Columbia lines exclusively are located in Petersburg, Roanoke, Lynchburg, Danville, Clifton Forge, Warrenton and South Boston.

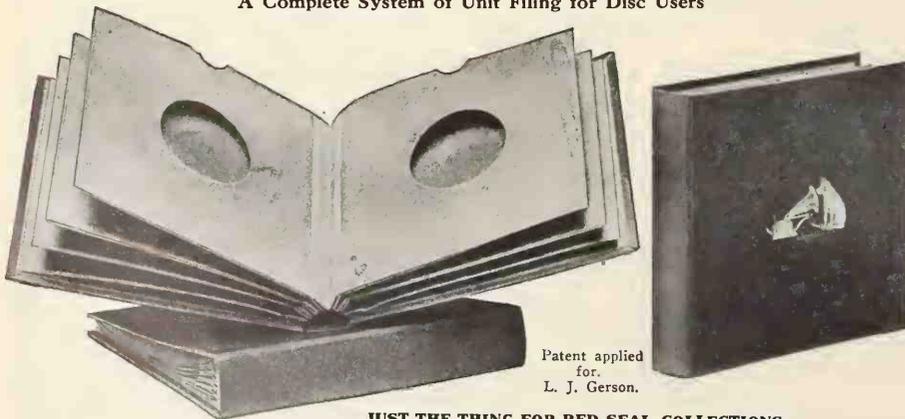
### LOU C. WILBER TO TRAVEL.

Lou C. Wilber, recently manager of the Regina Co.'s New York business, who made a shining record for efficiency, has been relieved of the duties of this position by the conversion of the store at Broadway and 17th street into wholesale headquarters, and started on the road for the company February 14, going to Pittsburg, Pa., for his first stop and with the Middle West as his territory. Mr. Wilber will travel out of Detroit, Mich., his old home, to where his family has removed from New York. Mr. Wilber is well known in that section of the country, having sold goods there for the Regina Co. in years past, and therefore he will greet a host of old friends and be welcomed in turn. His line will be the Regina music boxes, the Sublima piano, and the Regina-phonograph, showing the new models for the first time, as well as their latest specialty in automatic instruments, namely, the Regina Hexaphone.

The burning desire to close the sale "right now" loses many customers. However anxious you may be, don't let your prospect know it or you may have to sacrifice the profit, if not the sale also.

## "ECHO" ALBUMS for DISC RECORDS

A Complete System of Unit Filing for Disc Users



JUST THE THING FOR RED SEAL COLLECTIONS

"Echo" Record Albums Preserve the Disc Records Against Dust, Careless Handling and Scratching. These Albums show Records to the Best Advantage, and the Indexes Enable Instant Location of Any Selection.

FOR SALE BY ALL DEALERS

Send Orders to Now Ready for Delivery {10-Inch Size, \$1.25 Each  
12-Inch Size, \$1.50 Each

MUSICAL ECHO COMPANY, Edison and Victor Distributors 1217 Chestnut St., Phila., Pa.  
LOUIS JAY GERSON, Manager

# STAR DISK RECORDS



A SIX-POINTED STAR WITH SEVEN DISTINCT ADVANTAGES TO DEALERS HANDLING

**TONE**—Listen to the Star and you will realize its tone is clear, loud, musical, not distorted.

**WEAR**—Outlasts any. Made of best materials known to record makers.

**SELECTIONS**—Every record a gem of perfect recording, every selection popular.

**DISCOUNTS**—Attractive and staple.

**TREATMENT**—We believe in treating our trade as we would wish to be treated.

**CUSTOMERS**—You will make satisfied customers by selling them Star Records.

**PRICE**—50 cents each—the retail price of 10-inch size—meets with popular favor.

Order a sample lot if you are not already handling. Nothing we can say is so convincing as trying the actual product.

## Hawthorne & Sheble Mfg. Co.

MANUFACTURERS OF STAR TALKING MACHINES  
OUR FACTORIES

PHILADELPHIA, PA., U. S. A.

## MILWAUKEE'S BUDGET OF NEWS.

Heavy Wholesale Trade Reported—Dealers Stocking for Lively Spring Business—Columbia Records Selling Well—Lawrence McGreal Adds Line of Pianos—Hoeffler Mfg. Co.'s Big Sales of Fiber Needles—Talking Machine Dealers' Association Holds Meeting—Edison Line Being Pushed—Manager Herriman Acts as Collector—What Other Dealers Are Doing.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 9, 1909.

The heavy wholesale trade is the brightest feature of the local market at the present time. Orders are arriving from dealers all over the State, who seem to be stocking up for a heavy spring trade. The Milwaukee retail trade is not quite as brisk at the present time as dealers would like. The general trade for January was far in excess of that for the same period last year, and was larger than was anticipated, considering the extremely heavy holiday trade. Indications are that the better-priced machines and better class of records are to remain in leading demand throughout the present year. This seemed to be the case for the year 1908, and was a situation that surprised dealers, considering the financial disturbance. The new February records are proving to be ready sellers, and indications are that the Columbia double records are to make still further strides this month. Sales of these new records at the Milwaukee establishment of the Columbia reached astonishing proportions. A lively run of advertising has been conducted by all of the leading dealers of the city in the different lines.

Lawrence McGreal has added the retail piano line to his business and is now handling the Strohber, manufactured by the Smith, Barnes & Strohber Piano Co. A shipment of new instruments has already arrived and is now on exhibition on the main floor of the McGreal establishment. The new venture is something of an experiment with Mr. McGreal, and it is not his intention to push the piano lines very strenuously at the present time.

There are few places in Milwaukee that have not been invaded by Lawrence McGreal and some style of his talking machines. The latest "stunt" of the enterprising jobber and retailer was to give two Victor-Victrola concerts at the Milwaukee county jail. The first concert on Sunday afternoon was so much appreciated by the prisoners that County Sheriff H. E. Franke asked Mr. McGreal to repeat the event, and this was done. The program included several hymns,

but was made up largely of popular selections. Some of the numbers were "The Star Spangled Banner," Harry Lauder's "The Wedding of Sandy McNab," "If the Man in the Moon Were a Coon," "Tannhauser" overture and "Saviour, When Night Involves the Skies." The result of the good work of Mr. McGreal is that Sheriff Franke now intends to entertain his prisoners every Sunday afternoon with talking machine concerts. "The music is as good as a sermon," said the sheriff.

A big sale of fiber needles is reported by the Hoeffler Manufacturing Co., and the disposal of several machines were made as a direct result of demonstrations of the needles. J. H. Becker, manager of the talking machine department of the company, is using the needles on a Victor machine with great success. Mr. Becker believes that salesmen should devote more time in explaining the use of the needles to customers, and that too little care is usually given to this matter.

A meeting of the members of the Milwaukee Talking Machine Dealers' Association was held recently in this city to talk over the proposed new Wisconsin association. Plans for procedure were gone over, and it was decided to send out invitations to dealers all over the State asking them to join and calling their attention to the value of such an organization. State dealers who have been approached look upon the project with much favor, and it is expected that the organization will start out with a large and enthusiastic membership.

The Edison business phonograph is being pushed with vigor locally by the Hoeffler Manufacturing Co. under the supervision of J. H. Becker, Jr. A trial order has been placed by the Milwaukee Electric Railway and Light Co., and indications are that this will materialize into one of the largest orders yet received. Machines have been sold in a number of the largest law offices of the city during the past fortnight.

"Prospects in the Edison business phonograph line are exceptionally good," said J. H. Becker, Jr. "I predict that all of the up-to-date business houses of the city will be using the machine within the next two years. Several business men have told me that the machine means a saving of at least 30 per cent. in letter-writing, to say nothing of the resulting convenience."

H. A. Gray, of the Rudolph Wurlitzer Co., of Chicago, called upon the Milwaukee trade last week.

Charles H. Iddings, former manager of the talking machine department of the Joseph Flanner Music House, has resigned. His suc-

cessor has not as yet been chosen. Mr. Flanner expects to push the talking machine end of his business this year.

Lawrence McGreal made a recent business trip to Ashland, Wis., and found that the retail prospects in most of the cities visited were excellent.

William P. Hope, the National Co.'s representative, is visiting various Wisconsin points.

William Schmidt, former wholesale manager for Lawrence McGreal, now represents the Victor Co. throughout Iowa. Mr. Schmidt's position at the McGreal establishment is still open for a successor.

H. Heberlein and William Smith, representatives of the Victor Co., called upon Milwaukee dealers recently.

A recent two days' blizzard, one of the worst in years in Wisconsin territory, found the Columbia establishment in Milwaukee without a collector and the usual number of salesmen. Not to be misled out of some promised payments A. D. Herriman, manager of the Milwaukee branch, took upon himself the rôle of collector, braved the elements, the rebuff of debtors and brought in the biggest bunch of money ever collected in one day by the Milwaukee store.

Business with the Columbia establishment in Milwaukee for the month of January was more than satisfactory, and total sales were more than double those of the corresponding period of a year ago. The new double records and new machines of the Columbia are working something of a revolution in the Milwaukee business.

Miss Gertrude Gannon, head bookkeeper of the McGreal establishment, spent a recent vacation at French Lick Springs.

"We have been flooded with orders for the new Amberol records," said George G. Huseby, manager of the Huseby Co. "The large number of orders received by us shows clearly that people want a record that will play longer than two minutes. I believe that the Edison phonograph will now be in even greater demand than it has in the past."

## COLLIER'S PAYS TRIBUTE TO TALKER.

In Recent Issue Well-Known Weekly Dwells Upon Grand Opera and the Talking Machine in Its Editorial Columns.

We are so used to having the daily press and the magazines treat the talking machine as a subject for jest that it is quite a relief to find at least one general publication which fully realizes the really great musical value of that instrument. Collier's Weekly, a decidedly critical publication, in the issue of January 9, 1909, had the following to say in its editorial columns anent the grand opera and the talking machine:

"Grand Opera finds each year a more assured home in the United States. Those who imagine this to be mere fashion fail to account for the amount of superior instrumental music that is constantly increasing. In truth, led by the German element in the population, and by a few enterprising citizens, like Major Higginson, the average well-to-do American in many towns is now fond of music. In the Metropolitan and Manhattan Opera Houses the genuine love of the art is by no means confined to the upper galleries. Jeers at the plutocracy are tempting, because so certain of applause. The open-mindedness of American plutocracy, however, is in no small degree responsible for the flourishing of architecture and music in this country, as both of those arts have drawn their material support in large measure from the rich. In no other land is architecture in a sounder state. In music, of course, Germany outbalances the world, but we are coming so to love the art that we may fairly hope one day to produce some of it ourselves. Our fathers and mothers, who read 'Festus,' found there the statement that:

'Music tells no truths.'

It does better. It liberates the emotions. It enlarges the imagination. It puts color into feeling. It gives wings to daily life. A grand opera or a symphony calls for the richest re-

# A Business "Because"

☐ To the Dealers of Michigan, Northern Ohio, and Northern Indiana, we send a solicitation for business on the plain business basis of giving the best possible service.

☐ We are safe in the statement that we can fill your orders immediately on receipt; that we can ship goods to you the same day in which we receive your order. We know we carry the most complete lines known to the jobbing trade. It is an exceedingly rare occasion when we are "out" of anything.

☐ You may send your orders to us by mail, or wire, or give them over the Long Distance Telephone, at our expense, and you will find us just as prompt in attending to your wants as we claim to be.

☐ Another thing; in every line our goods are new. We are abreast of our business every minute. As soon as anything new presents itself, we have it.

☐ 1909 is going to be, we believe, a good year and so every dealer should stock up well—not only be prepared for trade that comes but go after it and come to us to supply the goods.

# American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.

sponse that human nature knows. Not without reason was it called the angels' speech.

"Canned music is a phrase which, not casting discredit on the article produced, rather reflects praise upon the canning industry. The intricate mechanical devices which reproduce Paderewski and give us Melba or Caruso carry to the remotest hamlet the most exquisite messages of sound. In a neighboring room a fair ear may actually believe some wonderful voice has burst upon the air, and each year brings the illusion nearer to perfection. Prospero could summon enslaved spirits to his will, but did the music which Ariel furnished surpass what, under natural law, thousands can purchase in our day? Modern science has made real what ancient magic dreamed. Seven-league boots were imaginery, but the twentieth century express is in action and the airship is at hand. What have fairy stories ever conceived more dramatic than to carry the voice for a thousand miles? Did it occur to them to throw into the air a message on one continent and deliver it, instantly and in safety, at an appointed spot across the ocean? In the field of industry and convenience, science is shown as the modern necromancer by the locomotive, the telephone, the wireless telegram. Among the arts, music is the first in which the same mystic sorcerer puts forth marvels not less brilliant and surprising."

#### AUXETOPHONES FOR HOTELS.

Both the Ten Eyck and Keeler's hotels in Albany, N. Y., have used Auxetophones for some time past, and the guests of these hostelrys have declared themselves decidedly pleased at the innovation, it being not unusual to have vocal or instrumental soloists to accompany the machines on occasions. It is now announced that another Albany hotel has planned to install an Auxetophone to supersede the orchestra. In fact, hotels everywhere are installing Auxetophones.

#### NEW RECORD CO. INCORPORATED.

Among the incorporations filed with the Secretary of State of Illinois during the past few weeks was that of the "D. & R." Record Co., of Chicago, with a capital stock of \$20,000, for the purpose of manufacturing and dealing in musical instruments, phonographs, etc.; Sigmund L. Straus, Henry V. Donaldson, Louis E. Keil.

#### MEETING OF BOSTON ASSOCIATION.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 8, 1909.

On Thursday, February 4, a large and enthusiastic meeting of the members of the American Talking Machine Dealers' Association was held at the Revere House, in this city, many dealers being present for the first time. Plans were outlined for the further development of the association. It was decided to have a banquet in Boston in the near future so as to bring the members into closer communion and to devise ways and means for the further improvement of relations with jobbers and manufacturers. The mutual benefit and encouragement derived from the meeting was spoken of by nearly every member present.

#### J. N. BLACKMAN UNDERGOES OPERATION.

Wednesday, February 3, J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., New York, was operated upon for appendicitis at the St. James Hospital, Newark, N. J. He survived the trying ordeal, and is doing as well as could be expected. Mr. Blackman was taken suddenly ill February 1.

N. C. Durand, manager of the Edison business phonograph department, who has scored an eminent success in pushing his commercial system, says that more than half of his best and most effective agents are among the regular Edison phonograph dealers and jobbers. Where they have taken hold of the proposition properly the returns have been adequate.

#### TRADE IN SAINTLY CITY.

Constant Improvement Noted in Trade—Good Report from St. Louis Talking Machine Co.—Theodore Pelton III—Travelers Have Successful Trips—Thiebes-Stierlin Music Co. Rearranging Building—Leading Dealers Are Optimistic Over the Trade Outlook—Other Items of Timely Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 7, 1909.

Decidedly more life to trade has prevailed during the past three weeks, when compared with the same period a year ago. An improving activity is noted all through the territory, and it is expected to increase from now on.

O. A. Gressing, manager of the St. Louis Talking Machine Co., states that the month of January showed a very considerable increase over last year. Mr. Gressing recently returned from a trip to Memphis, Little Rock and other points in the South and reports conditions in that part of the country as being the best they have been in years. This company occupied a booth at the Missouri State Retail Hardware Dealers' Association Exhibition held here recently, and a number of very gratifying orders were booked. The exhibit was in charge of Mr. Cummins, ably assisted by Mr. Bird. L. A. Cummins, traveler for this concern, is on a trip through central Missouri, and H. F. Harrison, also traveler, is on a trip through Tennessee and Arkansas.

Theodore Pelton, a repair man and Auxetophone expert of the St. Louis Talking Machine Co., was taken suddenly ill recently with an attack of cerebro-spinal meningitis. He was removed to a hospital, and now after several operations his condition is considered very serious.

E. B. Walthall, manager of the Columbia Phonograph Co., reports trade active. He states that the St. Louis business for January was about double that of the same month a year ago. Mr. Walthall spent the last week of January in calling on the company's local dealers in central Illinois. They reported trade good, and he found the dealers enthusiastic over the new double disc and indestructible cylinder records. W. C. Fuhri, district manager of this company at Chicago, spent a day here recently and left the same night for Memphis. W. C. Byrd, traveler for this concern, returned recently from a very profitable trip to many adjacent points and is now on a trip through southern Missouri. This company are just out with their latest grand opera catalog of the Fonotopia and Symphony series. Like the previous ones, it is very fine.

Edward P. Waterhouse has been appointed manager of the local Dictaphone Co., vice Geo. S. Murray. This concern moved to 801, 802 and 803 Wainwright building on February 1 from their former quarters in the Pierce building.

The Thiebes-Stierlin Music Co. are making alterations on the fourth floor of their building, which will be used extensively for the sale of talking machines. Eight salesrooms will be made on this floor, and they will be partitioned off in a very artistic manner, heavy plate glass being used in each. Each salesroom will be 18 by 13. On the first floor eight rooms will be established for the sale of records exclusively. Each room will be 14 by 16. Mr. Thiebes states that when completed they will be as fine, if not finer, as any talking machine department in the city. This firm reports their talking machine business is improving every day.

D. K. Myers, the well-known Zonophone jobber, reports a nice volume of activity for January, and that his record trade for that period had been very good.

P. E. Conroy, president of the Conroy Piano Co., states that their talking machine business for January shows an improving tendency.

The Silverstone Talking Machine Co. note an improvement, and think it will continue.

The Koerber-Brenner Music Co. report that their January talking machine business was better than that of a year ago. They look for a steady betterment.



Reg. U. S. Pat. Off.

**WE'RE HERE** because  
**WE'RE HERE**

**BECAUSE**

We sell the greatest Talking Machine in the World.

**BECAUSE**

We are specialists and expert Distributors and devote all our time, talents and energies to the Victor line.

**BECAUSE**

We have been able to give you **WHAT** you **WANT** **WHEN** you **WANT** it. Fresh and clean when you get it.

**BECAUSE**

Of our ability to fill your orders in the past twelve months from 95 to 100 per cent. perfection.

**BECAUSE**

We have won the confidence of the most exacting and discriminating Dealers in the country.

**BECAUSE**

They are satisfied that by hitching their wagon to a "live wire" their "business wheels" went 'round faster and smoother than ever before.

**BECAUSE**

We are anxious for the opportunity to prove all of this to **YOU**.

**St. Louis Talking  
Machine Co.**

**MILLS BUILDING**

**7th & St. Charles Streets**

**ST. LOUIS, MO.**

**Exclusively VICTOR Distributors**

# NEW WRINKLES



VICTOR III OUTFIT  
\$60.00

“The Cabinet that Matches”  
Try One Cabinet on approval  
Send for our Combination  
Order Book and Catalogue  
“Exclusively Wholesale”



VICTOR IV OUTFIT  
\$75.00

The Talking Machine Co.  
72-74 WABASH AVE.  
CHICAGO, ILL.

# FROM OUR CHICAGO HEADQUARTERS

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

Trade Steady and Strong—George N. Nisbett to be Manager of Mexican National Phonograph Co.—A. D. Geissler's Success—Harry Berger "On the Road"—Wurlitzer Department Enlarged and Improved—Lyon & Healy's View of Conditions—F. A. Scheuber Signs Large Contract With Columbia Co.—The "Cabinet That Matches"—New Disc Record Cleaner on the Market—Salter Mfg. Co.'s Disc Cabinets Popular—Fibre Needles for New Zealand—Talking Machines Again on Stage—D. & R. Record Co. Incorporated—How A. V. Chandler Finds Conditions.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 8, 1909.

The underlying tone of the trade at the present time is one of decided strength. Trade with the jobbers after the holidays and up until about the 15th of January was inactive, but since then there has been a good, normal buying movement, and as a rule orders from country dealers are reported as of good volume in the aggregate and of an individual character calculated to show that dealers' stocks are low, that they are doing business, and have confidence in the future. February has opened up in a strong way, both as to record and machine orders.

George N. Nisbett returned from the East on the 17th of last month, where he had been posting up at the foreign department of the National Phonograph Co., preparatory to accepting the position of manager of the Mexican National Phonograph Co., of Mexico City, which controls the Edison business in Mexico. For a week he was feted by his friends both in and out of the trade, and left on the 23d for his new field of labor. He went via Kansas City, where he spent several days with relatives, and also expected making other stops, so that he is probably only arrived in the city of the Aztecs this week. There are few men in the trade that have a better all-around equipment than Mr. Nisbett, and he has elements of personal popularity which are bound to win him friends anywhere. He is an Edison man from the word go. For six years he was with the Chicago office of the National Phonograph Co., first as assistant manager and afterward as manager up to the time of the discontinuance of the office in 1906, when he went with Babson Bros., inaugurating their wholesale Edison department, and resigning in December last. His return to the National Co. in so important a capacity is certainly a tribute to his worth, and he is followed by many and sincere congratulations.

It is just three years ago this week since Arthur D. Geissler assumed the management of the Talking Machine Co., of this city. Those who have followed the young man's career realize that he has made good in a big way. The discontinuance of the retail and mail order business, which he effected upon assuming the reins, proved a stroke of wisdom, and the wholesale business has increased by leaps and bounds. He has proved a man of courage and initiative and in every way a worthy son of his distinguished father. He has just returned from a several days' trip to St. Louis, where he found the St. Louis Talking Machine Co. doing a steadily increasing business.

Harry Berger, who has been floor salesman for the Talking Machine Co. for the past three years, has been put on the road by Mr. Geissler and is now on his initial trip. He certainly has the right equipment. He went with the Talking Machine Co. fifteen years ago under Mr. Douglass; afterward went to Camden, and on returning to Chicago, after some experience in other lines, returned to his old love, when Mr. Geissler assumed the management.

At the Chicago branch of the Rudolph Wurlitzer Co., Manager E. H. Uhl's capable assistant, Fred H. Siemon, was found up to his neck in

work in connection with the removal of the wholesale talking machine stock from 338 Wabash avenue to the third floor of the Wurlitzer building, 266 Wabash avenue. This is made possible by the occupancy by the Wurlitzers of practically the entire building upon the expiration of leases of tenants. It not only gives greatly increased space to the wholesale stock, but also adds to the convenience in filling orders in every way, especially in combining shipments with those of small goods, which occupy increased quarters on the fourth floor. Downstairs in the retail department a new system of record shelving for the Victor stock has been installed, which enables the records to be placed flat instead of vertically as heretofore. Hereafter all records will not only be handled in envelopes but will be sealed with the exception of one record of each number used for demonstration only. This insures fresh records for the customers. Mr. Siemon says that January trade was ahead of a year ago, and that he considers the outlook decidedly better.

"Our business has given us some surprises since the first of the year," said C. E. Goodwin, manager of the talking machine department of Lyon & Healy. "Early in January trade was somewhat quiet, but it increased in volume, and the month wound up with the biggest city business we have ever had in the first month of the year. Country orders are coming in in substantial volume, and the outlook I consider very bright. During the panic the talking machine business was hit badly, largely because it was the first thing that the dealer could curtail his efforts on. Those who held on maintained their faith in the stability of the trade, did not relax their efforts, but advertised and pushed energetically, did a remarkably good business. They infected the public with their own confidence, and where people had money the aggressive talking machine dealer got it, and he is getting it to-day in increased volume as conditions improve. We know that the outward evidence of our faith in the business, as shown by the expenditure in fitting up our new talking machine department, has had a material effect on our customers. An eastern music dealer came in here the other day and said that he thought that the talking machine business was on its decline. After he had seen our department and our numerous record

rooms full of customers, he decided that he was suffering from a condition of mind and that the business was there to the man who saw it."

E. B. Sues, of the Victor traveling staff, was a Chicago visitor the other day.

F. A. Scheuber, of the Scheuber Drug Co., of Livingston, Mont., who commenced jobbing Columbia goods a year ago, was in Chicago the other day and signed an exceptionally large contract with western wholesale manager E. C. Plume. The company are now the exclusive jobbers for Montana, Wyoming and the two Dakotas. Mr. Scheuber was accompanied by his brother-in-law, A. J. Kunde, who recently opened an exclusive Columbia store in Milwaukee. Mr. Plume returned to-day from a flying trip to Ottumwa, Ia., to see the Arnold Jewelry & Music Co., the Columbia jobbers. He found things moving in fine shape and the double disc records in splendid demand.

Mr. Rudderow, one of the Victor factory experts, is visiting the local jobbers.

The presentation of new ideas in a forceful and very artistic manner is found in the new wrinkles advertisement of the Talking Machine Co. in this issue. The "cabinet that matches" is a modern price "edition de luxe" that has come to stay. The idea of providing a cabinet to exactly match every type of Victor machines and make machine and cabinet seem a harmonious whole, is a good one, and the dealer is finding it so. The company's new combination order book and catalog is certainly appreciated by the trade, and eight out of every ten of orders now being received are made out in the duplicate order blanks supplied with the catalog.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., says that January was not only ahead of January of a year ago but actually showed an increase over last November, although, of course, falling behind the December holiday business. "The double-faced and indestructible record is a combination that people can't get away from," said Mr. Baer, "and the way Columbia dealers are increasing in this territory is remarkable. An encouraging fact is the manner in which collections have improved. Our wholesale collections equaled our sales in January."

B. J. Deusler, formerly manager of the Fort Wayne branch of the Columbia Phonograph Co.,

## The Economy Racks A NOTABLE INNOVATION

**The Economy Disc Record Rack**—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, \$3.50; 12-inch, \$3.75; Rack for insertion in cabinet, \$1.50.

**The Perfection Disc Record Racks**—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, \$1.50 for 10-inch records; \$1.75 for 12-inch.

**The Ideal Negative Rack**—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, \$1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, \$1.75.

We can now make prompt shipment in Jobbing Quantities.

**COMING**—The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.

**R. H. JONES**, Patentee and Sole Manufacturer 1-17 Bryan Place, Chicago, Ill.

A SPLENDID SIDE LINE FOR YOU!

# STRINGS

## OUR "PURETONE" VIOLIN STRINGS

Dealers desiring a thoroughly reliable Popular-Priced Violin String will find it distinctly to their advantage to keep their stock well supplied with our "PURETONE" Strings. This String is especially prepared and intended to satisfy a class of trade who desire a thoroughly reliable medium-grade string at a low price.

Our "Puretone" Strings are attractively put up, each in a separate envelope, 30 in a box. The package is particularly attractive, and never fails to impress the customer. E's 4 Full Length. A's and D's 2½ Length.

|  | List Price.<br>Per Bundle<br>of 30 Strings. |
|--|---|
| 24. E, 4 Lengths, Transparent and Polished, Fine Quality.....  | \$4.25                                      |
| 24. A, 2½ Lengths, Transparent and Polished, Fine Quality..... | 4.25  |
| 24. D, 2½ Lengths, Transparent and Polished, Fine Quality..... | 5.25  |

## LYON & HEALY'S CELEBRATED "CREMONATONE" STRINGS

These Strings have been the favorite of the public for nearly forty years. Hundreds of thousands of bundles have been sold and from all sides the verdict has been, "There is nothing to approach them at the price in the market." The name "Cremona" is derived from the little village of Cremona, which was the home of the great masters of the art of Violin making. Dealers will find that "Cremonatone" strings make a splendid leader.

| No. |  | List Price.<br>Per Bundle<br>of 30 Strings. |
|-----|--|---|
| 30. | E, 4 Lengths, Transparent and Polished, Fine Quality, in envelopes.  | \$5.25                                      |
| 30. | A, 2½ Lengths, Transparent and Polished, Fine Quality, in envelopes. | 5.25  |
| 30. | D, 2½ Lengths, Transparent and Polished, Fine Quality, in envelopes. | 6.88  |

## KOZIE FLAKI, OR RUSSIAN GOAT GUT STRINGS

These strings are noted for their durability and are used exclusively in thousands of orchestras. They give more than ordinary satisfaction and their prestige grows with every year.

Can be furnished in half bundles if desired.

| No. |  | List Price.<br>Per Bundle<br>of 30 Strings. |
|-----|--|---|
| 99. | E, 4 Lengths, Transparent and Polished, Fine Quality, Extra Durable .....  | \$ 9.00                                     |
| 99. | A, 2½ Lengths, Transparent and Polished, Fine Quality, Extra Durable ..... | 9.00  |
| 99. | D, 2½ Lengths, Transparent and Polished, Fine Quality, Extra Durable ..... | 11.88                                       |

*Liberal Trade Discount from Above Prices*



CHICAGO

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has bought the business and is running it as an exclusive Columbia store.

The Record Sweeper Co., of Highland Park, Ill., have put on the market a very handy little device for automatically cleaning the disc records. It attaches instantly to the needle arm of the Victor machines and cleans the record while it is playing. The claim is made that it not only polishes the surface of the record, but digs the dirt out of the grooves.

The Salter Mfg. Co., of Chicago, are having an excellent demand on their new disc record cabinets, which have been fully described in this paper. The idea of providing a compartment for each record and lining each shelf with soft green felt, thus preventing the records, whether single or double-faced, from being scratched, has appeared very strongly to the trade. The company issue a catalog describing fully both these cabinets and their new type of cylinder cabinets.

D. M. Ravenskilde, of Caberry, Ill., has just issued a new circular descriptive of the Ravenskilde talking machine starter, a distinctive novelty of Mr. Ravenskilde's own invention which is meeting with gratifying demand.

F. D. Hall, president of the B. & H. Fibre Mfg. Co., has a pretty substantial geographical knowledge, but he received inquiries the other day on sizable jobbing quantities of the fiber needle from points in New Zealand which he had never heard of before. The wooden needle is meeting with an excellent demand in Europe and other quarters of the globe, as well as in these United States, where it is making encouraging headway.

R. H. Jones, patentee and sole manufacturer of the Economy disc record rack, reports an increasing demand for his simple and inexpensive device. They are particularly adapted for the new double-faced records.

In the "Golden Girl," a new musical comedy which is shortly to make its appearance at the La Salle Theater, a pivotal situation occurs when two bands, supposed to be approaching each other, one playing "Dixie" and the other "Marching Through Georgia," give the cue to a couple of bellicose colonels for a disastrous mix-up. Two Twentieth Century graphophones, located in opposite wings, will be depended upon for the band effects. In this connection it is especially interesting to learn that Winona Winter, a star of the "Golden Girl," is a distant relative of E. C. Plume, of the Columbia Co.

Theodore F. Bentel, secretary and treasurer of the Hawthorne & Sheble Mfg. Co., spent several days in Chicago recently and visited the trade with the company's local representative, Harry K. Tilt. It is understood that some very desirable new western jobbers for Star machines and records have recently been established.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is expected home Monday from a trip which included St. Louis, Kansas City, Memphis and New Orleans.

The Western Talking Machine & Supply Co., Frank Dilbahrer, proprietor, has moved from 6 Madison street to larger quarters at 124 East Ohio street.

Among the visitors at the Talking Machine Co. the past two weeks were William J. Voss, of the Voss Phonograph Co., Appleton, Wis.; Mr. Griggs, Jr., manager of the talking machine department of the Knight-Locke Music Co., Denver, Col.; G. L. Ware, Barry, Ill., and G. E. Trilling, of the Trilling Hardware Co., Menasha, Wis.

Marion Dorian, of the executive office of the Columbia Phonograph Co., was a visitor at the Chicago headquarters this week. He is on a general trip to the Columbia offices, which will probably take him to the Coast.

Lorin Leeds, of Leeds & Catlin, and W. L. Eckhardt, of the Outlet Co., New York, made a flying trip to Chicago a week ago.

The D. & R. Record Co., of Chicago, was incorporated last month with a capital stock of \$10,000, "for the purpose of manufacturing and dealing in musical instruments, phonographs, etc." The item which appeared in the list of incorporations in the dailies aroused considerable curiosity for a time and caused those who noticed it to wonder whether Chicago was to have a fac-

tory at last, although the capital did seem somewhat inadequate. The incorporators seemed inclined to throw an air of mystery about it, referring inquiries to an attorney who was equally mum. It was finally discovered, however, that the company simply intend to operate along premium lines, putting out a special label record and disc machines made in the East.

A. V. Chandler, the Chicago Edison representative, who recently had the State of Illinois added to his territory, has just returned from a three weeks' trip through the State. When he reached East St. Louis he ran over to the Missouri metropolis, and in company with August H. Kloehr, the National's Missouri representative, called socially on the Conroy Piano Co., Silverstone Talking Machine Co., and the Korber-Brenner Music Co., all of whom express themselves as well satisfied with present business. He speaks enthusiastically regarding the Korber-Brenner's fine new quarters on Washington avenue. "The Illinois dealers whom I visited are, on the whole, pretty well satisfied with business," said Mr. Chandler. "Reports varying from fair to good. The real aggressive dealers have absolutely no complaint to make and find themselves fully occupied in taking care of the demand they create. At Arcola, Ill., Edward W. Hall, an Edison dealer, has sold over 50 'Triumph' phonographs in the three years since he qualified, besides an excellent trade on the other types. This is rather an exceptional record in a town the size of Arcola. Mr. Hall's combination of lines is somewhat unusual, as he has been in the agricultural implement business in Arcola for 38 years. Beginning with the 18th, he gives his annual reception to the farmers from the surrounding country, ending up with a banquet." Mr. Chandler says that the dealers all are now getting Amberol goods as they need them, and that they also speak highly of the recent issues of two-minute Edison records, characterized as better than ever.

B. Feinberg spent several days in Chicago this week, his first trip west since his return to the Universal Talking Machine Co. He is calling on the principal jobbers throughout the country.

W. H. Prestinary, who for the past year has presided over the phonographic language course and Edison retail department at Lyon & Healy's, has resigned and will leave next week for the City of Mexico, where he expects to locate with a view of representing United States manufacturers in different lines in the sister republic. Mr. Prestinary is a native Spaniard and a man of distinguished accomplishments, and will unquestionably make good in his new field. A. R. Simpson, who has been one of Joe Vasey's assistants, is Mr. Prestinary's successor.

Davidson Bros., proprietors of the Talking Machine Shop, at 169 Michigan avenue, have reason to be pleased with the way business is developing with them. "Of course we have no standard by which to make comparisons," said George Davidson, "but the amount of high-grade business we are getting here is certainly encouraging." Four Victrolas were sold last week. A handsome display of various styles of the "cabinet that matches" attracts a great deal of attention.

Max Landay, of the Talking Machine Supply Co., of New York, called on the local jobbers this week. From here he went to Milwaukee and Minneapolis, from whence he intended proceeding to Kansas City, and home via St. Louis, Cincinnati, and other points.

### VALUE OF INSTALMENT SALES.

Article in Edison Phonograph Monthly Points Out How Time Sales Mean Larger Business and Profits With Comparatively Small Actual Investment—Uncertainty of Credit Eliminated by Careful Investigation—Some Interesting Figures Back Up Statements.

This very excellent article on how business may be developed by instalment sales is taken from The Edison Phonograph Monthly, and is worthy of the very careful consideration of

those dealers who have not studied this phase of the situation:

"I cannot afford to sell goods on instalments," or "instalment sales take so much capital that I cannot do business that way," are remarks that dealers are often heard to make. And with such remarks they dismiss the subject as if there was nothing more to be said about it. They realize that much additional business might be had if they could sell on instalments, but it never occurs to them to investigate further. It has never been the policy of the National Phonograph Co. to strenuously urge dealers to sell goods in this way, and it is not our intention to do so in this article. What is said here is more for information than otherwise.

When instalment sales are made in accordance with a few simple rules it is a better way of selling Edison phonographs and records than for spot cash, and it is a better way of doing business in small places than in large cities. Both of these statements may sound ridiculous to dealers in small places, but they are reasonable and practicable.

It is a better plan, because the more times a phonograph customer can be induced to enter a dealer's store, the more records he can be induced to buy, and if he has bought his phonograph on instalments he will be required by the terms of his lease to pay a visit once a week until the payments are completed. It is easier and safer to do an instalment business in small places than in large cities, because in the former everyone is known to the dealer, or his standing can be easily ascertained, something quite difficult in cities.

There is nothing unbusinesslike and little uncertainty about instalment sales. Properly conducted the losses from them are smaller than from the ordinary credit sales. Those who make a success of the business do not sell on instalments to Tom, Dick and Harry, as many suppose who have not looked into the plan. They make a careful investigation into the standing of the prospective purchaser, and unless his record is good he does not get a machine. If he is regularly employed, is well spoken of by his employers and neighbors and has good habits, he is a good risk, for not one out of every hundred such men will fail to meet his obligations.

## TWO MISSING LINKS



This is **SUPPOSED** to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn.



IT'S ALL IN THE BALL

**"TIZ-IT"**

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, **PREPAID**, at \$3.60.

**Kreiling & Company**  
Inventors and Sole Manufacturers  
North 40th Ave. and Le Moyne St.  
CHICAGO, U. S. A.

Think how much easier it is in small places to get all the essential facts about instalment purchasers. Remember, too, that the dealer retains ownership of the machine sold on instalments until all the payments have been made.

Let us suppose that a dealer in a small town wants to try out the plan of selling on instalments and in a limited way. He needs first a blank form of lease. This should be one drawn in conformity with the laws of his State. If such a form cannot be had in his own town, his jobber will get supply for him. He next wants a simple system for keeping track of the weekly payments. Since he is only going to try out the plan in a small way, he needs only the simplest system. A leaf in a blank book, with a column marked for each payment and having the date at the top is all that is necessary. He has found a customer whom he is satisfied is all right, and he is ready for the try-out. The customer intends buying a standard machine at \$30. This costs the dealer \$18. It is customary to require the purchaser to make a first payment of at least \$3, so that when the deal has been made the dealer has \$15 capital invested. It is also customary to expect a purchaser to buy a half-dozen records or more and pay cash for them. If the weekly payments are \$1 the dealer will get his capital back in fifteen weeks, and the payments thereafter are profit. For twenty-seven weeks the purchaser calls at least once a week, and it is not difficult to sell him one or more records each time he comes in. It is a safe guess that in twenty-seven weeks he will buy at least four dozen records, representing a profit of \$7.20 to the dealer. In this way the total purchases will reach \$46.80—more than they would on a cash sale—netting the dealer a profit of \$19.20.

But no enterprising dealer would stop with one such sale. The following table has been prepared to show that a sale of this kind can be made once every two weeks on a total investment of \$64, and it will not reach even that sum until seven sales have been made. For convenience this table has been based upon the sale of Standard phonographs only, and it is being supposed that the first sale was made on February 6:

|          |  |         |
|----------|--|---------|
| Feb. 6.  | Cost of 1st machine.....                     | \$18.00 |
|          | Less 1st payment.....                        | 3.00    |
|          | Capital invested.....                        | \$15.00 |
| 20.      | Cost of 2d machine, less 1st payment.....    | 15.00   |
|          | Less 2 weeks' payment on 1st machine.....    | 2.00    |
|          | Capital invested.....                        | \$28.00 |
| Mar. 6.  | Cost of 3d machine, less first payment.....  | 15.00   |
|          | Less 2 weeks' paym'ts on 2 machs. out.....   | 4.00    |
|          | Capital invested.....                        | \$39.00 |
| 20.      | Cost of 4th machine, less first paym't.....  | 15.00   |
|          | Less 2 weeks' paym'ts on 3 machs. out.....   | 6.00    |
|          | Capital invested.....                        | \$48.00 |
| Apr. 3.  | Cost of 5th machine less first paym't.....   | 15.00   |
|          | Less 2 weeks' paym'ts on 4 machs. out.....   | 8.00    |
|          | Capital invested.....                        | \$55.00 |
| 17.      | Cost of 6th machine, less first paym't.....  | 15.00   |
|          | Less 2 weeks' paym'ts on 5 machs. out.....   | 10.00   |
|          | Capital invested.....                        | \$60.00 |
| May. 1.  | Cost of 7th machine, less first paym't.....  | 15.00   |
|          | Less 2 weeks' paym'ts on 6 machs. out.....   | 12.00   |
|          | Capital invested.....                        | \$63.00 |
| 15.      | Cost of 8th machine, less first paym't.....  | 15.00   |
|          | Less 2 weeks' paym'ts on 7 machs. out.....   | 14.00   |
|          | Capital invested.....                        | \$64.00 |
| 29.      | Cost of 9th machine, less first paym't.....  | 15.00   |
|          | Less 2 weeks' paym'ts on 8 machs. out.....   | 16.00   |
|          | Capital invested.....                        | \$63.00 |
| June 12. | Cost of 10th machine, less first paym't..... | 15.00   |
|          | Less 2 weeks' paym'ts on 9 machs. out.....   | 18.00   |
|          | Capital invested.....                        | \$60.00 |
| 26.      | Cost of 11th machine, less first paym't..... | 15.00   |
|          | Less 2 weeks' paym'ts on 10 machs. out.....  | 20.00   |
|          | Capital invested.....                        | \$55.00 |
| July 10. | Cost of 12th machine, less first paym't..... | 15.00   |
|          | Less 2 weeks' paym'ts on 11 machs. out.....  | 22.00   |
|          | Capital invested.....                        | \$48.00 |
| 24.      | Cost of 13th mach., less first paym't.....   | 15.00   |
|          | Less 2 weeks' paym'ts on 12 machs. out.....  | 24.00   |
|          | Capital invested.....                        | \$39.00 |
| Aug. 7.  | Cost of 14th machine, less first paym't..... | 15.00   |
|          | Less 2 weeks' paym'ts on 13 machs. out.....  | 26.00   |
|          | Capital invested.....                        | \$28.00 |
| 21.      | Cost of 15th machine, less first paym't..... | 15.00   |
|          | Less 2 weeks' paym'ts on 14 machs. out.....  | 28.00   |
|          | Capital invested.....                        | \$15.00 |
| Sept. 4. | Cost of 16th mach., less first paym't.....   | 15.00   |
|          | Less 2 weeks' paym'ts on 15 machs. out.....  | 30.00   |
|          | Capital invested.....                        | \$00.00 |
| 18.      | Two weeks' paym'ts on 15 machs. out.....     | 30.00   |
|          | Cost of 17th mach., less first paym't.....   | 15.00   |
|          | Profit.....                                  | \$15.00 |
| Oct. 2.  | Two weeks' paym'ts on 15 machs. out.....     | 30.00   |
|          | Cost of 18th mach., less first paym't.....   | 15.00   |
|          | Profit.....                                  | \$20.00 |

This table shows that when fifteen machines have been sold the dealer has had his entire capital returned to him, and thereafter has a constantly increasing income as long as he continues the plan. Then think of the record business to be had from the weekly calls of fifteen instalment customers. With double the capital one Standard machine could be sold every week. The dealer of limited capital and skeptical about instalment sales should limit his instalment sales to one in two weeks, until he is convinced and has the capital necessary to swing a larger number. Even if a dealer has no capital of his own, but has a good reputation, he will have no difficulty in getting his bank to advance the money and take the leases as security.

The foregoing has been presented for the benefit of the dealer who has not believed in instalment sales. To him, therefore, such sales will be in addition to his usual cash business and consequently just so much additional profit.

THE ROTHSCHILD WAY.

A New Orleans man said the other day of the great house of the Rothschilds:

"The Rothschilds push their strictness to the point of eccentricity. They once had for agent in New Orleans a fine fellow. They telegraphed to this agent at a certain season to sell their cotton holdings, but he knew the price would go

higher, and, therefore, he didn't sell till four days later. In consequence, he netted an extra profit of \$40,000 to his firm.

"When he sent to Rothschilds the money and told them joyously what he had done they returned the whole amount, with a cold note, that 'The \$40,000 you made by disobeying our instructions is not ours, but yours. Take it. Mr. Blank, your successor, sails for New Orleans to

HOW HEINDL SUCCEEDED.

Grit and Pluck Backed by Acquired Ability Lands Mr. Heindl in High Places—Manager of Porch Bros. Graphophone Department.

That the graphophone business is full of men conspicuous for their grit and pluck in overcoming business obstacles is proverbial. In illustration of this a brief sketch of the career of Anton Heindl, of Johnstown, Pa., should prove inspiring to every man connected with the industry.

It was about fifteen years ago that Mr. Heindl



ANTON HEINDL.

landed, one blustery winter morning, at the railway station in Portage, Pa. He had not one cent to rub against another, but that did not dismay him. He had other things just as good—courage and an unlimited capacity for hard work. And so, at the age of sixteen, he took up the arduous duties and dangers of a coal miner's existence. An accident, that almost cost him his life, after five years of work in the mines, decided him upon entering some other occupation, and he left Portage, as poor financially as when he came, to look for work in Pittsburg. After considerable casting around from pillar to post he finally obtained a position as salesman in the talking machine department of a sporting goods store, from which two years later, he entered the local Columbia organization at Johnstown, Pa. That step gained, it was a matter of a comparatively short time before he was manager of the store.

Mr. Heindl's entry into the talking machine field proved to be the starting point of his success, and his efforts mark the development of the Columbia graphophone and record business in Johnstown. He has enjoyed continuous and universal popularity among his trade, and the progressive spirit so conspicuous in his career so far renders certain a continuance of the esteem in which his patrons hold him.

His connection with the Columbia Phonograph Co., however, proved to be merely another stepping stone, as Mr. Heindl has just been made manager of the graphophone department of all the four stores owned and operated by Porch Bros., exclusive Columbia dealers in Johnstown. With such a hustler as Mr. Heindl in charge, it is certain that the sale of Columbia graphophones and records will assume proportions not seen before in that vicinity.

Edison Jobber  
Zonophone Distributor



New Design  
Wooden  
Disc Record  
Racks

Wire  
Record  
Racks

RECORD CABINETS  
SPRINGS

for all makes and size machines

Stereopticons, Post Card Projectors  
and Moving Picture Machines

JAMES I. LYONS  
265 Fifth Avenue  
CHICAGO

## THE TRADE IN CLEVELAND.

Trade Continues Good—Strong Demand for Higher Priced Machines and Records—Max Landay a Visitor—An Educated Dog—How Various Dealers Find Conditions—Moving Picture Combination Formed With Headquarters in Cleveland—Plans to Systemize Distribution of Films—Didn't Want "Second-Hand" Records—Other Trade Happenings of Interest During the Month.

(Special to The Talking Machine World.)  
Cleveland, O., Feb. 8, 1909.

Indications of improvement in trade conditions are noted all along the line, as well as in talking machines as in most other kinds of business. Trade during the past month in Cleveland and vicinity has continued good. To a large extent the talking machine business at present is strengthened by the higher-priced and more dependable trade of the wealthier class of buyers, but is not entirely confined to the Euclid avenue and Euclid Heights denizens. The tradesmen and mechanics are again buying and daily enlarging their repertoire of records and exchanging for the better grade of machines. There are rumors of changes and consolidations soon to take place, but nothing definite has been made public.

Max Landay, manager of the Talking Machine Supply Co., 400 Fifth avenue, New York, was in the city January 29 visiting the talking machine dealers. He said he found business very satisfactory in the territory he had visited.

An effort on the part of some of the city officials to prohibit the operation of moving picture shows on Sunday resulted in the reference of the ordinance to the council committee on judiciary, who have pigeon-holed it.

The familiar little Camden dog "listening to the voice of his master" now has a chum in Brownie, a pet dog belonging to Mrs. George Davis, of Zanesville, "listening to the voice of her mistress." Mrs. Davis has a sister who lives several blocks from the Davis home, and the dog is in the habit, like her mistress, of visiting between the two homes. A few days ago Mrs. Davis called up the home of her sister and asked her to send the dog home.

"Why, Maud, how in the world can I?" came the reply.

"Just hold the receiver to her ear," said Mrs. Davis.

When Brownie's ear came in contact with the receiver she heard the words of her mistress, "Come home, Brownie, I've got a nice piece of cake for you." With a yelp of delight Brownie dashed for the street and was soon barking for admittance at the door of her own home.

T. H. Towell, president of the Eclipse Musical Co., stated that business during January was fine, especially the latter half of the month. The jobbing trade, he said, was expanding right along and conditions generally very satisfactory. The company do an exclusive jobbing business.

Thornton & Bros., located on Broadway, are enjoying a good trade in Edison and Victor machines and records.

Since the purchase of the business of the Columbia Co. by G. J. Probeck & Co. trade has been very satisfactory. "We are, however, doing quite a volume of business in both machines and records," said Mr. Probeck. "The demand for double disc records is increasing, and customers all express themselves well pleased with the innovation. We are looking forward to a very successful year's business."

"We had an excellent trade in January," said Mr. Audrey V. Biesinger, manager of the Roberts store, and it has continued right along to date. The demand for machines is fairly good, and records are selling well. The new Amberols are becoming great favorites, vying with Red Seals in popularity. Prospects are decidedly encouraging."

Since their removal to their present quarters W. H. Buescher & Sons state their trade has recently increased. The locality is in the business center, and the company occupy a beautiful store in the twelve-story Schofield building. The com-

pany have installed a piano and are demonstrating the new system of music teaching just copyrighted by the Anylytic Music Co., of this city.

C. S. Bourgeois, manager of the new International Talking Machine Co., said: "Business is very good indeed, both in machines and records. The Columbia indestructible cylinder records commend themselves to patrons, and the demand for these, and also the double disc records, is daily increasing. We have done exceptionally well since starting in business two months ago. We have secured a number of permanent customers and our business is daily increasing. Included in a number of sales of various priced machines in January were two Symphony grands, with a complement of grand opera discs."

Mr. Robbins, of B. L. Robbins & Co., The Arcade Talking Machine Store, said that since their removal to the new store there had been a decided increase in business. "Having more space and separate demonstrating rooms," said Mr. Robbins, "for the accommodation of Victor and Edison customers proves to be of great advantage. Our January sales of the higher grade machines, including several Victrolas, was fine. There is an excellent demand for records, including the Amberol and Red Seal."

Edna A. Rankin, manager of the Victor and Edison Talking Machine Co., 27 The Taylor Arcade, is doing nicely. She has made sales of many high-priced machines, including Victrolas—one a Louis XV. Victor Victrola—to an old acquaintance in New York City, Mr. A. S. White.

Lurette Byrnes, manager of the talking machine department of Brown Bros., said business was very good. "Our trade in January," she said, "was fine. We sold a number of the BI Columbia machines, as well as a number of the cheaper grades." The company handle the Columbia machines and double disc records exclusively.

H. E. McMillen has a large clientage, covering the entire field of musical instruments. "Our December business in the talking machine department," said Mr. McMillen, "was more than double that of December, 1907, the increase coming almost entirely from larger sales of Victrolas. Our January business was good in Victrolas and records, but rather quiet in other machines. Prospects are unquestionably good for a prosperous year's business."

The Haeter Jewelry Co., 5372 St. Clair avenue, are operating a talking machine department, and are doing a fine business in this line. They report excellent sales of the Victor January records.

Business is moving along prosperously at the May Co. Mr. McNulty, manager, said trade had been very satisfactory throughout January, having made sales of a large number of machines and scores of records. He stated there was a gradual improvement in business generally, manifest by the increasing calls and larger number of records selected. He thinks this will be one of the most prosperous periods in the history of the talking machine business.

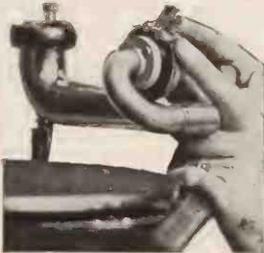
The rebuilding and remodeling of the Bailey Co.'s building is inconveniencing the quarters of the talking machine department, but the business, though transferred, is moving along successfully. Mr. Friedlander, manager, said business was very good in January, as it also is at the present time. He said sales of records was fine, and that the Amberols were proving great sellers. The company gave an Auxetophone entertainment recently at the Chamber of Commerce on the occasion of a banquet.

For the alleged purpose of manufacturing and systematizing the handling of films throughout the country a combination of independent moving picture exchange men, capitalized at half a million, with headquarters in Cleveland, has been launched. The new company incorporated as the Kinemetograph Educational Film Co. has established its main office here, with allied branches in New York, Chicago and St. Louis. Its territory contemplates covering hundreds of moving picture shows throughout the country.

Robert E. McKisson, ex-Mayor of Cleveland, is counsel for the new corporation. In discussing some of its plans, he said: "The moving picture business, so far as the exchange of films is concerned, has been in chaotic condition. Of course, the business is a new one, unorganized and growing with great strides. Each exchange has been placing all the films it could, regardless of any general plan. This new corporation plans to have each city grouped, so that the shows it supplies will get the newest films and possess them exclusively. They will not have to use the films that another house is using contemporaneously, or that were used a week before. Their films, after being used, will be sent to other cities on the circuit.

"Plans for the organization of the new concern have been under way for some time. It has now been incorporated at \$500,000 and established offices here. It includes some of the present film exchanges now operating, and will produce some of its own films of improved fire-proof construction, and will also buy, rent and import others."

Talking machine dealers experience many



Attaching the Sweeper

## ATTENTION! Jobbers and Dealers

If you are looking for something up-to-date, a good seller and one that actually does the work claimed for it, you'll find it in the new **Automatic Record Sweeper and Attachment**, for Victor Talking Machines. ☐ Cleans while playing. ☐ It not only polishes the surface of the record, but digs the dirt out of the grooves. ☐ Every record customer will buy one.

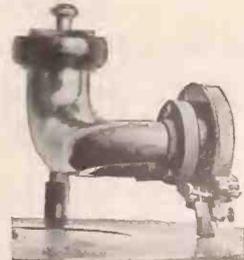
*A popular priced Sweeper and Attachment*

TWENTY-FIVE CENTS

*Regular Trade Discount*

Manufactured by

**RECORD SWEEPER COMPANY**  
Highland Park ILLINOIS, U. S. A.



Record Sweeper

queer episodes. A woman entered a store a few days ago and, after she had listened to the demonstration of twelve records, said: "I'll take that last one." The attendant proceeded to wrap it up for her. She stopped him. "I don't want that one. I want one that hasn't been played. You don't sell those that have been played, do you?" Informed that he did. "Well," said she, "this is the last record I'll ever buy here. I don't propose to have any second-hand goods worked off on me." The attendant said he tried to explain, but she choked him off by asserting he was an "unregenerated swindler," and that he had better try two weeks of Christlike life.

### THE GROWTH OF AN INDUSTRY.

**Remarkable Progress Made by the Hawthorne & Sheble Mfg. Co.—Considered the Matter Carefully Before Entering Field and Were Well Prepared—Success of "Star" Machines and Records at Home and Abroad.**

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1909.

Several years ago the Hawthorne & Sheble Manufacturing Co. started in to manufacture a disc talking machine. They had been for years identified with the supply end of the industry, and their entrance into the field of machine manufacturers was looked on by the trade in general in the nature of an experiment, and possibly by the other machine manufacturers in the light of a usurper. Such an impression was hardly conducive of a favorable reception by the trade in general, and tended to place an additional handicap on the introduction of their machine product to the public.

The Hawthorne & Sheble Manufacturing Co. had not, however, entered this end of the business without giving the matter serious consideration, as it appears they had been preparing for this move for several years previous, had acquired many patents to cover their product and had associated with them a number of the brightest minds connected with the inception and development of the talking machine industry. Their first bow to the public was naturally a modest one, when compared to the variety of models placed on the market by other manufacturers, and for quite a period of time they confined their efforts to manufacturing machines for premium purposes. They quite realized the importance of adding to their line, and, assuming a different position before the trade, so gradually different models were added, new customers were secured, and new fields developed, until the year 1909 sees this company in a position

where they are prepared to meet any and all conditions arising, and to-day their product has won a big measure of favor and their business has grown and expanded to such an extent that they are certainly recognized as big factors in the trade.

To-day the Hawthorne & Sheble Manufacturing Co. have four distinct factories, wherein they employ hundreds of people. Their plant is self-contained, even to operating their own iron foundry, and each intricate part entering into their product is made in their own factories under their supervision and direction. They are at present marketing fifteen distinct types of Star talking machines, retailing for \$10 to \$250, so as to meet the requirements of all intending purchasers. Their two new cabinet machines—namely, the Starola, listing at \$175, and the Starola grand, listing at \$250—appeal to the highest class of trade.

In their line of Star records they have aimed to make popular selections, and their list shows a very careful discrimination. The price of their 10-inch records—namely, 50 cents—is a popular figure, which is bound to impress the buying public favorably.

From a small beginning, starting with a large amount of trade prejudice to overcome, this company has made remarkable progress, until to-day they are numbering among their active customers some of the largest and best-known houses in the United States.

A poor business man will rest self-contented and not investigate a new proposition. A good one will always carefully look into the advantages offered by a growing enterprise. It is an old saying that "a straw shows which way the wind is blowing," and the straw in this case has shown the direction of the wind for some time past, and connections formed now may prove valuable assets for the lucky holders in the years to come.

### TALKER NEWS FROM LOS ANGELES.

**Heavy Rains Hurt Business Temporarily—Increased Demand Noted for All Lines—Birkel Co. Pushing Fibre Needles—New Columbia Disc Machine Received—Several Dealers Expanding and Taking on New Lines.**

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 30, 1909.

All southern California and surrounding country has, and is, enjoying a splendid fall of rain, which is a prosperous sign, and will help business in the future. While the downpour has

done considerable damage in some parts, it is not regretted.

Stockton (Cal.) is probably the heaviest sufferer, as a result of the floods caused by the rains, which were the heaviest witnessed for some years. It has been necessary to use boats for transportation, and the talking machine dealer of Venice would have learned a thing or two in selling goods had he chanced to see the dealers of Stockton at their daily tasks. Regardless of the weather conditions, business has been good, and in all of the excitement a new store has been opened by Marin & Co., which is a handsome addition to the many stores of which Stockton boasts.

Santa Barbara has also had some trouble during the rainy days, being cut off from Los Angeles by washouts on the railroad it was crippled for a short while. Other towns throughout the State met with similar experiences, some of which were quite serious for a time.

Sherman, Clay & Co. have had good reports from their dealers and are receiving some large shipments of Victor records, which will replenish their stock which was thinned out during the holidays. The February Victor records have sold very well.

The Southern California Music Co. have had an increase in their Edison Amberol business. Edison dealers are becoming more interested in this line, and the new lists of records are made up of the best class of selections. Amberol attachments are in great demand, as a result of the National Co.'s magazine advertising.

The fiber needle has been widely advertised by the Geo. J. Birkel Co. and has created an interest among their customers. Juan de la Fuente, of the foreign department, is visiting his father in Mexico.

Wiley B. Allen Co. have been caring for their talking machine trade as best they can in their temporary quarters and expect to be back in the old store in a very short time.

The Columbia Co. have received a new type disc machine, with changeable motor, which they expect to make a special feature of in their future advertising. Their repair department, in charge of E. B. Sparks, is receiving a great deal of work from out-of-town customers.

The J. B. Brown Music Co. have completely remodeled and enlarged their talking machine department and added the Edison line. Pease & Foote are expanding and will add to their store as soon as they can secure more space. Fiske & Co. have originated some very attractive window display cards, which are different than any ever seen in the city. Hamberger's talking machine department distinguished itself during the holidays and has been moved from the basement to better quarters on one of the upper floors. Brent's furniture store, which has handled the talker lines for some time past, has made an attractive window display of the Victor. Max Schirsohn has had a fine business during the rainy days in both disc and cylinder records.

The Pasadena dealers are all very pleased with trade in their city, especially to see the generous rain. The Waterhouse Music Co. have built an addition to accommodate the Amberol goods. The Pasadena Music Co. are doing a good Victor business in Red Seal records.

C. S. Reige, Fresno, has lately become an Edison dealer, and is fitting his store to accommodate the line.

W. M. Gottschalk, of the Herzog Art Furniture Co.'s local branch, has gone to Chicago to attend the Manufacturers' Exposition. On his return he will display several new styles of record cabinets at their warerooms.

The Exton Music Co., under the management of Robert Larkins, are making many improvements in the handling of their trade.

The Fitzgerald Music Co. have announced to the public that they are to move from the old store on Spring street to a new location recently secured on Broadway between Fifth and Sixth streets.

The death of Geo. Macnabb, brother of Jas Macnabb, of the Zonophone Co., which occurred in this city, is lamented in the trade circles.

# THE DIAPHRAGM IS KING

Everybody Indorses our

## WOOD DIAPHRAGM

for Cylinder Reproducers

PRICE, including Cross Head and Link, \$1 EACH.

**NORCROSS REPRODUCER WITH WOOD DIAPHRAGM FOR INDESTRUCTIBLE RECORDS, \$5.00**

## NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

## THE LATEST COPYRIGHT DEVELOPMENTS

The Washburn Copyright Bill Introduced in the House Allows the Composer a Five Per Cent. Royalty—Currier Bill Which Allows a Flat Rate of Two Cents a Record May be Re-introduced Before the Present Session of Congress Adjourns—Neither of These Bills Is Retroactive—Music Section of the Washburn Bill Worth Reading—Now Certain That no Definite Action Will be Taken on the Copyright During Present Session of Congress.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 6, 1909.

During the past month Chairman Currier and his colleagues on the sub-committee of the House Patents Committee have continued their conferences and while they have not accomplished enough to bring about positive legislation they feel that they are on the verge of a compromise that will result in action early during the next Congress. This sub-committee consists of Messrs. Currier, of New Hampshire, chairman; Hinshaw, of Nebraska; Chaney, of Indiana; McGavin, of Illinois; Washburn, of Massachusetts; Sulzer, of New York, and Legare, of South Carolina.

The question before the committee is, whether the composers shall be allowed a five per cent. royalty, in accordance with the Washburn idea, or a flat rate of two cents a roll or record as advocated by Chairman Currier. These ideas are set forth in the new Washburn bill which was introduced last Thursday, January 28 (House Bill No. 27,310), and in the Currier Bill (No. 22,183), which was introduced on May 26, 1908, but which will be re-introduced in modified form.

Both bills concede to the composer, or owner of the copyright, the exclusive right to the public reproduction by mechanical means of his copyrighted work if he chooses to exercise that right, but each measure provides that if he himself reproduces or permits anybody else to reproduce the copyrighted work mechanically that *all others* who desire to mechanically reproduce the same work may do so upon the payment of the legal royalty to the owner of the copyright. Those who advocate the Currier idea regard it as the better of the two because they believe it

would be simpler to enforce the payment of a flat rate than a percentage one.

This alleged difficulty of computation is one of the objections urged against the Washburn percentage principle, viz.: Would the retail or the wholesale selling price be made the basis of the computation of the royalties to be paid, and what would be the method of calculation where there are different wholesale selling prices if the latter is to be the basis?

The chief objection raised against the Currier idea is that two cents a music roll or record is not sufficient compensation in the way of royalty. Chairman Currier and some of his colleagues regard a two-cent flat rate as a good return to the owner of the copyrighted composition for its use. Another objection against the Currier idea is that if a flat rate of two cents is allowed as royalty on a record selling at 50 cents that a music roll retailing for \$1 should bring in a larger royalty to the composer. Some of the composers say their royalty should be greater on a record retailing for \$5 than one selling for 50 cents. The reply which manufacturers make to this objection is that records selling for \$5 are sold at that price, not so much on account of the talent of the composer as that of the singer.

The Washburn idea is set forth succinctly in the bill introduced last Thursday, in which the music section provides that—

Any person entitled thereto, upon complying with the provisions of this Act, shall have the exclusive right:

"(e) To perform the copyrighted work publicly for profit if it be a musical composition, and for the purpose of public performance for profit, and for the purposes set forth in subsection (a) hereof; to MAKE ANY ARRANGEMENT OR SETTING OF IT OR OF THE MELODY OF IT IN ANY SYSTEM OF NOTATION

OR ANY FORM OF RECORD IN WHICH THE THOUGHT OF AN AUTHOR MAY BE RECORDED AND FROM WHICH IT MAY BE READ OR REPRODUCED; Provided, That the provisions of this act, so far as they secure copyright covering the parts of instruments serving to reproduce mechanically the musical work, shall include ONLY compositions published and copyrighted after this Act goes into effect: AND PROVIDED, FURTHER, AND AS A CONDITION OF EXTENDING THE COPYRIGHT TO SUCH MECHANICAL REPRODUCTIONS, That whenever the owner of a musical copyright has used or permitted or knowingly acquiesced in the use of the copyright work upon the parts of instruments serving to reproduce mechanically the musical work, then ANY OTHER PERSON may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty equal to five per centum of the sum derived BONA FIDE BY THE MANUFACTURER THEREOF from the manufacture, use, sale, or lease of such parts. The payment of the royalty provided for by this section SHALL FREE THE ARTICLES OR DEVICES FOR WHICH ROYALTY HAS BEEN PAID FROM FURTHER CONTRIBUTION TO THE COPYRIGHT EXCEPT IN THE CASE OF PUBLIC PERFORMANCE FOR PROFIT: And provide further, That it shall be the duty of the copyright owner, if he uses the musical composition himself for the manufacture of parts of instruments serving to reproduce mechanically the musical work, or licenses others to do so, to file notice thereof, accompanied by a recording fee, in the Copyright Office, and any failure to file such notice shall be a complete defense to any suit or action for any infringement of such copyright.

"In case of the refusal of such manufacturer to pay the copyright proprietor within thirty days after demand in writing the full sum of royalties due at said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may, in its discretion, enter judgment therein for any sum in addition over the amount found not exceeding three times such amount.

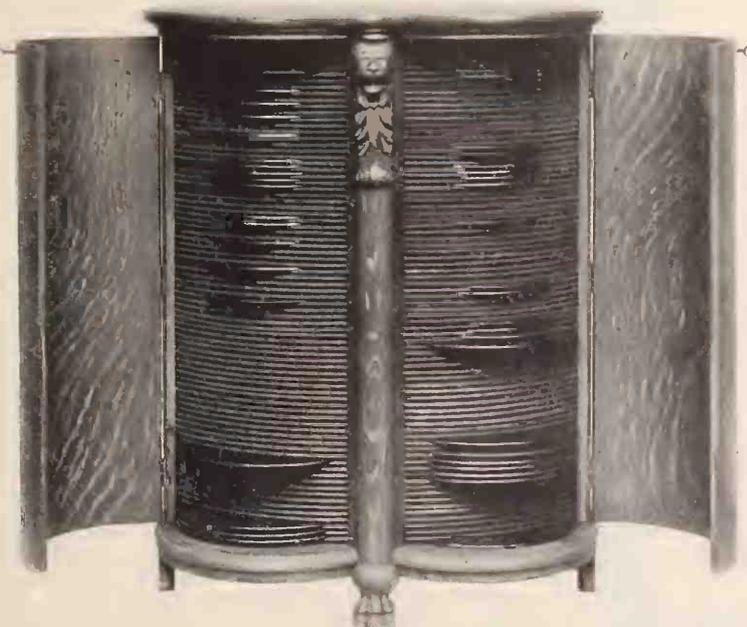
"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Unable to agree among themselves as between the percentage and the flat-rate royalty principles the members of the sub-committee are willing to hear from the country before voting upon which of the two ideas they will support. There will, of course, be no more hearings, but the sub-committee is anxious to learn just which of the two plans is preferable to the majority of those

Salter's

Improved

Cabinets



Salter's

New

Goods

Made oval shape. Each shelf is lined with soft green felt to prevent the Disc Records, "single or double" from being scratched. Shelves are numbered to correspond with index card which is furnished.

**SALTER'S IMPROVED CABINETS**

are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.

**SALTER MFG. CO.,**

102 to 108 N. Oakley Avenue  
CHICAGO, ILL.



### Goods shipped the same day order is received

This sort of service may be new to you, but it is no more than a dealer ought to expect from his jobber.

It's our way of doing business; and you can be sure that a concern that handles orders promptly is up-to-date and does things right in other ways.

Doesn't matter what you want in Victors, Victor Records, record cabinets, horns, fibre cases, English needles and other Victor accessories, we have it in stock and send it to you without delay. You can tell when the goods will reach you and be sure of living up to your promises to your customers if you had to keep them waiting.

That kind of dealing gives the greatest satisfaction all around. It makes your business run along more smoothly, you always know just where you are, and have no trouble in holding your customers.

Give us a trial order and see how quickly and satisfactorily we handle it. We'll be very much surprised if it doesn't make you long for our kind of service all the time.

Write for our catalogue, pick out what you want and put it up to us to make good.

With our catalogue, we'll also send our booklet, "The Cabinet That Matches," which tells about our record cabinets that match perfectly each style Victor in design and finish.

**New York Talking Machine Co.**

Successors to  
The Victor Distributing and  
Export Company

83 Chambers St., New York



interested in the music section of the Intended legislation. This contest has now been in progress for more than four years. It is manifestly certain that even if the Patents Committee should immediately report either the Washburn or the Currier bills, that neither can get beyond the floor of the House.

The appropriation bills are all in backward state at the present time. A change of national administrations is occupying the anticipations of Congress, and of the twenty-eight days remaining before the inauguration, four Sundays, a holiday, a third day for the Allison memorial exercises, and a fourth to be occupied exclusively with the counting of the electoral vote, will eliminate eight, leaving, at the most, but twenty working days in which the Sixtieth Congress may legislate. In that time all of the appropriation bills must be passed and there are items in all of those thus far reported that occupy still further time with the consideration of conference reports on the disagreeing differences between the two ends of the Capitol.

What the House Committee hopes to be able to do is to reach an agreement on either the Washburn or the Currier idea so that a bill may be reported to the House before March 4. There is no likelihood of this being done before the last fortnight of the session. With the end of the session the bill would die. The only parliamentary advantage would be that the bill could be immediately introduced and given early position on the calendar of the Sixty-first Congress, but this will undoubtedly not be until next winter, unless subjects other than the tariff, which is improbable, are to be taken up during the special session, to be called for March 10 by President-elect Taft.

If the event of the reporting of a bill which will prove acceptable to the composers, automatic instrument and talking machine record manufacturers, music publishers and others interested—acceptable as the best possible compromise that could be obtained—there will probably be little difficulty in securing a favorable report of the same bill early in the Sixty-first Congress. But the development of any wide divergence of opinion as to what ought to be in the bill, the creation of another bitter contest, there would probably be another fight within the committee and in that event copyright legislation would undoubtedly go by the board for another two years. If another contest should develop, and everybody in Congress interested in the matter prays that this may be spared, the upshot of the whole matter will be merely the enactment of a measure dealing with changes in present administrative features of the law already on the books without altering the status of musical copyrights at all.

Both the Currier and the Washburn bills provide that neither if enacted into law shall be retroactive so far as the musical clauses are concerned. Every day that the enactment of the legislation is delayed means an increased number of copyrighted musical compositions upon which royalties will not be payable under the proposed legislation. This is an important phase of this whole subject which seems to have been lost sight of by those most deeply interested in the payment of royalties.

### ENJOYS PAINTING EDISON.

A. A. Anderson a Well-Known Artist Chats Interestingly of Edison Personality—The Impressions Conveyed to the Artist—Edison Brain a Relay Machine.

A. A. Anderson, the well-known artist, who some time ago finished a striking portrait of the inventor of the phonograph, a picture, by the way, that is now familiar, showing Mr. Edison in the attitude of thought at a table on which is a phonograph, parts of which he is holding in his hands, talked in a most interesting way about Edison the other day, when he said:

"I enjoy painting Edison, though he is no easy subject. He is restless until he gets his thoughts concentrated upon some scientific problem, and then he becomes quiet and the expression upon his face one that an artist loves to catch and

transmit to the world. But it was not so easy to get him thinking, for his brain works best in a noise. He likes to be in his factory or workshop, with the hum and clatter of his machinery about him. But I know something of electricity, and am deeply interested in it, so I was able by conversation to lead him into a train of thought that would get him into the proper condition for sitting as a subject."

"And what impression did you form of him as a thinker?" was asked.

"I learned that he has the mind, not of the deductive reasoner, but of the man inspired, you might almost say. He arrives at his conclusions by intuition and not by mathematical reasoning. To illustrate: When he invented the ordinary pear-shaped glass bulb for incandescent electric lights he wanted to ascertain its precise cubic contents. He gave the problem to several eminent mathematicians, and they figured on it. When they brought their answers he told them that all of them were wrong. He could not tell exactly how he reached his own conclusion, but he knew what it was, and wanted to prove it. His method of proving it illustrates the practicality of his ways: He had made a series of tin cubes, forming a nest, each one a minute quantity smaller than the one enclosing it. He filled a bulb with water and poured it from one cube to another until he found which of them the contents filled exactly.

"Another illustration of this practicality was when he invented the wax cylinder of his phonograph. He had a brush with which to clean these cylinders, and each of these brushes cost him a dollar. He wanted a cheaper brush, of hair that would clean the wax without scratching it and thus spoiling the record. He collected specimens of the hair of every animal he could think of, and what do you suppose was the result? He found the hair of the red deer the finest in existence, so fine that you almost need a microscope to see its tips, and of it he made a brush that cost only five cents.

"Some English capitalists came over here to organize the typewriter trust. They took all their papers to Mr. Edison and asked him to pass upon their plans. He knew nothing about typewriters, so he asked them for the books that would inform him. He turned the leaves of a book over rapidly, and when he had reached the end he surprised all the experts by his knowledge of the subject, a knowledge obtained by the most cursory reading, if reading it can be called, for you or I would call it merely glancing over.

"He has a most retentive memory and enough imagination, but not too much for practicality. Imagination in an inventor is a dangerous quality. An inventor must have it, but if he have too much of it he is sure to become a dreamer. That is where Edison is strong; he has just the requisite amount of imagination to make him conceive great things, yet not enough to make him a dreamer. He is essentially practical.

"The human brain is like one of Edison's relay machines. These receive and collect the messages that are sent and then pass them on, each over its proper wire. So the mind receives and stores impressions and gives them forth again. A great mind selects and co-ordinates the facts it has stored up and gives the world the sum of the results in a concrete form. Thus it is with Edison. His splendid mind is not only a storehouse of knowledge, but a wonderful relay machine which combines and compares this knowledge, and from it evolves great ideas which take the form of telephones, electric lights, phonographs and such useful things.

"I remember when Edison was in Paris the city gave him a banquet and the presiding officer said the city of Paris had banqueted many kings and princes, but this was the first time it had entertained a scientist, but Mr. Edison was worthy of a banquet because he was the prince of scientists."

Every employer assumes a certain responsibility in connection with his employees. It is his duty to do everything in his power to keep them honest, to keep temptation away from them.



# MUSIC MASTER

## Wood Horns (NOT VENEERED)

Any Horn—metal or veneered wood—can intensify the sounds of the record reproduction, but only the

### MUSIC MASTER WOOD HORN

can enhance the tone quality by sympathetic vibrations.



Made for any Style  
or Make of Ma-  
chines.

Finished with Beautiful  
Hand Rubbed Polish.

BECAUSE the MUSIC MASTER is the only horn built of solid wood with vibratory freedom. It is more than a horn—it is a sounding-board.

Ask your jobber to send you a horn on approval.

If your jobber cannot supply you, write us.

**SHEIP & VANDEGRIFT, Inc.,** Manufacturers and Patentees **Philadelphia, Penna.**

#### TRADE NEWS FROM INDIANAPOLIS.

Post Holiday Trade Quiet—Koehring to Remove—Columbia Co.'s Attractive Window Display—Recent Visitors—Lieber Elected Treasurer of the New National Moving Picture Film Association—State Regulation for Nickelodians—Fake Pictures Condemned—News of the Month Worth Recording.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 6, 1909.

The talking machine trade has been quiet in Indianapolis for the last month. Most of the talking machines were bought during the Christmas month. However, the dealers have been having a nice run on records. Those who bought machines in the previous month have been buying their records for the machines in the last month. The weather, too, has made the business in machines worse than it would have been otherwise.

C. Koehring & Bros., Victor distributors, who have been located in Virginia avenue for some time, will move to a down-town location within the next week or two. The company have rented a storeroom on Virginia avenue, in the business district. They have been doing a nice business for some time, and have been putting a good deal of enterprise into their work.

The Kipp-Link Co., who handle Victors and Edisons, report a fairly good business for the last month, considering circumstances as do the Indiana Phonograph Co. The latter concern handles Victors and Edisons and are doing a nice business out in the State.

Joseph Joiner, of Massachusetts avenue, who handles Victor machines and Columbias, reports a good business. He is well pleased with his location in the new business district in Massachusetts avenue.

The Columbia Co., in Pennsylvania street, have been featuring in their window display for the last week, two styles of their symphony graphophones. The two machines formed an attractive display, and Thomas Devine, the manager, says a number of inquiries have been made at the store

as a result of the display, and he is of the opinion that it will result in several sales.

Mr. Devine spent two or three days last week on a business trip to Terre Haute, where the Columbia Co. have a store. He is very well satisfied with the business which is being done at Terre Haute.

Among the out-state talking machine dealers, who have been in the city in the last month, are: Luther Day, Muncie; L. L. Bair, Anderson; S. D. Marcus, Spencer; John Wetz, Sulphur Springs; John H. Whitelock, Rushville.

"Talker" music for dances at the large manual training high school of Indianapolis continue to be popular. A dance was given there last week by one of the Greek letter fraternities and a Columbia Twentieth Century machine supplied the music.

Marion Dorian, of the Columbia executive offices of New York, called at the Columbia store here last week and was in Indianapolis over Sunday. Mr. Dorian is making a tour of all of the Columbia offices of the country.

Robert Lieber brought interesting news to Indianapolis this month from New York, where he had been attending the meeting for the reorganization of the moving picture business of the country. He was elected treasurer of the new national organization of moving picture film agencies. Mr. Lieber says that the organization which has been effected probably will mean that there will be fewer moving picture shows in Indianapolis and over the State than there has been in the past, but that the entire business will be placed on a higher plane. All of the moving picture patent interests he explained have been consolidated into one great company and it will sell film to companies only when certain requirements for the general uplift of the business have been filled. Mr. Lieber says that this will not affect Indianapolis as much as some other cities because in Indianapolis the business is in pretty good condition as compared with other cities. Nearly all of the shows here have fairly adequate fire protection.

William E. Blakeley, State factory inspector, in his annual report, which he has just sub-

mitted to the governor, urges legislation for the regulation of five-cent theaters of the State. Mr. Blakeley calls attention to the rapid increase in the last few years to the number of such shows in the State and points out that such shows, especially in the smaller towns, are usually located in abandoned store rooms and sometimes in upstairs rooms, where the fire protection is not good. He directs attention also to the danger from fire as a result of the celluloid film. In spite of Mr. Blakeley's recommendation, the Indiana legislature has now been in session for four weeks, and no bill has been introduced looking to the regulation of such shows.

Thomas Winterrowd, building inspector of Indianapolis, recently made a tour of some of the five-cent shows of the city, and did not find things to his liking. In one place in South Meridian street, he saw the operator in a fire-proof box smoking a cigar, with several hundred feet of inflammable film unrolled before him. The operator had no license under the city ordinance, and Mr. Winterrowd told him to throw the cigar away at once, and told him that unless he obtained a license the place would be closed at once. The ordinance requiring licenses for such operators is being rather strictly enforced. Five operators appeared for the examination last month.

Objection has been made in the public press recently to some of the fake pictures which have been shown, and which have been represented as life-like representations of the scenes in Sicily, immediately following the recent earthquake. The newspapers spoke of these scenes as being faked up. They were shown, it was said, before pictures from the scene of the 'quake could have possibly reached America. Referring to the pictures, one newspaper said "A spike is being driven into the coffin of the moving picture show business in Indianapolis."

C. H. Sutherland, who owns four of the seven five-cent theaters in the business district, will open up soon a ten-cent moving picture house in the busiest section of the city. He has already rented a room in the liveliest block in Washington street. This new house will represent a depart-

ure as for the additional five cents he will simply give a longer and more varied moving picture program and will not intersperse any vaudeville numbers, as some of the ten-cent shows have done. Mr. Sutherland believes that the people will stand for more moving pictures without any solos or vaudeville stunts.

### WURLITZER'S NEW YORK HOUSE

Fast Getting Things in Shape—Manager Grimes to be Assisted by C. J. C. Clayton and Arthur Pollmann—Farney Wurlitzer Returns to Cincinnati—Rudolph Wurlitzer 78 Years of Age on February 1st.

The Rudolph Wurlitzer Co., at 25-27 W. 32d street, New York, under the management of Fred Grimes, are rapidly getting their warerooms in shape. Of course, business is going along, and their principal instruments in the automatic line have been installed. In about a week or so the entire place will be complete. Besides himself, he will have the assistance of C. J. C. Clayton, formerly connected with Bollman Bros., of St. Louis, Mo., as an outside salesman. Arthur Pollmann, son of August Pollmann, one of the veterans in the small goods business, joined the selling staff Monday. Mr. Pollmann is an expert in automatic instruments, and electrician in that special line of no mean pretensions.

Farney Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O., was in New York January 30, cutting his visit short so as to be at home on the birthday of his father, Rudolph Wurlitzer, the head of the corporation, who was 78 years of age on February 1. Mr. Wurlitzer, despite his age, comes to business every day.

### SALES AGENTS FOR LEEDS & CATLIN.

The Manufacturers' Outlet Co. Will Represent This Line—Take Possession of New Quarters—Groshut Off on Western Trip.

The Manufacturers' Outlet Co. took possession of their new offices and factory, on the third floor of 89 Chambers street, New York, Monday. The premises are admirably adapted for their purpose, and the general office, sample room and private quarters of Walter L. Eckhardt and J. Charles Groshut, of the company, are suitably decorated and appropriately furnished for the quick despatch of business.

Mr. Eckhardt returned from a very successful trip last week, with Chicago as the "storm center," where he booked, among other nice orders for their specialties, one for 100,000 records. The company, with other new lines added, have become general sales agents for the entire machine and record output of the Leeds & Catlin Co., New York. This is considered a valuable and logical connection that will redound to the expansion of trade for both concerns.

Monday Mr. Groshut started on a two months' selling trip through the Middle and Central States and the Northwest. His western turning point will be at Kansas City, Mo. He is count-

ing on sales that will total \$100,000, and was confident the "trick" can be easily turned. On coming back to New York, Mr. Groshut will go through the South and Southwest.

### MR. THWING'S CHOICE COLLECTION

Of Records Has Been Cataloged and Forms a Volume Which Reflects Mr. Thwing's Musical and Artistic Leanings.

J. L. Thwing, president of the Thwing, Stewart Co., the prominent printers and engravers of Duluth, Minn., has one of the largest private collections of talking machine records in the country. He has had these listed in catalog form, alphabetically arranged, and it really looks like a volume put out by one of the big talking machine companies. Mr. Thwing devotes some five pages of small type to his Red Seal and operatic records, which embraces the very best compositions of all the leading artists of the world; two pages to sacred and standard selections; a page to talking records; two pages to concerted vocal pieces; two pages to popular vocal numbers, solos, and four pages to band and orchestra numbers. The latter includes solos for all the leading orchestral instruments.

In the diversity and choice selection of these records Mr. Thwing displays his love for music in its varied forms. He certainly has at his command the greatest works of the masters as sung or played by all noted artists in the vocal and instrumental worlds.

In writing to The World under recent date, Mr. Thwing says: "I take pleasure in handing you herewith, with my compliments, a copy of catalog of my private collection of talking machine records. Thanking you at the same time for the inspiration I have had in watching the growth and interest of your publication, I am, Yours very truly, J. L. THWING."

### WHAT TRADES NEED HELP?

New York Schools Don't Know Which Vocations to Teach.

William H. Maxwell, superintendent of schools for New York City, in a letter to Assemblyman Hoey, supporting the latter's bill for an investigation of technical and industrial training in the schools of this and foreign countries, says that accurate information on the subject is absolutely necessary before vocational schools can be properly established and conducted in New York.

"We are trying to work out plans for a trade or vocational school," says Mr. Maxwell, "intended particularly to benefit boys and girls who reach the age of fourteen years without graduating from the elementary schools. We know the necessity of the school, but are in serious doubt as to what we ought to teach these children in the way of preparation for a trade."

The superintendent suggests that the scope of the Hoey bill be extended so as to include an inquiry into the supply of skilled labor in various trades, the methods by which apprentices are

instructed in shops, and the opportunities offered by trades unions for admission to workshops.

### REPORTS CONDITIONS AS EXCELLENT.

J. C. Roush of Standard Talking Machine Co., Pittsburg, Pa., Enthusiastic Over January Business and General Outlook—Thanks Jobbers for Victor Exchange Deal—Satisfactory Means for Reducing Stock.

(Special to The Talking Machine World.)

Pittsburg, Pa., Feb. 6, 1909.

In a chat with J. C. Roush, of the Standard Talking Machine Co., Inc., of this city, he said: "We find that our January business has come up fully to our expectations, and altogether, we are very much encouraged with the outlook for the coming season. Collections continue good, and we find the dealers very much enthused on the Edison cutout exchange, which enabled them to put in fresh stock without further investment.

"The jobbers who have taken advantage of the Victor exchange deal find that it pans out to their entire satisfaction, and has been the means of their reducing the stock they were very long on, and we would be pleased to have you offer our hearty thanks through your valued paper to the V. D. & E. Co., Musical Echo Co., Blackman Co., Penn Phonograph Co., Wurlitzer Co., Perry B. Whitsit and W. D. Andrews for their co-operation along these lines."

### WILL SUE BRITISH AUTHORITIES.

Geo. W. Gibbs, a young American, who went to British Guiana, representing the Columbia Phonograph Co., and who was arrested by mistake for another man, by the authorities of Georgetown, returned to New York last week. He was arrested just as he was ready to leave for home and kept in jail for some time. He intends to bring suit to recover damages for the stupid mistake made by the British authorities, and for the loss he suffered through imprisonment.

### WILL THEN GO OUT OF BUSINESS.

When the Columbia Phonograph Co., General, remove from 111 to 89 Chambers street, New York, on or before May 1, now occupied by the Excelsior Phonograph Co. (successors to the Douglas Co.), the latter will cease to exist and will go out of business. John Kaiser, general manager of the Excelsior Co., and C. V. Henkel, former president and general manager of the Douglas Co., have about completed arrangements to enter the motion picture line, and will run a place of amusement of this kind in the Bronx section of the city.

The Minnesota Phonograph Co., retail dealers in talking machines, St. Paul, Minn., suffered some damage by fire last week. They carried an insurance of \$4,000, and the fire will only temporarily inconvenience them.

ATTENTION, MR. JOBBER AND DEALER!

## THE MUNSON FOLDING HORN

PATENTED

Retails \$7.00



Retails \$7.00

### OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

Further Particulars and Discount Sheet on Application

FOLDING PHONOGRAPHIC HORN CO., 650-652 Ninth Ave., New York City

TORONTO PHONOGRAPH CO., Toronto, Ont., Canadian Agents

RECORD BULLETINS FOR MARCH, 1909

EDISON STANDARD (Two-Minute) RECORDS.

- 10077 Autumn Leaves.....Edison Concert Band
- 10078 Arab Lov'g Song.....Ada Jones
- 10079 Meet Me in Rosetime, Rosie, Harlan and Stanley
- 10080 Now I Have to Call Him Father.....Ada Jones
- 10081 Ev'rything's Funny to Me.....Sallie Stembler
- 10082 A Bowerly Flirtation, Ada Jones and Len Spencer
- 10083 Just One Sweet Girl.....Manuel Komain
- 10084 The Whistlers.....American Symphony Orchestra
- 10085 Uncle Josh on a Fifth Avenue Bus, Cal Stewart
- 10086 Some Sweet Day, Bye and Bye.....Anthony and Harrison
- 10087 The Sweetest Girl in Town.....Edward Meeker
- 10088 Reed Bird.....Edison Concert Band
- 10089 I'll Be Home at Harvest Time, Frederic Rose
- 10090 Oh, You Kid.....Ada Jones and Billy Murray
- 10091 Castles in the Air.....Thomas Chalmers
- 10092 On the Levee.....Albert Seuzier
- 10093 Ground Hog Day at Pumpkin Center.....Cal Stewart
- 10094 Yip-I-Addy-I-Ay!.....Collins and Harlan
- 10095 Flanagan's Real Estate Deal.....Steve Porter
- 10096 The Forest King.....New York Military Band

EDISON AMBEROL (Four-Minute) RECORDS.

- 81 Introduction and Bridal Chorus from Lohengrin  
Edison Concert Band
- 82 The Song That Reached My Heart.....Harry Anthony
- 83 Uncle Josh's Huskin' Bee, Cal Stewart and Company
- 84 A Vision of Salome.....American Symphony Orchestra
- 85 Just to Remind You.....Manuel Komain
- 86 The Traveling Salesman.....Empire Vaudeville Co.
- 87 My Old Kentucky Home.....Fantasia.....Edison Concert Band
- 88 Gee! Ain't I Glad I'm Single?.....Edward M. Favor
- 89 I Dreamt That I Dwelt in Marble Halls.....Edith Chapman
- 90 Scarf Dance.....American Symphony Orchestra
- 91 In Heavenly Love Abiding.....Edison Mixed Quartet
- 92 On Parade Medley (original).....National Guard Pipe and Drum Corps
- 93 Angel's Dream Waltz.....New York Military Band
- 94 Diabolo Two-Step and Medley.....New York Military Band

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- AC30 Meet Me in Rose-time, Rosie. (Schwartz.) Tenor and baritone duet, by Byron G. Harlan and Frank C. Stanley, orch. accomp.
- That's What the Rose Said to Me. (Edwards.) Tenor solo, by Henry Burr, orch. accomp.
- AC31 Dreamy Moments. (Liebesfrühling.) (Lauder.) (Ehrlich.) Violin, flute and harp trio, by Stehl, Lufsky and Pinto.
- Birdie's Favorite. (Cox.) Piccolo solo, by Marshall Lufsky, orch. accomp.
- AC32 "Minerva" Intermezzo. (Chiaffarelli.) Played by Prince's orch.
- Flower Girl Intermezzo (Wenrich.) Xylophone solo, by Thomas Mills, orch. accomp.
- AC33 The Sweetest Girl in Town. (Jolinson.) Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
- A Vaudeville Hehearsal. (Duprez.) Comic sketch, by Fred Duprez, orch. accomp.
- AC34 Harigan's Reel. Played by Prince's orch.
- Donnybrook Fair. (Davis.) (Two-step.) Xylophone solo by Thomas Mills, orch. accomp.
- AC40 Rokokó Waltz. (Valcik.) Arranged by Frank Tryner. Played by Prince's Military Band.
- Cikanka Polka. Arranged by Frank Tryner. Played by Prince's Military Band.
- AC41 In the Garden of My Heart. (Ball.) Tenor and baritone duet, by Henry Burr and Frank C. Stanley, orch. accomp.
- Roses Bring Dreams of You. (Ingramam.) Sung by Colombine Male Quartet, orch. accomp.
- AC37 La Travata. (Verdi.) Un di Quando. Baritone solo in Italian, by Taurino Parvis, orch. accomp.
- Rigoletto. (Verdi.) Miel Signori, perdono, pietate. Baritone solo in Italian, by Taurino Parvis, orch. accomp.
- AC38 The Danzation of Faust. (Berlioz.) Mephistopheles' Serenade. Baritone solo in Italian, by Taurino Parvis, orch. accomp.
- Faust. (Gounod.) Dio possente, Dio amor. Baritone solo in Italian, by Taurino Parvis, orch. accomp.
- AC39 He Was Very Kind to Me. (Lauder.) Song in Scotch dialect, by Sandy Shaw, orch. accomp.
- I love a Lassie. (Lauder.) Comic song in Scotch dialect, by Sandy Shaw, orch. accomp.
- AC35 Uncle Josh Weathersby Keeps House. Talking Record, by Cal Stewart.
- The Widow Dooley. (Spencer.) Talking records, by Ada Jones and Len Spencer.
- AC36 Canto al Pueblo—March. (Preza.) Played by Banda de Pollicia.
- Karama—Two-step. (Grey.) Played by Banda Flamenca Gascon.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5089 Softly and Tenderly. (Thompson.) (Sacred.) Tenor and baritone duet, by Henry Burr and Frank C. Stanley, orch. accomp.
- Nothing But the Blood of Jesus. (Lowry.) (Sacred.) Sung by Metropolitan Trio—mixed voices, organ accomp.
- A5088 O Dry Those Tears. (Del Riego.) Contralto solo, by Mrs. A. Stewart Hoyt, harp and violin accomp.
- When You and I Were Young, Maggie. (Butterfield.) Tenor solo, by Henry Burr, orch. accomp.
- A5090 Gaud Selection from "I Pagliacci." (Leoncavallo.) Played by Prince's Military Band.
- Schubert's Serenade. Violin, flute and harp trio, by Stehl, Lufsky and Pinto.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

- 998 Hall to the Stars and Stripes. (Lacalle.) Military Band.
- 999 The Heart Bowed Down. (Balfe.) Baritone solo, by Alan Turner, orch. accomp.
- 1000 Oh, You Kid! (Gideon.) Soprano and tenor duet, by Ada Jones and Billy Murray, orch. accomp.

- 1001 No One Loves a Fat Man. (Reed.) Baritone solo, by Arthur Collins, orch. accomp.
- 1002 Persian Lamb Rag. (Wenrich.) Banjo solo, by Vess L. Ossman, orch. accomp.
- 1003 To the End of the World With You. (Ball.) Tenor solo, by Henry Burr, orch. accomp.
- 1004 I Remember You. (Von Tilzer.) Soprano solo, by Ada Jones, orch. accomp.
- 1005 Dance of the Hours. From "La Gioconda." (Ponchielli.) Concert Band.
- 1006 That Was Me. (Lemonier.) Baritone solo, by Bob Roberts, orch. accomp.
- 1007 Toreador Song. From "Carmen." (Bizet.) Baritone solo, by Alan Turner, orch. accomp.
- 1008 I Love Just Once. (Wade.) Baritone solo, by Fred Duprez, orch. accomp.
- 1009 Oriental Girl Intermezzo. (Salvatore.) Symp. Orch.
- 1010 Over on the Jersey Side. (Norworth.) Tenor solo, by Billy Murray, orch. accomp.
- 1011 Love's Old Sweet Song Medley. Arranged by Archer, orch. bells solo, by A. Schmehl, orch. accomp.
- 1012 Won't You Even Say, Hello! (Pintadosi.) Tenor solo, by Byron G. Harlan, orch. accomp.
- 1013 Dixie Minstrels No. 5.
- 1014 New Tipperary March. (Helf.) Accordion solo, by J. J. Kimmel.
- 1015 Down Among the Sugar Cane. (Smith.) Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
- 1016 Daddy. (Behrend.) Tenor solo, by Henry Burr, orch. accomp.
- 1017 Somebody Ought to Tell Her Husband. (Ingramam.) Contralto solo, by Jane Pivot, orch. accomp.
- 1018 Flanagan's Real Estate Deal. Original sketch, by Steve Porter.
- 1019 Spring Song. (Mendelssohn.) Violin solo, by C. D'Almaine, orch. accomp.
- 1020 Uncle Josh and the Sailor. Original sketch, by Cal Stewart.
- 1021 Broncho Bill. (Duganne.) Military Band.

COLUMBIA "B C" CYLINDER RECORDS.

- 85178 When the Summer Days Are Gone. (Christie.) Sung by Columbia Male Quartette, orch. accomp.
- 85184 Uncle Josh's Barn Dance. (Stewart.) Introducing Uncle Josh and Quartet in various characters. Original sketch, by Cal Stewart and Quartet.
- 85185 Roses Bring Dreams of You. (Ingramam.) Sung by Columbia Male Quartet, orch. accomp.

ZON-O-PHONE 10-INCH DOUBLE DISC RECORDS.

- ZONOPHONE CONCERT BAND.
- 5178 A—Italian Rifleman March.....Boccalari
- B—Carmen March—From "Carmen".....Bizet
- 5179 A—Captain Cupid March and Two-Step.....Pryor
- B—Wine and Blot Waltz.....Strauss
- 5180 A—Zardas—Hungarian Dance from "Coppella".....Delibes
- B—Stomp Dance—Indian Intermezzo.....Stewart
- ZONOPHONE ORCHESTRA.
- 5181 A—Mlle. Mischief—Waltzes.....Ziehrer
- B—The Three Twins—Medley Schottische.....Hoschna
- 5182 A—Fluffy Ruffles—Two Step.....Zulueta
- B—Rocco—Intermezzo a la Gavotte.....Aletter
- 5183 A—Popular Chorus Medley Waltz No. 2
- B—La Mousmé—Mazurka Japonaise.....Ganne
- ACCORDION SOLO PLAYED BY J. J. KIMMEL.
- 5184 A—Tipperary—March.....Helf
- B—The Fad—March.....Kimmel
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- (Henry Burr.)
- 5185 A—Sunbonnet Sue.....Cob-Edwards
- B—Marguerite—Romanza.....White (Arthur Collins.)

- 5186 A—All Hands 'Round.....Selden
- B—What Are You Going to Tell Old St. Peter When You Meet Him at the Golden Gate?.....Rose (Ada Jones.)
- 5187 A—Games of Childhood Days.....Robinson
- B—You Can Look and You Can Listen, But M-U-M is the Word.....Helf (Fred Lambert.)
- 5188 A—Don't Forget to Write Me Every Day, Christie
- B—Feed the Kitty.....Helf (Billy Murray.)
- 5189 A—Take Plenty of Shoes.....Hein
- B—I Used to Be Afraid to Go Home in the Dark.....Williams-Van Alstyne and Burt Rammler Minstrels.
- 5190 A—Number 12.....(Frank C. Stanley.)
- B—Number 13.....Hopkinson-Phyla
- 5191 A—Hail Columbia.....Randall
- B—Maryland, My Maryland.....(Arthur Collins and Byron G. Harlan.)
- 5192 A—Alabama.....Williams-Van Alstyne
- B—Honey Lou.....Rose-Lemonier (Ada Jones and Len Spencer.)
- 5193 A—Jim Jackson's Affinity (Negro Vaudeville Sketch)
- B—Mammy Cloe and Her Joe (Plantation Sketch).
- (Frank C. Stanley and Henry Burr.)
- 5194 A—If You Cared for Me.....Rose-Snyder
- B—Some Day You'll Come Back to Me.....Ball (Peerless Male Quartet.)
- 5195 A—The Artillerist's Oath.....Adam
- B—Come Where My Love Lies Dreaming.....Foster (YANKEE DIALECT STORIES. (By Cal Stewart.)
- 5196 A—Ground Hog Day at Pum'kin Center.
- B—Uncle Josi's New Year Pledge.
- MISCELLANEOUS VOCAL SELECTIONS.
- 5197 A—Yip-I-Addy-I-Ay!.....Flynn (Arthur Collins and Byron G. Harlan.)
- B—Cohan's Pet Names.....Cohan (Ada Jones and Billy Murray.)

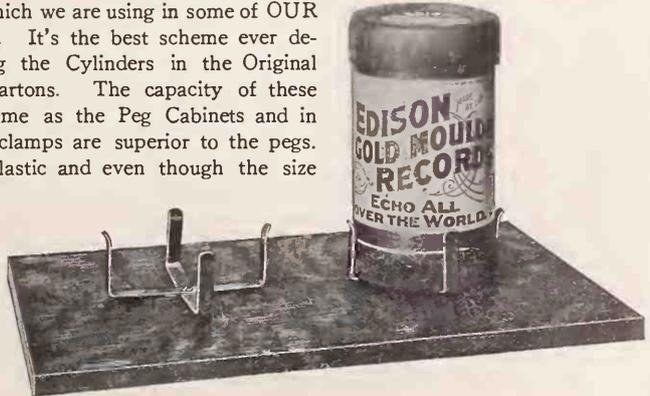
LATEST VICTOR RECORDS.

- The double-faced records are enclosed in brackets and lettered (a) and (b). Selections listed in double-faced form cannot be had singly, and are available only in the combinations indicated. Accompaniments are by the Victor orchestra.
- |       |   |                               |
|-------|---|-------------------------------|
| No.   | SOUSA'S BAND.   | SIZE.                         |
| 5665  | "Bunch of Roses" March.....   | Chapl 10                      |
| 35052 | (a) El Capitan March.....   | Sousa 12                      |
|       | (b) Manon Lescaut Selection.....  | Puccini 12                    |
| 16113 | (a) Forest Whispers.....  | Losey 10                      |
|       | (b) Battleship Connecticut March.....                                   | Fulton 10                     |
| 5666  | The Sunny South—Medley.....   | Lampe 10                      |
| 52014 | The Mocking Bird.....   | Frank Haffort 10              |
| 35026 | (a) Bumble Two-Step.....  | Livernash 12                  |
|       | (b) You Can't Stop Your Heart from Beat- ing for the Girl You Love..... | Christie 12                   |
| 58003 | Andante from Trio, op. 85.....  | Reissiger 12                  |
| 16127 | (a) Persian Lamb Rag Banjo Solo   | Winchester 10                 |
|       | (b) Medley of German Waltzes, Accordion..                               | Miss Walton and Mr. MacDooch. |
| 5667  | The Message of the Red Rose (from Marcelle)                             | Pixley-Luders 10              |
| 16143 | (a) Foreign Missions.....   | William H. Taft 10            |
|       | (b) Our Army and Navy.....  | William H. Taft 10            |
| 58411 | "From Tby Starry Heaven"—Prayer from "Moses".....                       | Rossini 12                    |
| 16142 | (a) Hard Times.....   | Foster 10                     |
|       | (b) The Artillerist's Oath.....   | Peerless Quartet.             |

We Make Classy Cabinets for Cylinder Records and Disc Records

Write US

NEW device which we are using in some of OUR Cylinder Cabinets. It's the best scheme ever devised for holding the Cylinders in the Original Flannel Lined Cartons. The capacity of these cabinets is the same as the Peg Cabinets and in every way these clamps are superior to the pegs. The prongs are elastic and even though the size of the boxes that the Cylinders come in vary some the clamps will spread enough to take care of all cartons of standard size.



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Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments.

It Absolutely Prevents Rust.



Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE  
NEW BEDFORD, MASS.



## AMERICAN FAIR IN LONDON.

Industrial Exhibition to be Opened at Earl's Court.

Visitors to London, England, the coming summer will find Earl's Court occupied with American industries. The promoters have announced their expectation of bringing together illustrative examples of American inventive and commercial genius in every department of trade, which will convey such an idea of the magnitude and importance of American industries as will be a revelation even to those who imagine they have a fair conception of the wealth, science, and industry of the United States.

An advisory council is being formed, including the present and prospective Lords Mayor of London, together with men of distinction in official and commercial circles on both sides of the Atlantic.

### AN IMPORTANT POINT DISCUSSED

By General Manager Dolbeer and of Exceeding Interest to Jobbers and Dealers in Edison Phonographs.

A point of some interest to jobbers and dealers in Edison phonographs is the following correspondence which passed between a western jobber and F. K. Dolbeer, general manager of sales of the National Phonograph Co., and which we quote from the Edison Phonograph Monthly:

"The Question.—The question has come up with connection with your ruling that dealers shall only handle Edison goods, whether it would be policy where a dealer, who extensively dealt in the cylinder line of other manufacture than yours, to organize another company, carrying on their business in a store separate from the original one, and carrying the other line of goods in that store. Please let us know whether this would be looked upon favorably or unfavorably by your company.

"The Reply.—We would advise that the action of a dealer in opening a branch store, for the handling of other cylinder lines, would not in itself be a violation of the terms of our agreement; that is, provided such dealer did not make an attempt to display or sell Edison phonographs or records from the store in which he was handling the other cylinder lines, or that he did not carry any stock of cylinder phonographs or cylinder records other than those manufactured by us in the store where he was handling our goods. Candidly, we feel that such action would only be a subterfuge, and where our attention was called to a transaction of this nature we would investigate it very carefully, and if we found that there was any attempt made to evade the terms of the addenda to dealers' agreement, we would immediately take such steps as the case might warrant."

### NEW COLUMBIA JOBBERS.

Recent Appointments in Widely Separated Sections, Include Many Well-Known Houses.

The appended are the recent jobbers appointed by the Columbia Phonograph Co., General, New York:

G. J. Probeck, the recent manager, has purchased the Columbia Co. store at Cleveland, O., and he has been given the territory formerly controlled by that branch in a wholesale way. The Ludden-Campbell-Smith Co., Jacksonville, Fla., the oldest and largest music house in that city, are jobbers for the State of Florida. Porch Bros., Johnstown, Pa., are jobbers for the territory immediately adjacent to that city; they have sold the Columbia store at Johnstown and Anton Heindl, the former manager, takes charge of the talking machine department. The Scheuber Drug Co., Livingston, Mont., have the State of Montana. The Phillips & Buttorff Mfg. Co., Nashville, Tenn., have central Tennessee, north-east Mississippi and northwest Alabama. The Maine Phonograph Co., Portland, have the State

of Maine and northern New Hampshire. The R. C. Smith Co., Burlington, Vt., have the State of Vermont. They are all reported as doing a fine business.

### CONDITIONS IN NEW ENGLAND.

Business Somewhat Slow Owing to the Fact That the Industrial Centers Have Not Yet Recovered from the Panic of Last Year—The Talking Machine Trade, However, Equal to Any Other in Activity—An Interesting Chat With Sales Manager Dolbeer.

The situation in New England is not so rosy, according to F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who returned from a visit to a few of the large eastern cities of that section recently. He said: "The industrial centers have not recovered as yet from the trouble of last year, consequently general business in Boston, Mass., and Providence, R. I., is quiet. In Maine the pulp mills have been prevented from running by a dearth of water, the rainfall being far below the normal. Consequently business is about in the same condition as in the other two places I visited. The talking machine trade, however, is not one whit behind the other lines, and I look for an early revival along the entire front. Elsewhere prospects are very bright, especially in the West."

H. H. Weymann, of H. A. Weymann & Son, Philadelphia, Pa., and James Fintze, of the Ball-Fintze Co., Newark, O., were callers at the New York office of the National Co.

Manager Stevens, of the export department, reported foreign business as expanding in the various countries coming under his jurisdiction.

- 5668 Take Plenty of Shoes ("It's a Long Roam Back Home").....Gibson 10
- 5669 What's the Use of Working.....O'Dea 10
- 5670 Down Among the Sugar Cane..Smith-Mack 10
- 16122 (a) Barney McGee.....Brown 10
- (b) I'm Tying the Leaves So They Won't Come Down.....Helf 10
- 16141 (a) Shipmates—A Nautical Absurdity Golden-Hughes.....Steve Porter 10
- (b) Planagan on a Farm.....Steve Porter 10
- 58004 I Love a Lassie (My Scotch Bluebell) Harry Lauder 12
- 16144 (a) Now I Have to Call Him Father Godfrey 10
- (b) American Ragtime (from 'The American Idea').....Cohan 10

### NEW RED SEAL RECORDS.

- 74127 Prodigal Son—How Many Hired Servants.....Sullivan
- 74129 Boheme—Rudolph's Narrative (Thy Hands are Frozen).....Puccini
- NELLIE MELBA, SOPRANO.
- TWELVE-INCH, WITH PIANO ACCOMP.—IN ENGLISH.
- 88150 Ye Banks and Braes of Bonnie Doon.....Burns
- 88151 D'une prison (From My Prison) in French.....Hahn
- TWELVE-INCH, PIANO ACCOMP.—IN FRENCH.
- 88149 Otello—Ave Maria (Hail, Mary).....Verdi
- TWELVE-INCH, WITH ORCH.—IN ITALIAN.
- TITTA RUFFO, BARIOTONE.
- 92042—Hamlet—Monologo.....Thomas
- MARIA GAY, MEZZO-SOPRANO
- TEN-INCH, WITH ORCH.—ITALIAN.
- 91805—Carmen—Seguidilla (Near the Walls of Seville).....Bizet
- 92059—Carmen—Habanera (Love is Like a Wood-Bird).....Bizet
- TWELVE-INCH, WITH ORCH. \$3.00—ITALIAN.
- GERALDINE FARRAR, SOPRANO
- TEN-INCH, WITH ORCH.—IN ENGLISH.
- 87025 Believe Me If All Those Endearing Young Charms.....Moore
- TWELVE-INCH WITH ORCH.—FRENCH.
- 88147 Faust—Air des Bijoux Jewel Song).....Gounod

### TALKERS FOR THE KIOWA INDIANS.

Chief Lone Wolf, head of the Kiowa Indian tribe, is a lover of the phonograph. Heretofore he has been buying records made for the pale-faces, but Thursday he took a new turn and came into town, secured the services of Vern Lovett and an attachment to make records, drove him to his allotment south of town, where a number of red men had gathered. Vern operated the machine while the Indians lectured and sang into the instrument. He then had the machine run off the newly-made records, much to the delight of the Indians, who danced about the machine.—Hobart Republican.

### NOW THE NEW YORK PHONOGRAPH CO.

January 15 the New York Phonograph Co. sent out a notification that they have taken over the assets and liabilities of the Victor Distributing & Export Co., New York. This is merely a change of name as the personnel and business policy of the organization remain the same.

S. W. Williams, traveling for the company, wrote from Vermont the other day that it was 16 degrees below there and hard keeping warm.

## To American Dealers:

HERE IS YOUR OPPORTUNITY TO SECURE TRADE WINNERS

If you desire a splendid line of talking machines which challenge any on the American market so far as tone, quality and finish are concerned, investigate THE KLINGSOR MACHINES. They are made in a variety of models and are especially adapted for export trade.

We have just issued a superb catalogue, showing the various styles which we manufacture and this will be mailed free upon application to any name, to any part of the world.

The "KLINGSOR" is an original talking machine, for which patents have been issued in America. The case designs are unique and striking. They will attract attention in any warehouse. The scientific combination of the strings with double sounding board enhances the natural tone. Disc records of any size or make can be used on the "KLINGSOR" machine, some of which are fitted with coin-operating attachments.

*This is a marvelous product, original in every way, and American dealers who desire something absolutely striking and in every way a quick seller should lose no time in communicating with us.*

**H. LANGE'S Successors,**  
ESTABLISHED 1854  
21 Little Portland St., Oxford Circus,  
LONDON, W., ENG.

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially prepared for The Talking Machine World.  
Washington, D. C., Feb. 8, 1909.

**MAGAZINE-GRAPHOPHONE.** Henry W. Longfellow, Jr., Allston, Pa. Patent No. 907,826.

This invention relates to record magazines for graphophones which are adapted to be used in connection with existing machines, and among the objects are to provide means whereby the person operating the machine may select the record desired, place the same on the mandrel, play it and transfer it to the magazine and to provide means whereby the magazine is automatically locked in position to permit the free passage of the records to the mandrel.

Fig. 1 is a general view, partly in section, of the magazine attached to a graphophone; Fig. 2 a like view of the magazine, and Fig. 3 a fragmentary view showing the outer face of the magazine.

**PHONOGRAPH.** Morris Keen, Philadelphia, Pa. Patent No. 907,814.

This invention relates to phonographs and consists of an artificial extension of a portion of the sound conveyor between the reproducer and the horn support. It further consists in means for controllably admitting air to the side of the diaphragm opposite to the admission tube.

Fig. 1 represents a side elevation of an attachment to a phonograph, embodying the invention.

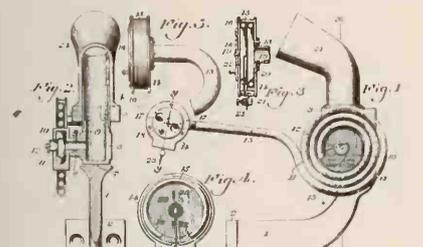
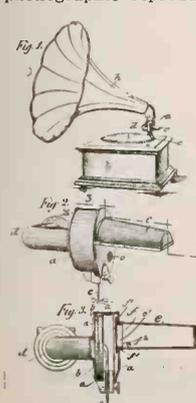


Fig. 2 represents a sectional view on line x-x, Fig. 1. Fig. 3 represents a sectional view on line y-y, Fig. 1. Fig. 4 represents a side elevation of the reproducing portion with one side thereof removed. Fig. 5 represents a plan view of a portion of the device on an enlarged scale.

**RESONATOR FOR PHONOGRAPHIC REPRODUCERS.** Carl Hartmann, New York. Patent No. 907,794.

This invention relates to an improvement in phonographic reproducers by which the sounds reproduced by the same are rendered clearer and more distinct than heretofore; and the invention consists in adding to the ordinary reproducer-box containing the diaphragm an extension or resonator, which is closed at the outer end and provided at its inner end with an auxiliary diaphragm, the frame of which is tightly fitted into the inner end of the resonator, and which serves for increasing the sounds reproduced by the main or reproducing diaphragm.

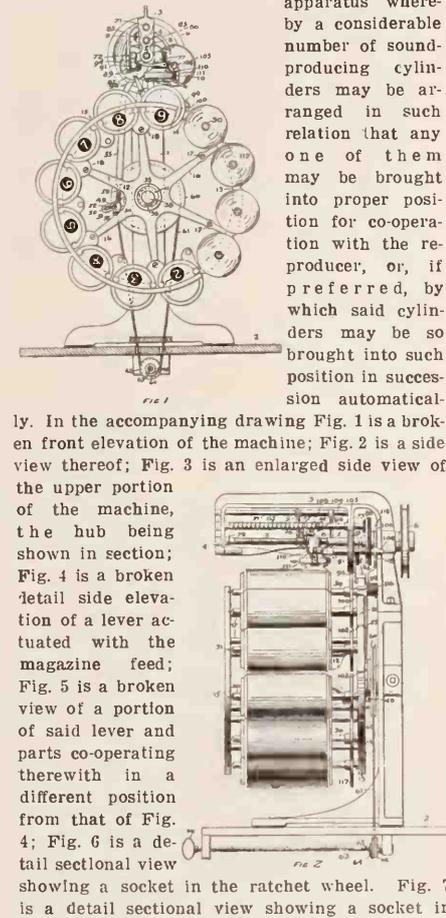


In the accompanying drawings, Fig. 1 represents a perspective view of a phonograph with improved reproducer, Fig. 2 is a perspective view of the reproducer, drawn on a larger scale, and Fig. 3 is a vertical longitudinal section on line 3, 3, Fig. 2.

**MAGAZINE-PHONOGRAPH.** Cornelius Reinhardt, San Francisco, Cal., assignor to the Autophone Co., same place. Patent No. 909,455.

The object of this invention is to provide an apparatus whereby a considerable number of sound-producing cylinders may be arranged in such relation that any one of them may be brought into proper position for co-operation with the reproducer, or, if preferred, by which said cylinders may be so brought into such position in succession automatically.

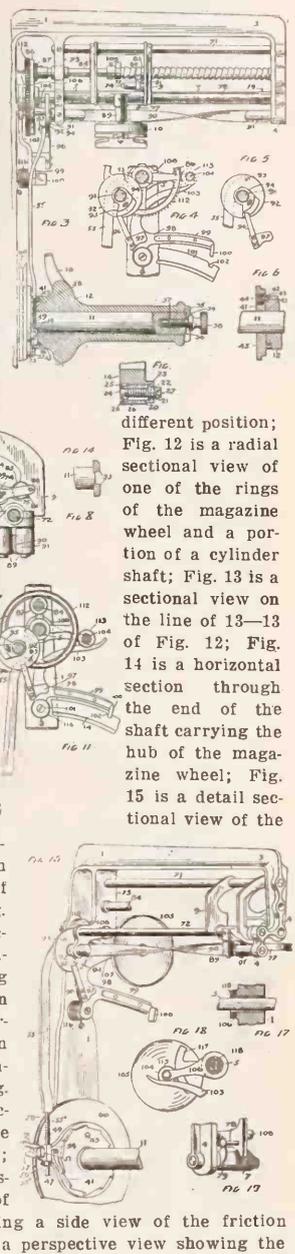
In the accompanying drawing Fig. 1 is a broken front elevation of the machine; Fig. 2 is a side view thereof; Fig. 3 is an enlarged side view of the upper portion of the machine, the hub being shown in section; Fig. 4 is a broken detail side elevation of a lever actuated with the magazine feed; Fig. 5 is a broken view of a portion of said lever and parts co-operating therewith in a different position from that of Fig. 4; Fig. 6 is a detail sectional view showing a socket in the ratchet wheel. Fig. 7 is a detail sectional view showing a socket in



a ring of the magazine wheel; Fig. 8 is an enlarged sectional view of the carriage; Fig. 9 is a view in a different position of parts shown in Fig. 2; Fig. 10 is a side view of the ratchet wheel for advancing the magazine and parts co-operating therewith; Fig. 11 is a view similar to Fig. 4, the parts being in a

different position; Fig. 12 is a radial sectional view of one of the rings of the magazine wheel and a portion of a cylinder shaft; Fig. 13 is a sectional view on the line 13-13 of Fig. 12; Fig. 14 is a horizontal section through the end of the shaft carrying the hub of the magazine wheel; Fig. 15 is a detail sectional view of the

device for changing the direction of movement of the carriage; Fig. 16 is a perspective view particularly illustrating the spiral ribbon shaft and its operative connection with the magazine wheel; Fig. 17 is a detail sectional view of the driving shaft; Fig. 18 is a cross-sectional view of the same, showing a side view of the friction disc; Fig. 19 is a perspective view showing the



**“A PERSON WITH A RECORD CABINET and not enough records to fill it is the best kind of a prospect.”**

Furnish any customer with a cabinet and you will create a field for the sale of more records. You should be just as anxious to sell your customer a cabinet as you are a machine, because a cabinet is an absolute necessity to a possessor of a stock of records. They must be kept in a cabinet to be preserved, and the cabinet is an ornament in any parlor besides serving as a stand for the machine.

We want to sell you our cabinets and offer you a splendid line at very low prices. Exclusive designs, large variety, substantially made, finish unusually good. Need we say more? Write for prices.



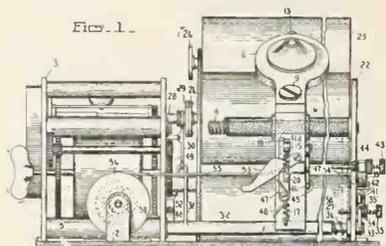
Record Cabinet No. 697

**Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.**

raising of the lower nut by a cam.

**SOUND-REPRODUCING INSTRUMENT.** William H. McCurdy, York, Pa., assignor to Edwin W. Loucks. Patent No. 909,645.

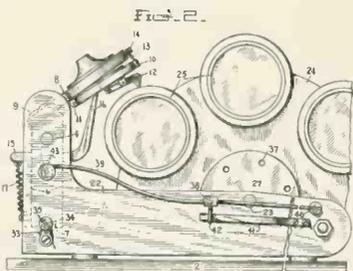
The invention relates to sound-reproducing instruments, and more particularly to the class of phonographs in which the record is formed on



the surface of cylinders of composition or material capable of receiving indentations corresponding to the sound to be reproduced.

A further object of the invention is the provision of novel mechanism for disengaging automatically the reproducer from the cylinder after the said reproducer has traversed the sound reproducing portion of the record cylinder.

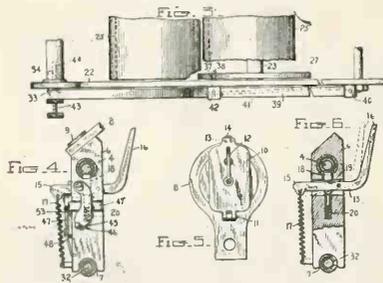
A further object of the invention is the provision of novel mechanism for resetting the reproducer automatically to bring it into operative



position after having been brought to starting position with respect to a record cylinder.

Another object of the invention is the provision of novel means on the reproducer to limit the movement of its style point relative to the record cylinder upon which the same is to operate.

In the drawings Fig. 1 is a rear side view of the machine; Fig. 2 is an elevation looking at the right-hand end of the machine shown in Fig.



1; Fig. 3 is a fragmental view in plan of the right hand of the machine shown in Fig. 1; Fig. 4 is an end view of the reproducer carriage with the co-operative feed mechanism associated therewith; Fig. 5 is a bottom view of the reproducer detached from its carriage; Fig. 6 is a view of the right-hand end of the reproducer carriage and its co-operative parts therewith.

**SOUND-REPRODUCER MACHINE.** Charles Ira Lamb, Chattanooga, Tenn. Patent No. 908,778.

This invention relates to improvements in apparatus for recording and reproducing sounds, the improvements being directed to that kind of sound recording and reproducing apparatus, wherein a tablet or disc record is used, with a stylus carried on a lever, moving eccentrically with reference to the center of the record tablet, the purpose of the invention being the permitting of the reproduction of sound with much clearer tone and better volume than is now allowed by apparatus of the kind mentioned.

One feature of the invention relates to the

construction of a double sound producing record tablet or disc record, and another feature, to means for adjustment in combination therewith. Each of the two features of improvement is designed to overcome certain difficulties and imperfections which have been heretofore encountered in the operation of sound-reproducing machines, and more particularly to eliminate the harsh tones of some of the machines of the class described, by causing a louder tone of more volume to be reproduced.

In the drawings Fig. 1 is a side elevation of an apparatus for reproducing sound, embodying this invention; Fig.

2 is a plan view of the arrangement of the two sound-boxes; Fig. 3 is a view of the disc showing the direction of the lines indicating the sound indentations; Fig. 4 is a view of the lower side of the disc showing the lines indicating sound indentations, and Fig. 5 is a detail view showing the axis on which the disc rotates, bringing it into contact with the reproducers.

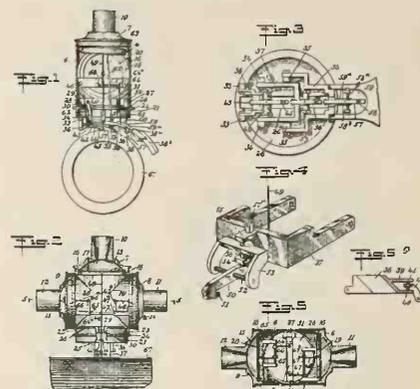
**SOUND-REPRODUCER.** Richard Bartholomew Smith, New York. Patent No. 908,897.

This invention relates to sound reproducers used upon phonographs and of the general type described in Patent No. 799,418, dated Sept. 12, 1905.

Among the objects sought to be accomplished by the present construction are the following: 1. To keep the stylus levers true in relation to the record grooves; 2, to mount the stylus levers upon universal joints, the axes of which are disposed in different planes crossing each other in a manner favorable for correct movements of the stylus levers; 3, a lessening of the friction of the stylus levers in their respective mounts, and 4, to simplify the construction and improve the general efficiency of the same.

Fig. 1 is a view partly in side elevation and partly in section, showing the reproducer complete, as viewed from a point at the right of Fig. 2; Fig. 2 is a view partly in section and partly in elevation, showing the reproducer complete as seen from a point at the left of Fig. 1; Fig. 3 is an enlarged fragmentary inverted plan of the reproducer, showing the various stylus

levers and their respective mountings; Fig. 4 is a perspective showing the middle stylus lever, the universal joint by aid of which the lever is mounted, and the swinging bracket by aid of which the universal joint and the middle lever are connected; Fig. 5 is a horizontal section



upon the line 5-5 of Fig. 2 looking in the direction of the arrows and showing internally the bottom of the casing together with the bottom weight and means for connecting two of the diaphragms with the stylus levers associated respectively with them, and Fig. 6 is a longitudinal section through one of the swinging brackets provided with a fork used as a mounting for each of the stylus levers.

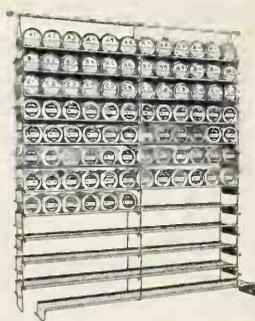
**TALKING MACHINE.** Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 910,208.

This invention relates to talking machines and has reference, more particularly to the turntables of such machines on which sound records of disc shape are supported during the operation of reproducing the recorded sounds.

In the exploitation of talking machines and sound records therefor, it has been found desirable to so construct the machines or certain of the parts thereof as to preclude the use with such machines of records of other than a particular make, the object in doing this being to insure to the seller of a machine a reasonable profit from the sale of records for use thereon, such as will induce him to sell the machine at a low price. Heretofore it has been sought to accomplish this by providing the turntables of talking machines which support the disc sound records during the reproducing operation, with one or more projections of peculiar shape, so that only records formed to correspond with

Mr. DEALER:

## The Schubert Extensible Record Rack



Patented July 28, 1908

List Price  
50c. Each

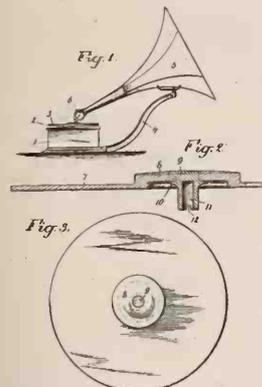
Liberal Discounts if  
you will send your  
jobber's name

Fills the want for compactness, neatness, simplicity, convenience and cheapness. Nicely made of metal, black enameled. Made into any size rack desired, from 1 to 20 or more shelves. Each shelf holds 12 cylinder records in their original cartons. Put together and taken apart again at will. Folds up like a book. Hangs on the wall, moulding or ceiling. Dealers keep SHELVES in stock and supply customers according to the number of records they have. Teaches customers to take care of their records, which means more sales; note—those who take care of their records are your best patrons.

You have many patrons who cannot afford the more expensive cases or cabinets; 2 or 3 of these shelves will start them, the rest is easy. Include about 3 shelves with your next Phonograph sale and see the results; they having started right will be your continued patrons. Advertising matter is furnished dealers which does the talking for them.

G. H. SCHUBERT, 199 W. Madison Street, Chicago, Ill.

such projections will lie flat upon the turntables in position for reproducing. These turntables as heretofore constructed, however, have not been successful in attaining the desired result. Thus, turntables have been provided with one or more integral projections of small cross-section on the upper faces thereof designed to pass through corresponding openings in the sound



records; but as these turntables are made of cast metal a sharp blow with a hammer on the protection will cause it to break off practically flush with the surface of the turntable, and thereafter standard disc records may be used thereon. If projections of larger cross-sectional area were employed, such that they could not be broken off with a hammer, these could still be removed by putting the turntables in a lathe and cutting the projections down to the level of the faces of the turntables.

This invention is directed to the provision of a turntable of an improved construction, such that with it the use of sound records of other than the desired make is effectually prevented.

Fig. 1 is an elevation of a talking machine; Fig. 2 is a central section of the turntable, broken away in part, and Fig. 3 is a top view of the turntable.

**SOUND-REPRODUCING RECORD.** Einar Leschbrandt, Philadelphia, Pa. Patent No. 908,683.

This invention relates to an improved sound-reproducing record, and it consists of a strip of paper or other suitable material, provided with an air pervious pattern corresponding in form to the sound wave or waves to be produced.

Sound is, or consists of, a series of rarefactions and condensations of the air, and, as is well known, rarefactions and condensations may, by means that are well known and which it will be unnecessary to describe here, be photographed or otherwise graphically represented upon a photograph plate or film or other article. The

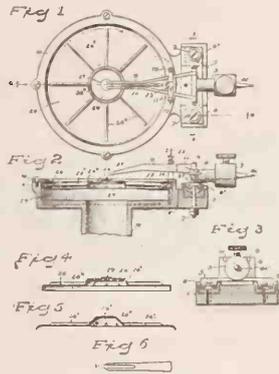
graphic representation of the sound waves appears as an irregular line. If the plate, film or strip carrying the irregular line representing the sound waves be perforated or otherwise made air pervious to one side of said line, the sounds corresponding to said pattern may be reproduced by passing a current of air through said perforations.

In the accompanying drawings Fig. 1 represents a film or strip of material carrying a graphic representation of a sound wave, and Fig. 2 the same perforated.

**SOUND-BOX.** William J. Tanner, Bridgeport, Conn. Patent No. 908,625.

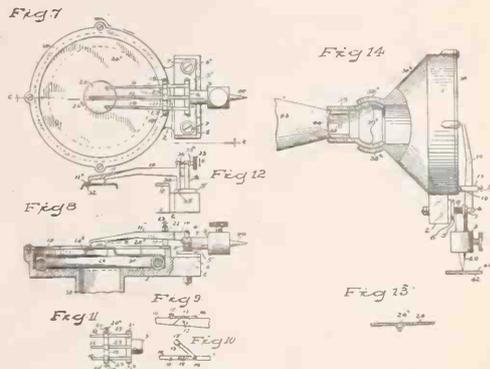
This invention relates to improvements in recording and reproducing sound for sound-boxes for talking machines, and it consists in certain details of construction to be more fully set forth in the following specification:

Fig. 1 is an upper plan view of a sound-box embodying the improvements, among which may be mentioned the double needle arm; Fig. 2 is a broken sectional view on line a a of Fig. 1; Fig. 3 is a sectional view through the case bracket and soft metal seats of the needle arm support on line b b of Fig. 1; Fig. 4 is a central sectional detail view of a diaphragm similar to the one shown at Fig. 2, except that the edges are flanged; Fig. 5 is a detail central sectional view of a diaphragm having a raised solid center; Fig. 6 is a broken detail modification of the needle arm; Fig. 7 is an upper plan view of the sound-box showing a plurality of needle arms; Fig. 8 is a broken detail side elevation of one of the needle arms pointed in the body portion; Fig. 10 is a broken upper plan view of the needle arm support and broken view of three needle arms mounted therein, two of which are pivotally supported, showing also a modified construction of the muffler standard. Fig. 12 is another view showing an arrangement for moving the whole needle arm; Fig. 13 is a detail broken sectional view of a diaphragm with a depression in the surface to receive the sharp-pointed end



of the needle arm; Fig. 14 is a side elevation of a sound-box, broken sectional view of its socket, sectional view of the sleeve, with a ball and socket connection between the sleeve and socket

of the needle arm; Fig. 14 is a side elevation of a sound-box, broken sectional view of its socket, sectional view of the sleeve, with a ball and socket connection between the sleeve and socket



and broken view of a sound-box supporting arm, and also a broken sectional view of a record disc.

**PHONOGRAPH RECORD.** Hermann Schroder, New York. Patent No. 909,461.

This invention comprehends certain new and useful improvements in record discs for talking machines, and the invention has for its object an improved construction of record disc, which may be cheaply manufactured and which will be light and yet stiff or rigid and capable of resisting hard use without breaking.

Fig. 1 is a top plan view, partly broken away, of a phonograph record disc embodying the improvements of the invention; Fig. 2 is a transverse sectional view thereof, and Fig. 3 is a sectional view.

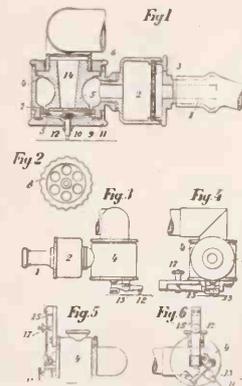
**COMPRESSED-AIR TALKING MACHINE FOR SPEAKING MACHINE.** Henry Joly, Paris, France, assignor to Compagnie Generale de Phonographes, Cinematographes et Appareils de Precision, same place. Patent No. 908,411.

It is known that it is possible to make use of the escape of compressed air to enunciate a phonographic record. In enabling this theorem to be put into practice, and forming the object of the present invention, there is employed a valve having a relatively small surface and of light enough weight for it to be arranged in the passage of a compressed air conductor and which follows exactly the undulations of the phonogram. These parts have as their object to render undulatory the current of air which they allow to pass.

On the drawings attached to the present description, and which are given as examples, Fig. 1 is a vertical section on an enlarged scale of a form of carrying out the invention with a valve applied to a phonographic disc or cylinder. Fig. 2 is a plan of the valve of the above-mentioned apparatus. Figs. 3 and 4 are respectively front and side views of another form of carrying out the invention applied as in Fig. 1. Figs. 5 and 6 are front and side views of the arrangement, Figs. 3 and 4, applied to a disc or plate.

**ATTACHMENT FOR TALKING MACHINE.** Henry F. Wittig, Baltimore, Md., assignor to John Schellenberger, same place. Patent No. 910,103.

This invention relates to attachments for talking machines, especially of that type employing



# “JOBBER, ATTENTION!”

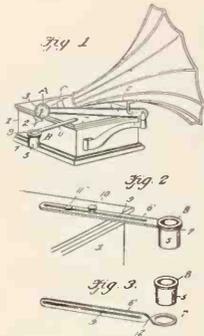
Our Advertisement in last month's World, regarding our complete line of

## TALKING MACHINE SUPPLIES

has brought us *Orders* from almost every *Jobber* in the *United States*. If you have not sent us an order, *do so at once* and you will save 100 per cent. clean profit. Besides repair parts, we sell *Needles*. Write for our *Net Prices* and *Samples at once*.

**Talking Machine Supply Co.,** 400 Fifth Ave. NEW YORK

disc records. The invention has for one of its objects to provide an attachment in the nature of a receiver into which the worn and worthless needles can be dropped from time to time. A further object is the provision of a receptacle

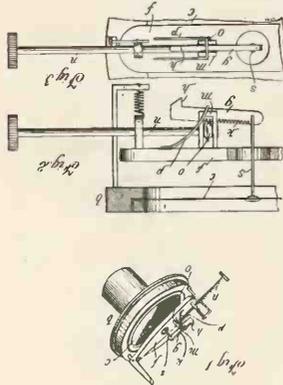


mounted on an arm that is attached to the stand or cabinet of the talking machine in such position that the sound-box carrying arm can be swung outwardly over the receptacle, so that the needles when loosened can drop into the receptacle and thus prevent them from falling about on the floor.

In the accompanying drawing, which illustrates one of the embodiments of the invention, Fig. 1 is a perspective view of a talking machine with the attachment applied thereto and the sounding-box carrying arm in position to drop the needle into the attachment. Fig. 2 is a perspective view of a modified form of attachment. Fig. 3 is a further modified form.

GRAPHOPHONE. Tomas P. Hall, Vancouver, B. C., Canada. Patent No. 910,529.

This invention relates particularly to the reproducer, and it has for its object to enable the



amplitude of vibration of the mica diaphragm to be adjusted and thereby soften or reduce the volume of sound without altering the quality of the tone or amplify such tone, and to this end the adjustment of the level is provided for, upon which the needle or jewel tip is carried for the purpose of varying its fulcrum.

Fig. 1 is a perspective view of a reproducer inverted and drawn to an enlarged scale, with invention applied thereto; Fig. 2 is a side elevation of the immediate parts thereof to which invention applies, and Fig. 3 is a plan view thereof.

Arthur Villard, formerly assistant manager of the Regina Co.'s New York store, and in another line of business for a year or more, may again return to the music trade, in which he was known for 30 years.

A bore is a bore whether in business or in society. No one will give him preference over any kind of competitor. You will not be a bore if you give the other fellow a chance to do his share of the talking.

**COLUMBIA CO.'S NEW CONTRACTS**

For Dealers Have Just Gone Into Force—Special Qualifications to Become Dealers.

New dealers' contracts, including forms Nos. 1027, 1028, 1029 and 653, were issued to their jobbers by the Columbia Phonograph Co., General, last week. They "supersede all other contract forms formerly authorized by the company, the right to use any other form of contract hereby being withdrawn and the forms discontinued." The new contracts describe the initial order required in order to be qualified as a dealer, the "500 purchase discounts," the "quantity purchase discounts," and the "exclusive dealers' contract."

In transmitting these forms, to be signed in triplicate, the company conclude their circular letter by saying: "We will expect that all conditions imposed by these contracts be rigidly adhered to, and any concessions in discounts or otherwise to dealers, other than those authorized, will be considered a violation of the jobbers' contract."

**OLIVER CO. EXPANSION.**

Lease Store Adjoining Their Present Establishment at 14 New Street, Newark, N. J.

The Oliver Phonograph Co. have leased the store at 14 New street, Newark, N. J., adjoining their present quarters and have arranged to extend both stores in the rear to the Arcade, that prominent business thoroughfare, upon which they will have an entrance.

The improvements will add over 3,500 feet to the present floor space occupied by the company and a large part of this will be devoted to handling a line of pianos shortly to be installed.

The "All-Tones" attachment, for both disc and cylinder machines, manufactured by the Oliver Co., is, if anything, constantly growing in popularity and orders are coming in for the attachments from all sections of the country.

**NO DECISIONS IN IMPORTANT CASES.**

(Special to The Talking Machine World.)

Washington, D. C., January 26, 1909.

As the Supreme Court of the United States announced to-day its usual Mid-Winter recess from next Monday until February 28, no decision in the case of the Leeds & Catlin Co., New York, appellant, against the Victor Talking Machine Co., Camden, N. J., appellee, will be handed down until the latter date. The appeal is from the United States Circuit Court of Appeals, Second Circuit, and involves the validity of the Berliner patent and the enforcement of the fine for contempt of court on the part of the Leeds & Catlin Co.

**MOODY'S SYSTEM OF KEEPING STOCK.**

A new system of keeping Victor record stock, originated and devised by V. W. Moody, with the New York Talking Machine Co., successors to the Victor Talking Machine Co., 83 Chambers street,

New York, is to be commended for simplicity and reliability. A dealer can tell at a glance in just what condition any particular record is as to number on hand, and what distributor has a surplus of the selection in case he is hurried to have the deficiency supplied. The system is being introduced by the dealers of the New York Talking Machine Co., and also with those of other Victor distributors.

**CATTY PATTI**

The excessively good-humored gentleman in the evening clothes and Gibus sat on the third from the bottom of his doorsteps listening rapturously to strains of what he considered the most beautiful singing.

"Wunnerful thingsh, theshe talking machinesh, ain't they?" he remarked to a passing police officer.

"Yes, Mr. Swillhurst, they certainly are," replied the P. O., who was used to the gentleman's 2 a. m. eccentricities. "But what makes you say so?"

"Why, jusst you lishten, conshtable—jusst you lishten! Don't you hear that lovely machine nexst door? It musht be a record of Patti shinging 'Home, Sweet Home,' conshtable, isn't it?"

"Patti singing, 'Ome, Sweet 'Ome,' on the talking machine, Mr. Swillhurst!" exclaimed the constable, lifting the gentleman up by his coat collar. "Not it! You're a-sittin' on the cat!"

**MISSING HUBBY'S VOICE IN "TALKER."**

The rich tenor voice of her husband singing in a phonograph, "Meet Me in the Harvest Moonlight," gave Mrs. Fred G. Rover, who had long been searching for him to have him punished for contempt of court for having failed to pay her \$7 a week alimony allowed in a separation suit by Justice Kelley, of the Supreme Court, Brooklyn, an excellent clue to his whereabouts. She visited the phonograph company and was told that Mr. Rover was on the vaudeville stage. He was found at a Brooklyn theater.

She started an action for a divorce last November which was granted yesterday by Justice Maddox. The filing of the papers in the county clerk's office ended the long litigation.

Rover formerly was a tenor soloist in the Clinton Avenue Congregational Church. After leaving church work his excellent voice was in demand for phonographic records.

Mrs. Rover is a graduate of Vassar and is considered a remarkably handsome woman. During the hearing before the referee much care was taken to keep secret the name of the co-respondent, said to be a noted opera singer.

**FEATURING THE VICTROLA.**

Orme & Son, Ltd., of Ottawa, Can., are making a special feature in their advertising of the Victrola, which is achieving great popularity in that section.

W. M. Ewing, of Champaign, Ill., has moved his stock of musical instruments to new quarters on South Neil street, that city.

**Leading Jobbers of Talking Machines in America**

Paste This Where You Can Always See It!

MR. DEALER:

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

VICTOR and EDISON JOBBERS



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.

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