

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



"ON SPEAKING TERMS"

ZON-O-PHONE

Zon-o-phone Wood Horn

We will allow you to order the \$50.00, \$60.00 and \$75.00 Machines with wood horn or metal horn at the same price; no extra charge for wood horn.

We will allow you to order the Concert with metal horn as per catalogue at \$40.00, or with quartered oak wood horn at \$45.00.

We will allow you to order the Parlor with metal horn as per catalogue at \$30.00, or with quartered oak wood horn at \$40.00.

Wood Horns list at \$14.00 each.

The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. We guarantee every wood horn.

New \$20.00 Zon-o-phone with new arm so horn can be turned in any direction.

Zon-o-phone Double-Record Disks. The highest type of record ever sold for 65 cents.

Hebrew catalogue just issued. The finest Hebrew Records ever made. Selections by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other well-known artists.

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

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile W. H. Reynolds, 167 Dauphin St.

ARIZONA

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

ARKANSAS

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

CALIFORNIA

San Francisco Peter Bacigalupi & Sons, 941 Market St.

San Francisco Byron Mauzy, 244-250 Stockton St. (Union Sq.).

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago Benj. Allen & Co., 181-141 Wabash Ave.

Chicago James I. Lyons, 865 Fifth Ave.

Chicago B. Olshansky, 515 So. Jefferson St.

KANSAS

Topeka Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis Globe House Furn. Co.

Baltimore C. S. Smith & Co., 441 W. Baltimore St.

Baltimore Louis Mazor, 1423 E. Pratt St.

MINNESOTA

St. Paul W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City Webb-Freyschlag Merc. Co., 7th and Delaware Sts.

Springfield Morton Lines, 325 Boonville St.

St. Louis Knight Mercantile Co., 211 N. 12th St.

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

NEW JERSEY

Hoboken Eclipse Phono. Co., 203 Washington St.

Newark Oliver Phono. Co., 16 New St.

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

NEW YORK

Brooklyn F. W. Rous Co., 435 Fifth Ave.

Brooklyn B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

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

OHIO

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

Cincinnati J. C. Groene Mus. Pub. Co., Race and Arcade.

Cincinnati J. E. Poorman, Jr., 31 West 5th St.

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

PENNSYLVANIA

Allegheny H. A. Becker, 601 Ohio St.

Philadelphia Harmonia Talking Machine Co., 1321 Arch St.

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

SOUTH DAKOTA

Aberdeen McArthur Piano Co.

TEXAS

Austin Petmecky Company, 411 Main St.

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

CANADA

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

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

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

Yarmouth Yarmouth Cycle Co.

The Talking Machine World

Vol. 5. No. 8.

New York, August 15, 1909.

Price Ten Cents

ABOUT OVERSTOCKING DEALERS.

Some Excellent Advice to Salesmen Regarding Retaining Retailer's Confidence in Their Intentions.

One of the cardinal principles which a salesman should observe is never to sell a customer more goods than he would purchase himself were their positions reversed. Sales of the kind mentioned always act as a boomerang. Instead of making a "customer," they have the opposite effect—the salesman has simply secured one order, and in getting it he has lost the confidence of a possible customer.

"The general manager once said to me," says a well-known Chicago salesman, when I was starting out for a new house, "Remember, now, we don't care for orders; what we want is customers." The remark sounded so paradoxical that I inquired his meaning, and he explained at length. He didn't want his salesmen placed in a position where their consciences would trouble them.

No man can succeed as a salesman unless he wins the confidence of his trade. And there is just one way to do this—by fair and square dealing. He may pick up occasional orders, and "load up a jay," here and there, but he will find in a short while that his competitor is doing the bulk of the business in his territory; that is, if his competitor be made of the proper stuff and guards the interest of his trade as zealously as he does those of his employer. Unless this is done, failure is the inevitable fate of a salesman.

It frequently happens that a salesman's suggestions are not asked by a customer. More frequently, however, his advice is sought, and when it is it should be given conscientiously and with an eye to the future—not to the size of the single order he is taking.

WORKING FOR SUCCESS.

The Man Who Wins Out Must Work Whole-Heartedly, Whole-Souledly and Whole-Selfedly if He Desires to be Heard from.

A talking machine man, or, in fact, any other individual who succeeds in any line of endeavor, must work whole-heartedly, whole-souledly, whole-selfedly for success, for as Jerome Fleishman said recently, for after all this thing called success is simply the realization of ideals we have formed and striven to materialize.

Don't have a "grouch" against a firm that supplies your bread and butter. Better work for \$10 a week and work than be employed at \$25 a week and shirk. Coming down to the office in the morning with a desire to make the day pass as quickly as possible and with as little real work performed as is absolutely necessary is a dead sure way to oblivion.

There's no exhilaration that can equal the feeling a man senses after a particularly hard job has been got out of the way, and got out of the way by being done right.

The difference between enthusiasm and half-heartedness is the difference between a big, fat envelope on pay day and a salary that gets smaller in the eyes of the man who is always looking for, but never working for, a raise.

Enthusiasm! That's the thing that builds bridges and tunnels through mountains. One enthusiastic employe in an organization is worth an army of wishers for 6 o'clock and Saturday afternoon.

And there can be no enthusiasm unless you are heart, head and hand in league with your work.

The man who views his daily work as part of his daily self is the man who accomplishes things. The man who performs his duties in a spirit

of let's-get-rid-of-these-pesky-matters is the man you never hear of as making progress.

Put your heart into your work.

PHONOGRAPH OUTDOES CHOIR.

Pastor Installs One in Place of Striking Church Singers.

The Rev. Dr. S. M. Vernon, pastor of Christ Methodist Episcopal Church, Philadelphia, Pa., has discovered a method of supplying good music to his congregation in the absence of a choir, which has refused to sing while he occupies the pulpit. Doctor Vernon sprung the surprise at a service which he conducted on the church lawn on Sunday night. A large phonograph stood where the choir would have been seated, and sacred hymns rendered by grand opera singers speedily attracted a large and appreciative audience. Worshipers said the choir was much outdone.

It was the first time that a phonograph had been used at a church service. When Doctor Vernon first went to Christ Church he had to lead the singing in person, without the aid of organ or piano, as the musicians joined the church officials in their boycott of him.

JUST FOR THE ADVERTISING DEALER.

A big object is seen quicker than a small object.

An elephant makes more impression than an ant.

A sledge hammer accomplishes its purpose when a tack hammer would fail.

When sailors fish for sharks they use heavy tackle.

The user of large space works in harmony with great natural laws.

When a class advertiser is sure of the character of his audience he gets right down to his selling talk.

And, to deliver the kind of talk that clinches sales, you must have room.

If you had a process to cure deafness, and were permitted to describe your process once to ten thousand deaf people, you would not give them one-tenth part of the necessary information. You would seek for the immediate and direct sale by telling them all about it.

Small space is all right when doubt exists as to the character of the audience you are addressing, but when you have your audience interested in your goods strike out. Sell them.

The man who can afford to take a page in his trade publication and doesn't is simply trifling with its opportunities.—Brains.

THE AMERICAN ABROAD.

It was left for the exhibitor of a phonograph in the streets of Utrecht, according to an American traveler, to put the finishing touch to the wonderful invention. There was the sound of a military band in full blast, and then suddenly the tune stopped and "Halt!" rang hoarsely out upon the air. "Who's that interrupting the concert?" flippantly inquired the American, close to the operator. "That," said the man, surveying him, blandly, "was the voice of Napoleon Bonaparte, giving the order at the battle of Waterloo."—Youth's Companion.

During the recent visit of I. S. Sacks, the Regina traveler to San Jose, and other southern California points, he had great success on one of his fishing trips when he landed a thirty-three-pound salmon. His friends of the Eilers Music Co. verify this fact by favoring The World with a photograph of Mr. Sacks holding the salmon in his hand. There were no affidavits, you say? But who said they were necessary?

THE SIZE OF SOUND WAVES

And What They Will Do—Some Interesting Facts Revealed by a Scientist Connected With One of the Government Departments at Washington.

A scientist attached to one of the Government bureaus at Washington, while discussing our ability to tell the direction from which sound proceeds, calls attention to an interesting difference between the eyes and the ears with regard to the size of the waves that strike them.

The average wave-length of light is about one ten-thousandth of the diameter of the pupil of the eye. On the other hand, the waves of sound issuing from a man's mouth are about eight feet long, whereas the diameter of the passage of the ear is quite small and could not well have been made a large multiple of eight feet. One consequence of the minuteness of light-waves in comparison with the size of the eyes is that the lenses of the eyes are able to concentrate rays of light upon the retina with great efficiency.

And talking about sound, the newest invention in connection with it is the telephonograph. This is a combination of the phonograph with the telephone, intended to record a telephonic message on a wax cylinder at the receiving end of the telephone line, an invention that promises great things. The record is made by a stylus actuated by the undulations produced by the sound-waves. From the impressed cylinder the message can be retransformed into spoken words by the ordinary method of a phonograph.

The usefulness of the instrument depends upon the fact that by its means a message can be sent when the intended recipient is absent. Upon his return the latter can set the phonographic apparatus going and listen to the message at his leisure.

A NEW RECORD HOLDER.

Invented by Southern Woman—Device Fastens to Wall and Holders Swing in and Out.

Another type of holder for phonograph records is the wall bracket designed by a Louisiana woman. The advantage claimed for this holder is that it does not take up the room of a cabinet yet keeps the records as free from dust as the most airtight of wooden cases. The device consists of a rod, fastened to the wall so that it maintains a vertical position. Pivoted to this rod are holding plates, so arranged that they swing back and forth and are out of the way when not needed. Each of these plates is a little larger than a disc record in circumference and deep enough to hold several. A practically airtight lid fits over the top of each and along side is a finger opening by which the lid may be lifted or the records taken out. A pin running up through the centre of the plate pierces the hole in the centre of the disc and one in the lid. The bracket stands far enough from the wall that the plates can be turned in behind it.

LOOKING BACKWARD.

The need of the phonograph was expressed nearly 150 years ago, although no one dreamed of any such device by such a name. But Boswell, the genial and devoted biographer of Dr. Samuel Johnson, in writing of the sayings and doings of his great mentor in 1775, penned this note:

"I cannot too frequently request my readers, while they peruse my account of Johnson's conversation, to endeavor to keep in mind his deliberate and strong utterance. His mode of speaking was indeed very expressive, and I wish it could be preserved as music is written."

GOOD ACCOMPLISHED AT JOBBERS' CONVENTION

Discussed by J. Newcomb Blackman, Vice-President of the National Association of Talking Machine Jobbers—Has Dignified the Industry and Made Plain the Aims and Aspirations of the Members—An Era of Optimism Inaugurated in the Talking Machine Trade—Expect Much Larger Attendance at Next Year's Convention of the Association.

"There does not seem to be any question that the convention of the National Association of Talking Machine Jobbers at Atlantic City last month was a decided success and will accomplish much good for the entire industry," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., in chatting with The World regarding the recent convention of the National Association of Talking Machine Jobbers.

"When we consider the attendance from the factories and jobbing concerns throughout the entire country and the fact that business conditions have been such that most of us feel inclined to be economical, it appeals to me as an indication of a great future for our industry. In talking with many of those attending the convention the opinion seemed to be unanimous that the convention would do much to stimulate business and inspire more confidence in the factories and jobbers towards each other. The firm manner in which the factories assured the trade of their intention to not only maintain, but also uplift, if possible, the standard of their goods, was good news, for we want to constantly elevate the business and raise it to a higher standard, if possible.

"The Jobbers' Association has outgrown the period of infancy and represents a full grown and healthy body, capable of aiding the manufacturers very materially to constantly improve the industry as a whole. The entire trade greatly appreciated the honor of the greatest genius of the age, Mr. Thomas A. Edison, in attending the convention. There is no doubt in my mind that Mr. Edison's presence satisfied many in the trade that the talking machine was still close to his heart and would still receive the benefit of his untiring energy.

"I am informed that Mr. Edison himself was greatly impressed with the manner in which the trade turned out at the convention and in their confidence in the future and enthusiasm. In fact, I understand it so impressed Mr. Edison that he will immediately put forth some great efforts to greatly improve the Edison product.

"In Mr. Eldridge R. Johnson's paper will be found much food for thought and every reason

for confidence in the return of prosperity. A convention of this kind should impress the big manufacturers with the importance of supporting every succeeding convention, for in what better way could the yearly stimulation and exchange of ideas for the improvement of the business be accomplished? The jobbers return impressed with the importance of their best energies being used to get the benefit of the prosperity which is slowly but surely returning. They were pleased to see that the factories turned out in force, for it showed that everybody wanted to do his share to help the business. The factories, I am told, were more than pleased at the way the jobbers turned out, for it gave them confidence that they would receive the support of their jobbers on many things they have in mind.

"Is it not also a fact that those now in the jobbing field and among the dealers represent the best material and the kind that will soon more than make up whatever has been lost by the business depression? The members of the Association are pleased to hear that the factories consider their deliberations always based on a square deal for all, as they see it. Such feeling on the part of the factories will encourage jobbers to make suggestions and desirable improvements will be introduced much quicker with co-operation than without it.

"The trade at large should be very grateful for the liberal way in which the trade press has recorded and spread broadcast the details of the convention. This is more particularly true of the Talking Machine World, which is the only exclusive talking machine organ, and has always worked shoulder to shoulder with the manufacturers and jobbers.

"The good results of this year's convention will be limited only to the extent that we make use of the material we have on hand as a result of same. If the jobbers will consider in which way they can apply to their own business the recommendations of the factories or others in the same line, they will find plenty of opportunity in the speeches of the various factory representatives. Meanwhile the papers prepared on various subjects by different jobbers are full of material

that will be well worth most careful consideration from the factories.

The dealers are very much interested in the jobbers' convention and in consulting several they all seemed to be pleased with its apparent success. They also feel that the factory and jobber in these conventions always have their interest in mind and many a dealer who has read the entire account of the convention in the columns of the Talking Machine World has more confidence in the future of the business than ever before.

"I do not think any jobber who attended the convention, or has read the published accounts of same, can question the value of membership in the Jobbers' Association. The manufacturers are beginning to realize the importance of helping jobbers stamp out the evils which have always existed among the class of dealers who habitually make a practice of running up bills with a number of jobbers with absolutely no intention of paying them. Such dealers are a menace to the entire trade, for they are consuming and wasting capital which should go to the support of the honest and deserving dealer. Among this class of dealers will be found the price cutter and the dealer who unfairly competes with the honest and legitimate one that cannot possibly follow such disreputable methods.

"The Association through its system of credit reports is doing much to expose among members such methods, but if the factory will provide a means of cutting off the supply of these dealers it will put a stop to their methods and not only be welcomed by the jobbers, but by the dealers who are suffering through having such dealers as competitors. We jobbers are perfectly willing to help the honest and hard working dealers to the limit of our ability, but the sooner we can kill the habitual dead-beat the better it will be for all concerned.

"The future is before us and we should not consider the past, except as a comparison where we would not only like to duplicate but surpass those things that have made an advancement.

"We do not know what decision will be made regarding the selection of a city for next year's convention, but I do feel we should have in mind the place that will bring out the largest attendance from the factories, as well as the members of the Association.

"If the next meeting place can be decided upon promptly and while the good results of the present convention is fresh in the minds of the entire trade it will do much to keep next year's convention constantly in the minds of every one, and plans be made to insure even a larger attendance than we had this year."

BRINGS BACK OLD MEMORIES.

Doesn't this item from the Bridgeport (Conn.) Standard bring back familiar memories? "The factories and offices of the American Graphophone Co. were closed during the hour of the circus parade this morning, thus giving the employes a chance to see it without interfering with their business duties."

It reminds us that there were few happier days than those when the circus came to town. No matter how old and venerable we become or how tense the exacting duties of our business or profession, we are prone to look back with a feeling of joy, and a little shade of envy, to the days when we arose extra early and met the circus "coming to town." What memories cluster about the big tent as it appeared on the village green and the impression the show made when taken under the canvas by some kindly aunt or loving mother. The old country-circus days were great, and no matter what Barnum & Bailey or Ringling Bros. may boast of, the modern circus cannot compare with the one-ringed circus of the days of old—at least to the man whose hair is becoming gray.

Mrs. Carrie Nation, of hatchet fame, is reported to have made two talking machine records abroad.

MR. DEALER

If you will repeat the following to yourself each night for a week on retiring, your talking machine business will run more smoothly and more profitably for it:

I will buy of an **EXCLUSIVE** talking machine jobber.

One who handles both Victor and Edison, so as to get both lines in one shipment at one express charge.

Where my complaints receive as prompt acknowledgment and attention as my remittances.

Where fairness, promptness and full-filling of orders are the watchwords.

Therefore, be it resolved that for now and for all time my source of supply shall be

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

FOR FIFTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Mr. Dealer, are you prepared to meet the increased demand for Victor goods this fall?

Do you carry the full line of Victors? Is your record stock up to the mark?

Profit by past experience. Keep a full line of Victor goods, and make every prospective buyer a real buyer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

LIST OF VICTOR DISTRIBUTORS

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

TRADE ON THE PACIFIC COAST.

Business Rather Quiet During Month—Heavy Demand Looked for in the Fall—Sherman, Clay & Co. Have Record Day—New No. 12 Victrola Creates Sensation—Presidents Johnson and Royal On Hunting Trip—Grand Opera Co. Stimulates Victor Record Sales—Columbia Manager Home from Long Trip—Looking for New Location—Good Orders for Edison "Fireside" Machine.

(Special to The Talking Machine World.)

San Francisco, Cal., August 6, 1909.

The talking machine dealers have had rather quiet times all over the State for the last month, and while there has been a little improvement in the last week or two business is still a little slow. Most of the dealers count on quite an improvement in August, though a good many do not expect any material change before the beginning of fall. All are agreed, however, in looking for a very large business from September on. Heavy advance orders have been taken by the wholesalers for fall stock of all descriptions, though the new machines which have recently appeared on the market have naturally been the heavy sellers.

Andrew G. McCarthy, of Sherman, Clay & Co., states that business in general has been very satisfactory this month, and that one day this week was the best for cash sales since last Christmas. Sherman, Clay & Co.'s wholesale business is keeping up fully as well as last year, and Mr. McCarthy considers outside conditions excellent. He recently received the first shipments of the new No. 12 Victrola, but the stock has moved out almost as soon as it arrived. This machine has created quite a sensation here, and is received with enthusiasm by most of the retailers, who expect it to increase their sales very largely. Sales of the higher priced Victrolas have continued very good, however, and Mr. McCarthy states that there has been a very strong tendency of late toward the better class

of machines. Sherman, Clay & Co.'s talking machine department is very busy taking stock this week.

President Johnson, of the Victor Talking Machine Co., and President Royal, of the Universal Talking Machine Co., are now visiting Mr. Douglass, of the Victor Co., at his home in San Rafael, Cal., and will accompany him on a hunting trip this week.

Clark, Wise & Co. report a rather quiet month in their talking machine department, though there has been considerable improvement in the last week, as the vacation season is drawing to a close. They now have the new Victrola in stock, and have found it a very good seller notwithstanding the quiet season.

The sale of Victor records has been stimulated for the last few weeks by the presence in San Francisco of a grand opera company, and the production of the "Merry Widow." Such events never fail to bring out a large demand for new records, which continues long after the departure of the original attractions. It is not infrequently remarked, however, that the possession of a set of good records is preferred by many people to attending the opera itself, where many distractions interfere with a proper enjoyment of the music.

It was expected that the Wiley B. Allen Co.'s talking machine department would be in operation by this time, but the finishing work has taken longer than was anticipated. The stock has been on hand for some time, but it has been kept in storage, and is not likely to be placed on sale for a couple of weeks more.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has returned from the East after quite a long stay. He stopped for several days at the A. Y. P. Exposition in Seattle, which he found even finer than he expected. He finds that business has moved fairly well in San Francisco during his absence, the past month's business being about equal to that of June, but the outlook for Van Ness avenue in the future is not good, and he is giving his at-

tention to a new location. He has several places in view, and expects to close a deal within the next few weeks. All the locations under consideration are in the neighborhood of the new musical center and general shopping district. The wholesale business has been emphasized during the summer, and the campaign has been most successful. Mr. Storms, who is covering the outside territory, states that Columbia goods are taking better with the country trade all the time, and considers the prospects good for an unusually heavy trade in the fall. He has placed the Columbia line with a great many new dealers this month. The wholesale department will be pushed just as strongly in the future as in the past, but if the new location is secured it is expected that the local retail department will make a much better showing in comparison than it has done for the past year. Mr. Scott, manager of the San Francisco store, will accompany Mr. Gray on a vacation trip to Los Angeles early in August, and Mr. Grimsey of the Seattle store will spend his vacation in San Francisco.

Peter Bacigalupi & Son report a noticeable improvement in sales of machines, though they find things still rather quiet. Their wholesale department has kept up fairly well all summer, but collections are not as good as they should be. Mr. Ackerman, who has charge of the Edison business phonograph, has closed some good sales this month, and has quite a number of the machines out on trial.

C. M. Jones, manager of the Pacific Phonograph Co., has moved his office to the sixth floor of the Harry J. Moore building, on O'Farrell street near Market, with Kohler & Chase, but the company's wholesale stock is still kept at the Oakland warehouse. He is still placing large numbers of the new Edison "Fireside" machines with retailers all over the State, and has a large lot of advance orders for delivery during the fall. Otherwise, he says, the outside trade at present is a little quiet, though he expects that orders will begin to come forward in good shape in August.

The retail talking machine department of Kohler & Chase is now installed in the Harry J. Moore building, occupying a quarter of the sixth floor, part of the mezzanine floor and a display in the window. Several more outside salesmen have been put on in the city, and are stirring up quite a lot of trade, bringing the record of sales up to a very satisfactory figure, though it takes a good deal of work to close sales.

The branch of the Eilers Piano House at Boise, Idaho, recently disposed of its stock of sheet music to make room for an expansion of the talking machine department, and is now carrying a large assortment of machines and records of all kinds.

Kirk, Geary & Co., the wholesale agents for the Columbia Phonograph Co. in Northern California, are sending in good orders from time to time, and are apparently moving a large quantity of stock.

INCREASING RECORD DEMAND

Noted by Dealers in New York City—Notable Improvement in Trade—Growth of Repair Business Presages Record Sales for Fall.

According to reports made by talking machine dealers, the improvement in trade has been most marked thus far this year. Especially during the summer the demand for records has been surprisingly large, though, according to authorities, more people are out-of-town on vacations this year than for several years past. The only answer is that the records are used to enliven the evenings spent in the mountains or at the seashore.

Another feature of the trade that pleases the dealers is the great amount of repair work coming in, not that the work itself is especially welcome in many cases, but the fact that discarded machines are being bought out and put in running order presages a strong demand for records in the fall and indicates a revival of interest in the business.



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.

TRADE NEWS FROM INDIANAPOLIS.

Summer Dulness Apparent During Month—Number of Outfits Sold to Campers Help Average—Kipp-Link Co. Move—To do Wholesale Business Only—Musical Echo Co. Buys Joiner Victor Stock—Some Recent Visitors—An Attractive Columbia Window—Columbia New \$25 Machine a Strong Seller—News of Moving Picture Shows.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 5, 1909.

The fact that the farmers are busy in the country and that many of the city people have been away on vacations, some of them being on extended trips to the northern lakes has cut down the talking machine business in Indianapolis during the last month. At that, however, it has been up to the standard of this season of the year according to the dealers. Several of the dealers have had a good trade in machines, which are being used at camps near the city. Many families are camping at Riverside and Broad Ripple and nearly every family tent has a talking machine.

The Kipp-Link Co. have moved from their old location on Washington street, between Meridian and Pennsylvania, to their wholesale rooms farther west in Washington street. At their present location the company are conducting a wholesale business only. They handle the Edison machine solely.

Joseph Joiner who, with his piano business in Massachusetts avenue, handled Victor machines, has sold out his entire business and gone to Pittsburg. The Musical Echo Co., which has a store in Pennsylvania street got most of his supply of Victors. Mr. Joiner's retirement from business leaves the bulk of the talking machine trade in the avenue in the hands of Frank Lesley who has a store near where Mr. Joiner conducted his business.

W. C. Fuhri, of Chicago, district manager of the Columbia Co., was in Indianapolis for a day or two. He was on his way to Salt Lake City where he has a big business deal on.

Allen A. Jay, who has been looking after the wholesale road work of the Kipp-Link Co., and who prior to that was a member of the Craig-Jay Co., has quit and is now in Texas where he is visiting.

An attractive window has been arranged for the Columbia Co. by Mr. Devine, the manager of the store. In the window was placed a replica of the large diamond which was given to King Edward by a South African diamond mining company. The replica represented the large diamond in the rough and the three smaller diamonds into which it was cut. With the replica Mr. Devine placed a number of records and a large placard with the following caption: "Real Gems from the Opera, Madame Butterfly." The window attracted many passersby.

The new \$25 disc machine which the Columbia Co. are putting out is an attractive selling proposition, according to Mr. Devine of the Columbia store. The fact that the machine has an oak horn is one of the best points. The plan of placing a wooden horn on a low priced machine is making a hit among the Indianapolis talking machine buyers. Mr. Devine says also that the lock device which the Columbia Co. are putting out to keep the speed at a given rate is an excellent talking point.

Among the prominent men of Indianapolis who have taken Columbia machines with them to their summer resorts are Harry S. New, formerly national republican chairman and prominently mentioned for the next republican state chairmanship, and H. F. Hill, general manager of the Central Union Telephone club. Mr. New goes to Michigan, where he is a member of a well-known shooting and fishing club, and Mr. Hill goes to Massachusetts.

Among the Indiana talking machine dealers who have been in the city in the last month are L. L. Bair, of Anderson; W. E. Grifft, of Crawfordsville; W. W. Stevens, of Lebanon; John H. Wetz, of Sulphur Springs; J. H. Whitlock, of

Rushville, and E. Manlove, of Connersville.

Business has been quiet with the moving picture shows for the last month but they have not lacked for advertising both of the desirable and the undesirable kind. Early in the month two probation officers from the Juvenile Court visited the five-cent theatres and they did not make favorable reports. They said they saw nothing improper so far as the nature of the pictures were concerned. But they declared that the shows were harmful because girls picked up associations there which they should not have. They declared also that it formed an excuse for young girls to get down town at night. In addition they declared that the pictures created in the children the desire for exciting and stirring events. The police, however, were not in very much sympathy with the adverse report and no action was taken. In fact it is not seen how any action could be taken as long as there is nothing objectionable about the pictures.

Later in the month the five-cent shows received a boost when the Children's Aid Association, of which Dr. Eugene Buehler, city sanitarian, is a member, decided they would be useful in the crusade for pure milk for babies. The aid association arranged to show a number of educational slides in the five-cent shows during intermissions. These slides bear such captions as "Dirty Cow's Milk is Rank Poison," "Does Your Baby Get Pure Milk?" "Moving picture shows have come here to stay," said Dr. Buehler. "They are a great institution and when properly conducted are important in the education of the public."

JOYS OF LIVING IN JERSEY.

Music and Pleasure for Boarders in Our Sister State While They Work.

We understand that Lemuel Starkweather, who conducts a summer boarding house in North Caldwell, N. J., has solved the problem of keeping his lawn trimmed and entertaining his summer sojourners by perfecting a combination lawn mower and music box. Up to three weeks ago the Starkweather lawn was unkempt, and the boarders suffered from ennui in the quiet evenings, as the only music the house afforded was from a parlor organ.

Mr. Starkweather, who is ingenious, adapted the mechanism of a music box to the lawn mower, and the men boarders, as well as two women visitors, became eager to take turns at running the contrivance up and down the lawn in the cool of the evening.

The neighbors soon learned of the harmonious lawn mower, and wanted to borrow it. The demand became so great that Mr. Starkweather says he now charges a fee for its use. With the money thus derived he expects to purchase several new records that will bring the machine up-to-date in a musical way.

Now, if Mr. Starkweather would only fit a disc talking machine to the lawn mower he could afford his boarders even greater pleasure, and perhaps so charm New Jersey's national "bird" that his operations on unsuspecting visitors would be a joy instead of a terror. Here is a field for experiment.

DOES A COLLEGE EDUCATION PAY?

Many Graduates Poorly Equipped—Technical Courses More Valuable in Many Instances.

The value of a college education has been the subject of much discussion in the magazines and daily papers recently—in fact, we have a recurrence of it every year after the colleges close when there is let loose in the land a lot of young men who thing they "know it all," but when they commence to enter the battle of life they soon recognize how poorly equipped they are for the struggle.

Many of our great leaders in the inventive and commercial spheres are of the opinion that many young men would be better fitted for life's work were they to take up technical courses instead of spending five or six years in college, acquiring a knowledge of everything, but the practical things of life. An old Columbia man, however, in discussing this subject the other day said:

"The pronounced opposition of Thomas A. Edison, E. H. Harriman, Charles M. Schwab and James J. Hill to a classical education, is an unconscious protest against the idea advanced by the late Mrs. Astor, of New York, that "no one can be a gentleman if he has not been through college."

"These specialists and technical men will be surprised to hear they have on their side one of the fathers of the Church, for St. Bernard taught: 'Learning is the rock on which the ship of humanity goes to pieces.' But they do not realize that a knowledge of the 'humanities' is almost absolutely essential to well-rounded mental discipline.

"The great benefit of a classical education, as Matthew Arnold observes, is to keep a man from self-satisfaction."

WE HAVE 'EM

TO SHIP AT ONCE

- ☞ The new Edison "Fireside" Phonograph.
- ☞ The new Edison "Cygnets" Horns—after September 1st.
- ☞ Full lines in Cabinets for Records.
- ☞ The latest Records—and anything in Accessories—as well as full lines of Edison Phonographs. Your orders shipped the day we receive them.
- ☞ No annoying delays or disappointments because we are always prepared for instant shipments.
- ☞ Every "symptom" bespeaks a regular "fever" of business the coming fall and winter. The dealer who is prepared will surely get the business.
- ☞ Won't you favor us with your orders?

American Phonograph Co.
Edison Jobbers 252 Woodward Avenue, Detroit, Mich.



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NEW YORK, AUGUST 15, 1909.

THIS publication has been in receipt of many communications embodying terms of praise concerning the report of the Convention of the Talking Machine Jobbers' Association held at Atlantic City last month.

From the interest aroused by the complete publication of the Convention proceedings it is plain that thousands of our readers who were unable to attend the Convention meetings were interested in the Association accomplishments.

The presentation of a complete report of such an important gathering is one of the necessary functions of a trade publication which, however, is not recognized by all trade newspapers.

The audience which listened to the various papers and speeches was necessarily small, but The World, talking to an audience of thousands, gave the complete Convention report which embodied the views of a number of the leading men of the industry.

It is obvious that The World of last month will be frequently consulted as a reference volume for some time to come.

In reviewing the Atlantic City Convention it is plain that it was the most important gathering of talking machine men ever assembled in one city at one time in the history of the industry.

Not merely that, but never before have the leading men of this trade expressed views so clearly upon topics which are of interest to every one who manufactures, jobs or retails talking machines.

It certainly was an optimistic gathering and it proved conclusively that the great leaders—the men who have built the industry—have faith and confidence in its future.

IT is remarkable that we can locate in an industry, which has developed within a very few years, three concerns which state that they will spend upwards of a million and a half dollars in advertising.

Now that fact alone is worthy of repeated emphasis.

When the great producing institutions stand back of the talking machine industry to the extent of spending a million and a half in publicity, their move is at once inspiring and should encourage faint hearts everywhere.

Advertising is important, and of what value is the rarest product of manufacturers' skill without judicious advertising?

The heads of the talking machine industry early recognized the value of advertising and as a result of a vigorous policy it is generally conceded that the Victor dog is the best known trade mark in the world.

Now that is going some surely.

All of the national advertising which is done is of benefit to jobbers and dealers, and the greatest good comes to the men who are up and doing, men who see a brilliant business future for the talking machine industry and propose to get the most out of it.

The Atlantic City Convention as a business reviver and stimulator was excellent.

Optimism was there in good old allopathic doses and as a result, the men who attended carried home with them renewed confidence in this special industry and the thousands who were unable to attend were stimulated by the report which The World presented of the entire proceedings.

WE appreciate greatly the kindly comments which have been made praising our humble efforts, but last month's World was simply an illustration of what we believe to be the duty of every trade journal.

When a trade newspaper ceases to be a helpful force in the industry its usefulness is ended.

Now the talking machine men of this country have but one publication and it is only fair that that paper should strive by all honorable means to increase the interest in the distribution of machines throughout this land and throughout the world, so if our efforts last month met with the approval of our readers then the outlay which was material was amply justified.

When we consider for a moment that our entire life is a life of dealing with others it should be, therefore, a life of helpfulness or co-operation.

We each have obligations to one another.

Co-operation through business organizations or associations must have concern for the rights of others, and the better understanding of one another is after all the only real progress which we make.

We all recognize that every man who has well adjusted his life sees to it that a portion of it is given to some work for the common good.

The country has a right to expect some return for the manifold advantages which it gives to every citizen, and the time is near when every man will be expected to make some contribution to the common good.

The opportunity of becoming active in any association whether along politics, business or social lines should appeal strongly to the judgment of every individual in the general good that may be accomplished by working together and in the opportunity of meeting with men of affairs and the greater privilege of knowing and working with them.

Hence every jobber should fall into line and help swell the ranks of the Association.

NOW, a good many wrongly view Conventions. Some figure that they amount to junketing trips, but that is not so.

The rise of new conditions and weightier problems call imperatively for a consideration of these problems by business men whether in the talking machine business or any other industry.

Now, every working day of the Convention cost several hundred dollars, but it was worth that amount of money.

The discussions and conclusions reached demonstrated the fact that the talking machine business has steadily evolved from an embryo state until it stands before the world a healthful and vigorous industry.

The roots are firmly planted and the branches, growing in number, are more fully developed than many expected and the future of the business will require work along harmonious and intelligent lines.

A SQUARE deal is essential in every walk of life. Great problems are not so well solved by separate individuals as they are by co-operation.

Best of all, the Talking Machine Jobbers' Convention was not a one-man affair.

It was strongly dependent upon diversified opinion and the aid of widely different experiences.

The fact that the leading men of the industry were present at Atlantic City and delivered addresses upon important topics shows how closely they are in sympathy with the organization, its aims and its objects.

The Talking Machine Jobbers' Association has now become a recognized force in the industry, and there is complete harmony between the manufacturing and distributing interests.

It is quite natural that all of the suggestions made by individuals or officials of the Association should not be readily accepted by the manufacturers.

They are doing some tall thinking along lines of business expansion and they have the whole country and the whole world to scan when deciding some weighty business problems.

It naturally follows that all sorts of concessions cannot be made, but the fact that the Jobbers' Association comes to the manufacturers to aid in eliminating certain evils shows that we have advanced along lines of business harmony and business soundness.

The success of the Convention of 1909 will probably result in drawing more jobbers into the organization.

They will see what the Association is doing and what it has accomplished.

It naturally follows that the separate sections of the trade will be interested in what the organization is accomplishing for the benefit of the whole trade.

The Convention plan was admirably worked out, and, for a young organization, surely the Talking Machine Jobbers' Association has accomplished wonders.

INDICATIONS now point to a Fall trade of great magnitude. From all parts of the country reassuring news is steadily coming in embodying satisfactory predictions for a Fall trade.

There is a fixed belief on the part of most business men that we shall swing into our own in good form, and it is certain that the talking machine trade in common with other industries will share in the return of good times.

OLIVER DITSON CO.'S FINE "TALKER" DEPARTMENT

Carrying a Full Line of Victor Machines and Records in Up-to-Date Quarters—Old and Respected Boston Institution Has Made Splendid Headway in Recent Years—Prompt Shipment of Orders One of the Secrets of Their Success.

(Special to The Talking Machine World.)

Boston, Mass., August 6, 1909.

When a house of honored reputation—a house which has been identified with the music trade industry for many long years—is wedded to a modern, progressive policy, it means much. Take the Oliver Ditson Co., of this city, for instance, and here you find an institution widely esteemed

If we visit the talking machine department of the Ditson Co. we find one of the most complete, best arranged and best stocked establishments in the East. "One machine and that the Victor" has been their rallying cry, and as they say, moreover, "Devoted allegiance, singleness of purpose and horse sense have made the Oliver Ditson Co. distinguished as the only job-

output of high-priced machines while their trade of Red Seal records is so large that one can get a fair idea of the class of customers to which they cater. But with the Ditson house there is no "class," all customers are treated on an equal plane, all receive equal treatment. It matters little whether it is an order for \$5 or \$500, it is filled with promptness.

This immediate attention to orders has been most gratifying to dealers, and has helped to augment the good reputation which the Ditson house enjoys with the trade in New England.

The Oliver Ditson Co. are quite optimistic regarding the fall outlook. They have been increasing their business steadily and expect to reach record proportions with the improvement in business, which is now conceded is becoming more apparent as the year grows older.

VARIOUS CLASSES OF TRADE.

Merchant Can to a Large Extent Control the Class of His Patronage by Judging His Trade With Fairness—A Sour Disposition Makes Everyone Seem Undesirable.

A man's business may be done with just as good people or just as bad people as he has an inclination or desire to judge them. The retailer who has soured, for any reason, on the neighborhood in which he is doing business, invariably finds that the makeup of the locality is about as vile as it is possible to be, according to the way in which he judges vileness in humanity. The fellow who considers all his customers beneath him in social standing, inclined to be thieves or purloiners of goods, unable to reasonably judge what they want, incapable of seeing values in goods offered them, unwilling to accord him any profit, or what else of derogatory nature he may wish to attribute to them, will necessarily be perfectly satisfied that such are the inclinations, habits and constitutions of the people he has to contend with, and that settles the question, so far as he is concerned.

Now, what's the use? Trouble interminable will come to us without the seeking, and what possesses the mind of man to so upset his entire equilibrium that he shall go about seeking the cussedness he thinks ought to belong to other people is beyond the comprehension of the minds of people who are willing to take conditions and people as they are without compelling them to be any worse. If we are not satisfied with dealing with the families of iron workers and coal miners, it is up to us to move on to more congenial fields, without impugning the reasonable characteristics that belong to such people. If we think people are stealing our goods, it is up to us to prove it as a fact or stop thinking it, and, much more, stop saying it. If we consider our customers unable to see that we are offering values, possibly it is time to investigate and find out whether those same people are not somewhere near right on some things. There is a possibility that we can learn something of usefulness from the very people we are given to criticising.

The retailer who has a case of the dumps, for any reason, is assuredly the man whose business will suffer perceptibly because of the difficulty, says the Sporting Goods Dealer. That which does not seem to go right is the surest cause for upsetting the business judgment and stability of the victim. No man can entertain doubts and put forth acid criticisms without having the whole attitude reflect on his business returns. Business that may be bad cannot be made any better by adverse conclusions; business that is reasonably good can be made extremely bad by the off attitude of the man who runs it. The easiest way to gain a sour stomach is to entertain a sour disposition, and when the sour stomach gets in its work the business likewise sours and the jig begins to slow down ready for the quitting. The man who forces himself to laugh when he feels like the opposite will invariably come out all right in the final shakeup. We get what we are willing to work for, and the longer we live the more we realize it.



THE OLIVER DITSON BUILDING, BOSTON, MASS.

for its high aims and admirable management keeping right in the front rank of progress in every department.

With too many concerns age means decay, but not with the Ditson house, for within the past few years, under the able management of Chas. Bobzin, the Ditson house has forged ahead in a manner that has excited the admiration of friends and competitors alike. System and values are the keynotes of the harmony which prevails in this establishment—a harmony which is leading to new accomplishments.

bers of Victor talking machines and supplies whose business has constantly grown and increased during the depression of business which began with the panic of 1907."

As they stated in their advertisement in this paper last month, some five years ago they paid the Victor Co. an average of \$500 per month, and to-day the monthly remittances are near \$20,000. This policy of concentration has been productive of splendid results, as may be seen in the growth of the Victor trade with the Ditson house in this city. They have an enormous

VICTOR HERBERT'S

Connection With The

National Phonograph Company,

As Adviser and Critic

is the biggest selling argument for the dealer since the invention of Amberol Records.

It means that a great deal of the Edison Phonograph music will be on a higher plane than ever before, enabling you to reach that class of people whose musical taste takes the place of musical ability, and whose appreciation of good music is far above the average of that offered by other sound-reproducing instruments.

It means that all the higher class orchestra and operatic selections and much of the best popular music will be recorded, and under the personal direction of Mr. Herbert, insuring absolutely perfect records.

The new records will include selections from Mr. Herbert's opera "Mlle. Modiste" and other Herbert music played by his orchestra, under his own direction.

If you are not an Edison dealer, just size up the situation—consider the success of Edison dealers everywhere. But don't take too long to size it up. The man across the street may want it for that territory too.

Your jobber will take care of you.
Better write him to-day.

NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue

ORANGE, N. J.

Your Stock + Amberol Records = Your Salesmanship × 2

Amberol Records sell with far less effort than any other records, and at a much bigger profit for you.

Edison Phonographs now sell all the more easily because they play Amberol Records.

Attachments for playing Amberol Records for instruments not already so equipped, bring home a handsome profit for you.

These three points make the Edison the real profit builder and the instrument for you to push. Amberol Records have doubled your selling efficiency.

If your line is broken or you're not up on the new records write your jobber to-day.

NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Avenue, ORANGE, N. J.

JOBBER WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

- Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews, Neal, Clark & Neal Co.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chicago—Bahson Bros., James I. Lyons, Lyon & Healy, Montgomery, Ward & Co., The Vim Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Ilsen & Co., The Milner Music Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Nichaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—The Werner Co.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—R. C. Bollinger Music Co.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phonograph Co.
Harrisburg—S. K. Hamburger.
Helena, Mont.—Frank Buser.
Houston—Houston Phonograph Co.
Hoboken, N. J.—Eclipse Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtee Co., H. E. Sidles Phono. Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Richm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Laurence McGreal.
Minneapolis—Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynolds.
Montgomery, Ala.—R. L. Penick.
Nashville, O.—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Oakland, Cal.—Kohler & Chase.
Ogden, Utah—Proudfit Sporting Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
Oswego, N. Y.—Frank E. Bolway.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Hepp & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.
Pittsburg—Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves Music Co.
Providence—J. A. Foster Co., Household Furniture Co., J. Samuels & Bro.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phono. Co.
Richmond—C. B. Haynes & Co.
Rochester—Mackie Piano, O. & M. Co., Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons, Pacific Phonograph Co.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technial Supply Co.
Seattle, Wash.—The Bruce & Brown Co., Inc., Eiler's Music Store.
Sharon, Pa.—W. C. De Forest & Son.
Sioux City, Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brickett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—Koerber-Benner Music Co., Silverstone Talking Machine Co.
St. Paul—V. J. Dyer & Bros., Koehler & Hinrichs.
Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.
Utica—Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co., Ltd.
Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Youmans Jewelry Co.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

THE POPULARITY OF SIDE LINES.

Extracts from a Prominent Dealer's Views on This Subject Which Should Prove of Interest to the "Talker" Man.

With the idea of ascertaining if possible just what the average dealer's opinion as to the most popular side line would be, I wended my way to the store of the leading "talker" man of my city, and below I give you the result of my visit:

"Side lines are fast becoming a necessity," remarked the gentleman upon whom I called by way of opening up the subject. "I do not mean by that," he added emphatically, "that the talking machine business is on the wane, and, therefore, in dire need of a stimulant, but it strengthens any trade wonderfully to have something of interest on the side to show your patrons; an article that will harmonize with your



piano.' Now, if the gentleman in question happens to be one of my customers, the chances are very much in favor of his being able to deliver the goods. In that case, of course, his wife will be flattered by his thoughtfulness, and, as a fitting finale to the phonographic concert, there will be a few stunts on the piano as well. Tiring of that, the Stradivarius will be lifted from its case, and just to prove that a violin record with piano accompaniment can be successfully made at home, he will record so diligently before he is entirely satisfied with the rendition that my shaving machine will be working overtime next day.

"By the way, I want to tell you about a sale I made yesterday which I think demonstrates most conclusively that side lines of the right sort pay. I make it a point to display all my goods as conspicuously as I do the "talker," and the result is that when a man comes into my store he has three or four things to engage his attention instead of only one, as is the case with the dealer who depends solely on the "talker" for a livelihood. Well, a customer came in to hear some selections from the new record list which had just arrived from the factory, and as he turned toward the little table where I keep my literature, he spied a pamphlet setting forth the merits of a certain safety razor.

"Say, I want one of these," he exclaimed, 'and had expected to purchase it on my way home at the hardware store on the corner. This one will be about right,' he added, picking out a \$5 Gillette.

A few minutes later, while listening to the new records in the hearing room, his ear caught

the sound of a vocal duet being run off in the adjoining booth by one of my clerks. 'Put that one on for me, will you?' he asked. I did as he requested, and the record, No. 9515 (Edison 2-minute) "When Bob White Whistles in the Meadow," impressed him very favorably. As I was removing it from the mandrel, he remarked, 'There was a line in that song about a lover sending his sweetheart a post-card, which reminds me that I want some for the Fourth of July. Have you any pretty ones?'

"Result:—I sold him an assortment of these also.

"Just as he was leaving, I suggested that inasmuch as he was impressed with the beauty of the record, his wife might like to have the music. 'By Jove, that's right; thanks for the reminder,' he responded in parting, carrying with him samples of my entire line.

"Oh, side lines pay all right," the manager declared positively in closing the interview, "and any talking machine dealer who does not believe in them must surely have a leak in his think tank." Then as an afterthought, he continued:

"Photographic supplies, particularly at this season of the year when all the world goes a-kodaking, is also a line that is bound to make good. I do not consider it a product that will run itself, but by energetic pushing and judicious advertising it can be brought into the class of real winners. I started in this spring to handle the Seneca line. I am an ardent amateur myself, but had never had any experience in selling



my own seller, and increase your hold on their custom."

"What do you consider one of the most successful side lines?" I inquired curiously.

"Sheet music, and I'll tell you why," he answered. "There are a number of selections listed every month by the different talking machine companies of such rare charm that an immediate demand is created for them in sheet music form. When a man takes a record home to his wife and it makes a hit, nine times out of ten she will remark: 'Oh, John, dear, why didn't you buy the music for that too? It is beautiful, and I'm just dying to play it on the



ARTISTIC PRINT BY WALTER TURNER.

cameras, so I simply brought forth my small stock of common sense, and passed it along to my clerks, with the result that we are selling a very satisfying number of picture makers. My methods are very simple. I endeavor to ascertain from everyone who calls whether or not they own cameras. If they do not, I go after them good and hard at once. If they do not immediately become impressed, I send them each month along with the new record supplements, an artistic folder illustrating the delights of photography, and continue to do so until I either make a sale or am convinced that there is nothing doing. If my customer already has a camera in his possession, I explain to him the advantages to be derived from purchasing his supplies from me. He is in the habit of coming to see me often to hear new records; therefore, it will save him time and car-fare to buy his photo supplies here also. There being no camera store near me, he will, of course, see the justice of my argument, and become my patron in this line as well as that of the 'talker.'

"I sell artistic prints also and they pay very well. Mr. Walter Turner, a young amateur from Chester, Pa., makes them up for me, and such is his talent in the photo art study line that he makes a pile of money for himself and his dealer, besides giving a heap of pleasure to people who admire fine pictures.

"I intend to add a framing department soon," he confided to me after I had admired one of Mr. Turner's prints; "my aim being," he explained, "to always handle a line in its entirety and not to allow some other fellow to get a bite out of the apple after I've had mine. I try to eat it, core and all."

Just then a clerk entered, announcing that a lady was without, who desired some inside information regarding the use of a camera, so

WOOD DIAPHRAGMS

For cylinder records; every detail reproduced; nothing missed.
For the four-minute records they are a revelation.

PRICE REDUCED TO 50 CENTS EACH (including cross head and link).

MASTER RECORD MOULDS

Absolutely perfect copper matrices from cylinder masters furnished at short notice. By our new process we produce a matchless surface, even improving that of the master. Prices furnished on application.

SLOT PHONOGRAPHS

Large and small lots of slot phonographs to rent for parlors and summer resorts at nominal prices.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, (39th Street) 662 Sixth Avenue

NEW YORK CITY

with a hearty handclasp, and an invitation to call again, he bade me a courteous adieu."

SIDE LINES.

(Air—"School Days.")

Side lines, side lines;

Ever helpful side lines;

Razors, and post cards, and sheet music

Will make you money and make it quick.

So if you yearn for lots of dough

Dress your window and make a show

With some Seneca cameras in a row,

And you will be rich as John D.

TALKERS TO STIMULATE WORKERS.

Factory Superintendents Now Realizing the Value of Music as an Aid to Better Work—Player-Piano Used—Big Opportunities for Live Dealers to Introduce the Talking Machine.

Mills and factories all over the country are beginning to realize the value of music from a straight commercial viewpoint, especially where a large number of work people are employed. Many have installed pianos and player-pianos in the recreation rooms, or directly in the workroom and a number of factories have bought high-class talking machines for the entertainment of their employes and only recently a large concern in New York state purchased a Victor Auxetophone for this purpose.

It would seem the proper thing for talking machine dealers to get after manufacturers in their vicinity, especially those employing girls, and point out the wisdom of purchasing high class talking machines and good record outfits as a recreation feature. It has been proven that where music is introduced in the workroom, instead of causing an interruption the employes are influenced to work faster and more cheerfully and good feeling holds sway. During the lunch hour and rest periods the music has been found to encourage dancing and singing, putting the employes in excellent humor to put forth all their energy in the afternoon's labors.

The value of music as an incentive to special effort has been realized by southern planters since ante-bellum days and even at the present time a negro who is a good bass singer can always find work in the fields during harvest time to "drone" the accompaniment to the choruses of the workers. When negroes are not singing they naturally carry on a running conversation and usually stop working at the interesting points. When they are singing, however, they work with renewed energy, keeping time to the music which is usually of lively character.

It has been found that the same principle applies to factory workers and they are less inclined to waste time carrying on conversations when music is played.

The talking machine being practically automatic should find a good demand in this field and it is the energetic dealer who will get the business. But he must go after it.

SOME BUSINESS LOGIC.

Reputation Plays an Important Part in Making Success or Failure for a Business.

A bad reputation is easily made, but it takes years to build up a good one.

No business man can afford to take a chance on gaining a bad reputation, for once gained it will be a hard thing to overcome, and every effort made to keep away from a bad reputation will be one more step towards gaining a good one.

The amount of credit a business man has is based more upon his reputation than upon his holdings of worldly goods, for it is a well-known fact that a rich man can so convert and cover up his property holdings, if he so chooses, that it can never be made useful to his creditors, while a bankrupt with the right kind of a reputation, and who is determined to always improve it, will eventually be able to pay every dollar he owes.

If young men could thoroughly understand the value of a reputation they would keep away from

the things which cause black marks to be made against them, and could thus be fitted for the better things much earlier in life than is the case when they have a few of these marks to live down.

If business men would take a more serious view of this little matter of reputation they would see the folly of taking an undue advantage of others, for the reason they would see the damage such a reputation would be to them later in life.

ENTERPRISING CONNECTICUT HOUSE.

Harry W. Yeager, president of the Yeager Piano Co., was a visitor to New York early in the month, and was a caller at the headquarters of the Columbia Phonograph Co. in the Tribune building. Mr. Yeager, who is one of the enterprising piano men of Waterbury, Conn., being president of the local Piano Dealers' Association, is well pleased with the talking machine end of the business. It will be remembered that Mr. Yeager recently took over the Columbia store in that city. He has fitted up handsome Columbia quarters in his establishment, having six specially equipped booths for demonstration purposes. He has also added a talking machine department to the store in Torrington, which will be fitted up in a manner to attract and build up Columbia trade in that town.

The Yeager Co. are a valuable acquisition to the Columbia line of representatives, for the members of the firm are go-ahead, energetic gentlemen "who do things," and the Columbia line is certainly to get a splendid representation throughout Connecticut.

AUXETOPHONE FOR ENTERTAINMENT.

The Beech-Nut Packing Co., Canajoharie, N. Y., have purchased through the F. C. Knapp Co. a \$500 Victor auxetophone. The instrument has been placed in the reception room and will be operated by electricity and heard daily by dozens of visitors.

The wonderful success of the "B. & H." Fibre Needles is due to the fact that they are backed by common sense and logic.

They are growing in popularity because the people are becoming wise.

They reproduce correctly because it is their nature to do so.

They save the record because they cannot injure it.

They make friends because they possess true legitimate merit.

Samples and details on application.

208 E. KINZIE ST. "B. & H." FIBRE MFG. CO., CHICAGO



The Music Master Wood Horn

offers a *new* source of profit to the dealer in phonographic goods.

This unique horn transforms the Talking Machine or Phonograph into a musical instrument. Owners of these machines buy it eagerly.

With the MUSIC MASTER they can realize their fullest expectations in the reproduction of both instrumental and vocal music.

The MUSIC MASTER is more than a horn—it is a *sounding board*, constructed of *solid wood* on scientific principles of acoustics. It has vibratory freedom—which is impossible with horns of metal or veneered wood.

HAVE ONE SENT ON APPROVAL

Choice of Oak, Mahogany, or Spruce, *for any make or style machine.*

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

Columbia Phonograph Co., exclusive distributors for Music Master Horns to fit Columbia Graphophones

TRADE METHODS DISCUSSED.

Careful Consideration Given to "The Law of Unfair Business Competition" by Harry D. Nims in His New Book.

Harry D. Nims, of the New York Bar, has just issued through Baker, Voorhis & Co. what is said to be the first book to deal with the equitable principles applicable to all sorts of competition in business. The volume is entitled, "The Law of Unfair Competition." It is intimated that business men and lawyers who look into this book will be astonished by the demonstration it makes, that it is fairly easy for a manufacturer or merchant in these days to protect himself from injury through the wrongful acts of unscrupulous competing concerns.

While business of every sort has been undergoing vast development in recent years through the application to it of science, invention and modern enterprise, the liability to attack naturally has increased, for the number of things worth stealing has, of course, been multiplied greatly. "Men are constantly acquiring new rights," Mr. Nims remarks, "and new kinds of property almost unknown to law and in lawful ways are putting themselves into new positions."

But, we may add, with the acquisition of each new bit of property there is need of sharper watchfulness against the depredations of the unprincipled wretches who covet that new right and that new bit of property. The genius of criminal rascality is no laggard and no dullard; every good thing that comes into its field receives its prompt attention, and if it is not promptly stolen, the reason must be that it may not be stolen with impunity. It is gratifying to be advised that the lawmaking and law-interpreting powers of this country have done a good deal recently to safeguard legitimate business interests, and to make commercial thievery difficult.

"It seems sometimes," says Mr. Nims, "as if the progress of the unscrupulous merchant and manufacturer in inventing new schemes for filching away the trade of others unfairly has been far more rapid than that of the courts in finding ways of protecting the honest business man against such schemes. But whatever has been the activity of these unscrupulous members of the business community in the last decade, during this time very marked progress has been made by the law in developing rules and remedies relating to dishonest and unfair commercial practices."

It is Mr. Nims' effort in his book to show what is unfair in competition and what the remedies are to which those who have been harmed may resort with assurance that what they complain of will be quickly righted. He shows, he thinks, that the present tendency in court practice is to give the promptest possible relief to those suffering through unfair business competition. The courts, he tells us, as a rule, are fully persuaded they should uphold honesty and fairness in all relations to business life and are inclined to stop instanter wrongdoings of the wrongfulness of which they are well convinced. This he regards as one of the most healthful signs of the times.

We are reminded, however, that there are some questions of business morality concerning which it is impossible for judges to form their judgments without study and deliberation. Many problems of large import to individuals and corporations have yet to be authoritatively disposed of before we shall know just what must be endured in the way of competition and just what is subject to suppression on the ground of unfairness.

HERZOG CO.'S HANDSOME EXHIBIT.

The Herzog Art Furniture Co. has a most attractive and comprehensive exhibit of piano benches, music cabinets and phonograph cabinets, etc., at the New York Furniture Exposition, which was in progress during the month of July, and M. A. Carpell, the concern's able representative, informed The World he enjoyed the best selling season in two years.

TURNER MUSIC STORE OPENS.

Large Crowd Attends Opening of Wallace, Idaho, Business House.

The Turner Music Co., of Wallace, Idaho, opened for business in their new quarters near the O. R. & N. depot a few weeks ago, a large crowd being present. The new store has been handsomely fitted up and is the only exclusive music store in Shoshone County.

Upon entering one is confronted by the piano room and the office, which is on the right, elegantly fitted up in arabesque work. Next there are two rooms on either side, which are sound-proof, one being known as the "Victor" room and the other as the "Edison." In these are kept the records for the phonographs of the respective machines, where they may be heard before purchasing. Next is the piano studio presided over by Miss Blanche Smallwood, a graduate of Faelton Pianoforte School of Boston and Mt. Allison conservatory of New Brunswick. In this room

lessons are given and sheet music sold.

Opposite the studio is the waiting room for the accommodation of ladies desiring to await the arrival and departure of trains, and adjoining this is a fine lavatory. On the center table of the waiting room are the latest magazines, periodicals and newspapers for the accommodation of the guests.

In the rear of the building is the general repair shop and storage room. There is yet some uncompleted work, but this is being rushed as rapidly as possible. A fine and attractive window display has been made.

The company was formerly located on Bank street, where the store was destroyed by fire recently. The present stock is entirely new.

Don't sit round with hanging lip, that is sure to floor you; try to get a better grip on the work before you. Put some ginger in your words, when you greet a neighbor, throw your trouble to the birds; get right down to labor, an' you'll notice things comin' right your way.

MISTAKES OF OUR EXPORTERS.

Three Salient Points Necessary to Observe in Trade Extension With Brazil.

(Special to The Talking Machine World.)

Washington, D. C., August 7, 1909.

Vice-Consul D. P. De Young, of Santos, gives some important pointers in a recent report to the Department of Commerce and Labor, which he says cannot be too frequently and persistently impressed upon American exporters seeking to establish a permanent and profitable trade in Brazil. These matters are often neglected and generally cause more or less annoyance, loss of trade, and sometimes loss of money. He says:

When possible, exporters should make such arrangements with the consignee that the latter assumes the responsibility and expense of clearing the goods at the port of arrival. If it be impossible to do so, they should make a careful study of the Brazilian tariff schedule, so as to be able to classify their goods in an intelligent manner, avoiding excessive taxes. There is no end to the trouble American exporters cause by utter ignorance of how to classify their own goods under the Brazilian tariff schedule, and by failing to transmit the necessary documents for clearance. Only recently an American manufacturer of post cards sold 2,000 cards to a local merchant and, because they were poorly classified, a duty of 500 per cent. on the New York price was levied against them. This might have been 200 per cent. less had he classified them as mere printed matter.

Other articles are now being held up at the custom-house here, with storage charges against them for more than they are worth, because the shipper, or his broker in New York, did not send along the necessary shipping documents without which it is impossible to clear the goods. The exporter referred to writes letters blaming the consignee, when his, or his agent's, negligence is entirely to blame for the unfortunate incident. When goods are not marked plainly, in a manner which leaves no doubt as to what they are, the highest possible tax is always levied and, if not marked correctly, an additional tax is imposed in the nature of a fine. If these regulations seem severe, the way to avoid their penalty is to obey them.

American exporters should, by all means, not neglect to place a 5-cent stamp on all letters to Brazil. There are countries to which letters are carried for 2 cents, but not in South America. It is the source of considerable humiliation to those representing American interests in foreign lands to know what a large per cent. of American letters arrive at the local post-office short paid. The error is not generally made by European exporters, and it tends to cheapen the appearance of American business methods. The managers of American exporting houses are not doing this intentionally, but by neglecting to see that stenographers or errand boys, whose duty it is to stamp the letters, does it, they get the criticism at this end of the line.

The overdue charges here for the regular 5-cent allowance is generally 240 reis (about 7 cents), but since they can not change the 100 reis at the office, 300 reis (9 cents) is always charged. This 9-cent overdue charge added to the 2-cent stamp used in the first place makes 11 cents for the letter, when it could have been carried by a 5-cent postage stamp. A short-paid letter always has a negative effect when soliciting trade, and besides damaging one's interests it reflects upon American business methods in general.

Not all brokers and merchants are responsible, therefore great caution should be exercised to avoid bad debts. This is as true of home brokers as it is of those at the foreign port. There are, however, a lot of reliable brokers, both at home and abroad, and accurate rating can be had from those here by writing to the leading banking institutions of Santos. Consular officers are, of course, always ready to assist those who get into difficulties, but if a little more care were exercised by shippers many pitfalls could be avoided.

A MESSAGE TO DEALERS

TO EDISON AND VICTOR DEALERS:—

There is a great opportunity at the present time for every dealer of Edison phonographs and Victor talking machines.

I think you can grasp it and hope you will give my suggestions your very careful consideration.

It is generally conceded that the recent business depression is over, and that prosperity is returning.

There are less dealers and jobbers, but those who are left represent the best material and are being protected by the manufacturer against unlimited competition.

Exclusive territory is not granted by the Edison and Victor Companies, but they have morally committed themselves to protect dealers and jobbers, by not establishing competitors, where they show reasonably satisfactory results.

Between now and fall you will have ample time to find out in what way you can improve your business, and I therefore submit the following suggestions:

Look over the field in your territory and if you find opportunities to remove competitors by taking over stocks, under satisfactory arrangements, get in touch with your jobber and the factory and see whether you will not be protected against additional competition by doing so.

In return you may have to carry a larger stock, invest more capital and hustle a little harder, but if the field is yours you can afford to do this.

Many of our Edison and Victor dealers are doing this and we are always glad to do what we can as their jobber.

Business will undoubtedly be much better this fall and winter and constantly improve, but the man who gets the business must be up-to-date and be able to give the best service.

That means your stock of machines and records must be as near complete as possible.

Don't wait until everybody is doing a good business for your competitor will want to stay in the business then.

I have been identified with the jobbing of Edison and Victor goods for 11 years, and the Blackman Talking Machine Co. has handled nothing but talking machines, records and supplies from its start.

I have great faith in the future of the Edison phonograph and Victor talking machine. In evidence of this we have been carrying a larger stock than ever, endeavoring to give better service all the time, and at no time have we lost confidence in the future of the business.

This means we have been giving our dealers good service on either Edison or Victor goods, or both, and that we will continue to do so.

When the depression hit the country some jobbers immediately let their stocks run down, called in their salesmen and did not show the leniency towards their dealers that they were entitled to receive.

Our policy has been to run the business regardless of the times, consistent with good business judgment and help every deserving dealer "weather the storm."

I have no use for the "dead beat," nor should any honest dealer, but the dealer who deserves a helping hand will get it, if possible.

In every way possible it is my intention to improve our organization, stock and methods, so that this fall the Blackman Talking Machine Co. will be known as "head-quarters for best service on Edison and Victor goods."

With those dealers who know us, I think we have that reputation now.

Our door is open to every reputable dealer, and if we have any suggestions or ideas we can give to help him they will be his for the asking.

I want to personally meet as many of our dealers as possible, for we expect to stay in this business for many years to come, selling nothing but Edison and Victor goods, and we must, and will, give the kind of service that the most successful dealer will need to make money.

Come in and see us, or write. We want you to know us and we want to know you.

We will earn your patronage and won't ask you to buy from us to "help us," for we will "help you" first.

Send us your name and address; tell us what lines you handle and we will do the rest.

Yours for satisfaction,

J. Newcomb Blackman
President

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President "THE WHITE BLACKMAN"

"EVERYTHING FOR EDISON OR VICTOR" 97 Chambers St., New York



Be the satisfied
DEALER

Hitch your wagon
to the Distributor
who

“Never
Disappoints”

and whose
Perfect
Service
is famous

Every good feature
which

EXPERIENCE
and
JUDGMENT

could suggest to
improve

OUR SERVICE

has been incorporated
in our

BUSINESS

Get Acquainted
With Us

by signing a Victor
contract with us and
following it up with
your order.

St. Louis Talking Machine Co.

1012 OLIVE ST.,
ST. LOUIS, MO.

The Only Exclusive Victor Distributors
in Missouri

ST. LOUIS HAPPENINGS.

Continued Activity and Improvement in Trade—Manager Gressing's Recent Visits—Columbia Entertains American Woman's League—J. L. Burr Makes Encouraging Report—Vacations Now Under Way at All the Leading Stores—Stocking Up Energy for an Active Campaign in the Fall.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 3, 1909.

There has been no great activity in talking machine circles here during July, though the outlook is pronounced to be excellent.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports that business for the month of July was only fair. He made a week's trip to Little Rock and Memphis lately, and states that conditions in that territory are very favorable for a nice fall trade. Mr. Gressing attended the National Jobbers' convention at Atlantic City last month and had a very enjoyable, instructive and profitable trip. He was away ten days and returned very much recuperated. L. A. Cummins traveler for this concern, is now on a several weeks' trip through central and southeast Missouri. C. O. Thompson, of this concern, is home from a two weeks' vacation spent in the country in this State. Miss Carrie Goetz, saleslady, is home from a two weeks' vacation spent in Illinois. A. D. Geissler, manager of the Talking Machine Co., spent Tuesday, August 3, here.

E. B. Walthall, manager of the Columbia Phonograph Co., reports that they had the best July business they have ever had for that month, and that it was better than that of December last year.

The Lewis Publishing Co., of University City, one of our suburbs, has had 710 chapter houses under construction for some time, a few of which were recently completed. These houses are being constructed for the American Woman's League in different parts of the country, and probably there will be thousands of them built. Their value is from \$1,500 to \$5,000, according to the size of the place where they are built. They are furnished very handsomely, and each one is to have a library table graphophone which costs \$225. The Lewis Publishing Co. has closed a deal with Manager Walthall to furnish the graphophones for these buildings, a number of which have been furnished already, and orders for others placed. The Lewis Publishing Co. have an agreement with the American Woman's League, whereby they take these buildings off their hands as soon as completed. The chapter house at Edwardsville, Ill., just completed, was dedicated on Tuesday night, July 20, at that place, by the American Woman's League branch of that place. Over 300 members of the organization attended. E. B. Walthall, manager, and C. L. Byars, retail manager of the Columbia Phonograph Co., attended and gave a very fine entertainment on the handsome new graphophone owned by the league. All present enjoyed the evening, and the graphophone recital was enthusiastically received. C. L. Byars, retail manager of the Columbia Phonograph Co., is home from a week's fishing trip up the Mississippi River. E. Schuedding, chief repair man of this concern, is home from a two weeks' vacation spent in St. Paul. C. M. Morris, in charge of the shipping department of this concern, is home from a two weeks' trip to Niagara Falls and other points.

Wm. Pfisterer, manager of the Columbia Phonograph Co. at Memphis, Tenn., was a visitor here recently. He reported the outlook in his territory very favorable.

J. L. Burr, manager of the Columbia Phonograph Co. at Omaha, spent a day here recently on his way to Chicago. He reports that conditions out his way point to a great fall and winter business. He states that they took on the wholesale interests there on January 1, and since then they have taken on 188 dealers in the territory, and that every account is absolutely a good one.

A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co. at

Memphis, accompanied by his wife, recently spent ten days here at his old home.

The Koerber-Brenner Music Co. report that their talking machine business for July has been up to the season of the year. Wm. Brenner, secretary of the company, is spending August at the Colorado resorts.

D. K. Meyers, the Zonophone jobber, reports that July was rather quiet, but that prospects are excellent for a fine fall trade.

A. J. Robinson, of the talking machine department of the Thiebes-Stierlin Music Co., states that their July trade was fair, and that the high-priced machines were in demand.

Marks Silverstone, president of the Marks Silverstone Talking Machine Co., attended the National Talking Machine Jobbers' convention at Atlantic City last month and had a very pleasant and instructive time. This concern has just been making extensive alterations at their store by enlarging their wholesale department, increasing their bin capacity and enlarging their office.

Miss Blanche Silverstone, saleslady for this concern, is now on a two months' trip to New York, Norfolk and other points.

A. Haas, traveler for this concern, is now on a month's trip through Missouri and Illinois.

STRENGTHENING THE 'CELLO'S TONE.

Inventor of Turbine Engine Contrives Clever Attachment for Musical Instruments.

Not satisfied with the subdued tone of the cello, Charles Parsons, the English inventor of turbine fame, has contrived a remarkable attachment, known as the auxetophone. It is a mechanism by means of which compressed air can be utilized to strengthen the tone of the instrument to which it is attached. It is the principle now utilized in the auxetophone sold by the Victor Talking Machine Co.

The apparatus may be described as a comb, or multiple-reed valvor of aluminum, which is hinged so that each tooth of the comb can vibrate closer to or further from a corresponding slot opening in a little box to which compressed air is supplied at about five pounds pressure.

When applied to the cello or other stringed instrument, the valve is connected by a rod of aluminum to the bridge of the instrument. Thus the valve is caused to vibrate in accord with the characteristic tone of the instrument.

Mynheer Von Biene, the Dutch artist, is pleasing large audiences in the European capitals with the new contrivance.

A WORD FROM THE POSTMASTER.

Learn More About the Postal Rates and You'll
Trouble Him Less.

Postmaster Morgan said Monday that the post-office was troubled with big batches of letters addressed to foreign countries on which postage was shy. The public seems, he said, to possess a very hazy knowledge of the countries to which letters can be sent at the domestic rates. The only countries to which letters can be sent at the two-cent rate are Great Britain and Ireland, Germany, Newfoundland, Canada, Cuba, Mexico and Panama. The rate to all other countries is five cents. The postmaster also calls attention to the fact that while the letter rate from New Zealand and the Bahamas to the United States is two cents, the rate from here to those countries is five cents.

THE UNITED STATES PHONOGRAPH CO.

(Special to The Talking Machine World.)

Cleveland, O., July 30, 1909.

Lieutenant-Governor Francis W. Treadway is one of the incorporators of the United States Phonograph Co., of Cleveland, chartered by the Secretary of State at Columbus Wednesday, with \$10,000 capital stock. William H. Marlott, F. H. Pelton, T. B. Bolton and M. B. Campbell are the other incorporators. The company will manufacture and deal in phonographs, records, etc.

MILWAUKEE NEWS BUDGET.

Celebrating Home Coming—Auxetophone Prominently in Evidence—Talking Machine Houses Decorated—McGreal Plans Trip—Records to be Made of President Taft's Speech When He Visits Milwaukee to Dedicate Auditorium—Green City Supply Co. Remove—Other Changes—Recent Visitors.

(Special to The Talking Machine World.)

Milwaukee, Wis., Aug. 7, 1909.

Milwaukee is celebrating a big home-coming during the opening week of August and visitors have been flocking to the city by the thousand. As a result, dealers have been meeting with a big increase in business. It would seem that home-comers in most cases took the opportunity to purchase new records or machines while in the city. The popularity of the new August records offered plenty of attraction to say nothing of the inducements held out by dealers. It is believed that the present week will prove to be one of the best of the year so far in a retail way. The retail trade all over Wisconsin has been showing considerable improvement of late and the dealers believe that the worst of the dull season is now over. Some big preparations for the coming fall trade are being made by most of the dealers.

The wholesale trade is still a little quiet, although a change for the better is expected some times this month. Dealers about the state seem inclined to clean up their stocks as much as possible and order new stuff for the fall trade.

The Auxetophone played an important part in Milwaukee's home-coming. Lawrence McGreal kept the big machine at his establishment hard at work furnishing music for the crowds that flocked to his attractive store and it will be responsible for lining up some good sales later in the season.

Most of the leading talking machine houses were decorated with flying colors during home-coming week in Milwaukee. One of the catchiest designs was that displayed on the front of the building occupied by the Milwaukee branch of the Columbia. Manager A. D. Herriman had arranged a big poster bearing the picture of a double disc Columbia record in the center of which was placed the design of a Columbia machine. Above the picture in big letters, glared the sentence: "The (B)right Spot for Columbia Graphophones," a parody on Milwaukee's famous advertising phrase, "Milwaukee—A Bright Spot." The display windows of both the McGreal and Hoefler establishments were filled with home-coming signs, hunting and special exhibits.

George W. Eichholz, well-known talking machine dealer of Milwaukee, has sold his Mitchell

street store to Peter F. Piasecki, who is now in charge. Mr. Eichholz will now devote his entire time to his Fond du Lac avenue establishment.

The Green City Supply Co., successors to the late Huseby Co., have removed from Grove street to 428 National avenue. They believe the new location will offer much better results in a business way. Dealers say that the south side, the location of numerous talking machine establishments, is somewhat overworked and that the severe competition is not working to the best things for the trade.

William Schmidt, the Victor Wisconsin representative, has been spending a few days calling on the local trade in Milwaukee.

Lawrence McGreal is planning a trip to be taken soon after the home-coming celebration is past, when he will personally visit most of his dealers in Wisconsin and northern Michigan. Mr. McGreal believes in coming in close touch with his dealers and he feels that he can do this in no better way than by meeting them in their own places of business. In this way he secures a better idea of the retailers' trade and requirements.

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., has returned from his visit at the Orange, N. J., factory and is now spending a few days with his patents at Spirit Lake, Ia.

D. M. Groulx, Victor and Edison dealer at Green Bay, Wis., accompanied by his wife and baby daughter, called on Milwaukee dealers recently. Rudolph Kemp, Victor dealer at Brillion, Wis., was another visitor.

George D. Ornstein, manager salesman of the Victor Co., at Camden, N. J., was a visitor in Milwaukee during home-coming week. Mr. Ornstein has several relatives in the city.

John Otto, of the Wurlitzer Co., of Chicago, called upon dealers last week.

Talking machines may not be operated in saloons and like business places at Sheboygan, Wis., after eleven o'clock at night and up to five in the morning, if an ordinance now before the council is passed.

Milwaukee talking machine dealers are more than pleased over the fact that Lawrence McGreal was re-elected a member of the executive board of the National Association of Talking Machine Jobbers at the recent convention at Atlantic City. Miss Gertrude Gannon, sister of Mrs. McGreal, who accompanied the well-known jobber and his wife and son to the convention, has just returned to Milwaukee after visiting at various points in the east.

Phonographic records will be made of the speech to be delivered by President William H. Taft at the dedication of Milwaukee's new \$500,000 auditorium. The dedication will take place in the fall of this year, and talking ma-

chine men here are anxious to preserve for the future the eloquence of the nation's chief executive on such a big occasion as the dedication will be. In September or October the President will make an extended trip to the west, and it is in the course of this journey that he will come to Milwaukee. The opening of the great auditorium is forecasted for Oct. 1, a date which it is thought will be convenient for President Taft to come to the Cream City. If there should be any conflict the dedication of the auditorium will probably be postponed to agree with the President's itinerary.

As soon as the proposition was made it was received with favor by the talking machine men of Milwaukee. Joseph C. Grieb, secretary and manager of the Auditorium association, is enthusiastic over the idea of securing a permanent record of the speech of President Taft, which will be the principal address of the day. It is not doubted that if a good record can be made of the speech that it will be a very popular one, and records of the President's addresses are none too numerous now. The matter is now in the hands of the governing board of the association.

Phonographic records will also probably be made of the speeches to be given at the dedicatory exercises, principally those of Mayor D. S. Rose and Alvin P. Klezsch, who are expected to rise to the occasion and give the public an ideal example of their well-known eloquence.

The dedication of the auditorium will be the big event of the entire week and will be celebrated in becoming style. The "housewarming" will last several days.

VALUE OF CO-OPERATION.

Co-operation is a magnificent religion. Co-operation means helpfulness. It means harmony and upbuilding and that most results can be accomplished by reasoning together. It means fair dealing. Co-operation is the kind of helpfulness that in helping yourself you help others. It is not, as a rule, in the larger communities that you find the co-operative spirit best exemplified. Fortunately is the community in which this co-operative spirit is early manifested and continues in operation.

THE PRICE TALKING MACHINE CO.

The Price Talking Machine Co., with offices at 54-56 Clinton street, Newark, N. J., has been incorporated with the Secretary of the State of New Jersey with a capital of \$25,000. The incorporators are H. L. Price, M. G. Price and H. H. Wilcox.

The best way to trim a show window is to get in and trim it.

The New BLEND - TONE HORNS

The most beautiful and perfect yet produced.
Send for assorted case of one dozen (six styles).

You can sell them, no matter how many Horns you may have in stock

Made by the Oldest and Most Up-to-date Horn Makers in the World.

HORN CRANES - Several Styles - WE MAKE THE BEST



THE TEA TRAY COMPANY of NEWARK, N. J.

THE TALKING MACHINE AS AN ENTERTAINER.

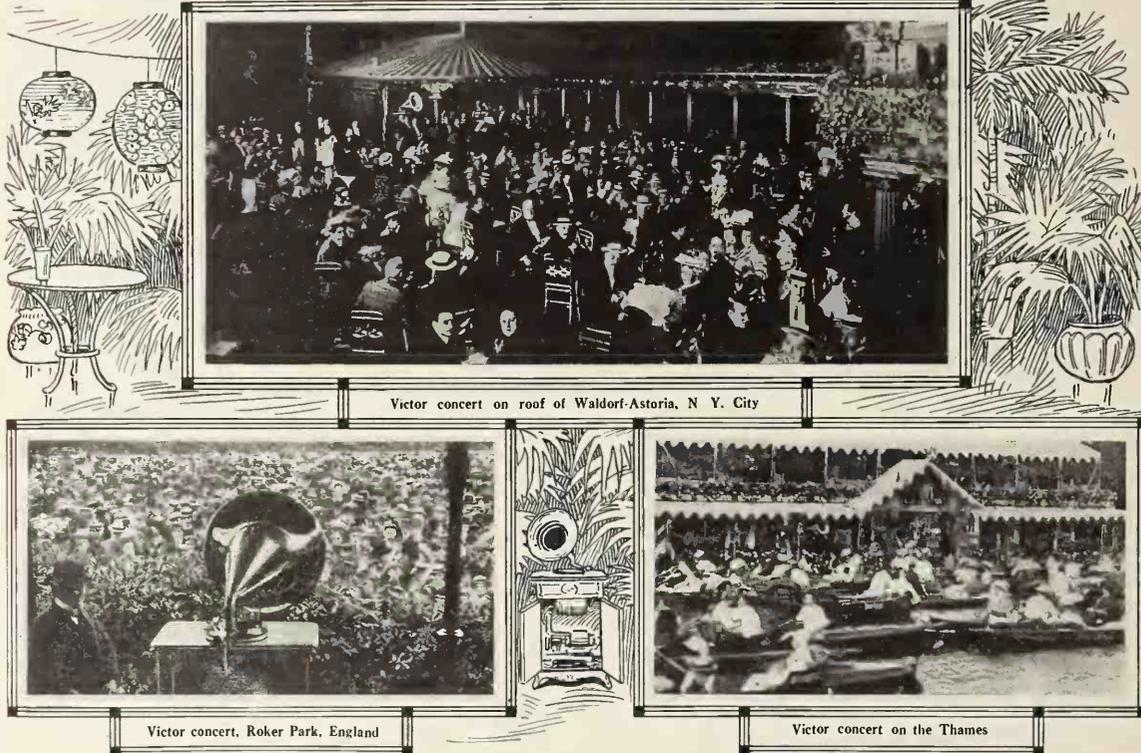
City Authorities All Over the World Realizing the Value of Such Music for Entertaining the Public With Good Music—Hotel Gardens Also Using the Talker.

Each year, during the summer months, the use of talking machines in high class parks and other outdoor resorts is becoming more widespread. The idea of using the talker for furnishing outdoor music is claimed to have orig-

musical entertainment is required, while there is not a city without several public or amusement parks, and dealers who fail to impress upon the managers of these places the valuable properties of the talker and the actual money saved by in-

With the decline of summer the winter gardens are to be considered. And they are becoming more and more in evidence, especially in the larger cities. Here an attempt is made to represent summer conditions in midwinter and the public is generous in its patronage.

There are a number of these resorts in New York at present and only a couple have "talkers," the rest employing orchestra or piano and a few indifferent singers to entertain their patrons. Similar conditions prevail in all the large cities.



inated in England. Now, however, a large number of outdoor places of amusement in all sections of the United States find the talking machine well-nigh indispensable, for even where an orchestra is employed the Victor talking machine is utilized to render any number of all the popular or operatic vocal selections.

The big hotels have roof gardens where

stalling one are losing the opportunity of making some good sales, and apart from the sales there is a distinct advertising value that must not be overlooked.

In connection with this article views are shown of American and English resorts where the Victor talking machine is used with much satisfaction to all concerned.

In short, there is a big field wherein the talking machine can supply popular amusement all the year around and countless opportunities for the dealer to make big sales, for in public places fresh records must be supplied continually to hold the interest of patrons. It needs, however, planning and working. Customers will not always come to the store. You must go to them.

PORTLAND WANTS THE JOBBERS.

The Oregonian State the Place of Opportunity —F. W. Graves Enthusiastic Over His Home City and Wants the Talking Machine Jobbers to Hold Their Convention There.

Frederick W. Graves, president and manager of the Graves Music Co., of Portland, Ore., who came East to attend the convention of the National Association of Talking Machine Jobbers, held at Atlantic City, N. J., July 6, 7 and 8, informed The World in a recent chat that he had received a telegram from Thomas Richardson, manager of the Commercial Club, of Portland, Oregon, urging him to use every effort to have the talking machine jobbers hold their next convention in that city.

Mr. Graves is naturally enthusiastic about his home town, which he describes as the land that produces apples and strawberries in trainload lots for the millionaires of the United States and Europe, also the land where the roses are in bloom in profusion all the year round.

In his invitation to the association at Atlantic City to hold its 1910 meeting in Portland, Mr. Graves stated that every good American citizen who could possibly afford it should visit Oregon, where great fortunes in many instances were made by poor men in the twinkling of an eye, figuratively speaking, and that while you could not pick up gold in the street, brainy men could always make good.

Mr. Graves, in his chat with The World, proceeded to give the names of a number of men now eminent in Oregon who had started with

actually nothing and added: "Take the case of D. E. Keasey, who practically a few years ago was a helper to a piano mover in Portland. He was ambitious, saw the opportunities in real estate around him, took advantage of them, and to-day ranks as one of the wealthy men of the city. The Portland Oregonian a few days ago contained the news of the sale of valuable water front property, near Riverdale Station, to Mr. Keasey, the amount changing hands being \$22,500. This purchase was not for speculative purposes, but to build a home for himself and family. And, mark you, this man started in a humble station of life, and he is only one of dozens of men with similar records in our section. As a matter of fact you people in the East have no idea of our country, or the opportunities that prevail for men of ambition, brains and grit. We want the talking machine jobbers and all other members of the music trade to come out our way, see our country and know our people."

TRADE IN THE TWIN CITIES.

Talking Machine Dealers in Northwest Selling Goods Instead of Taking Vacations This Summer—Good Demand for All Makes.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Aug. 7, 1909.

Talking machine dealers throughout the territory tributary to Minneapolis and St. Paul are doing an unusually fine business for this time of the year, and instead of taking vacations are selling goods and booking orders. Lawrence H. Lucker, manager of the Minnesota Phonograph

Co., general jobbers for the Victor and Edison goods, announces trade to be highly satisfactory.

"We are particularly well pleased with our wholesale business this summer," said Mr. Lucker. "The country dealers, without exception, are placing liberal orders for instruments, records and supplies and are justified in doing so by the prospects for great prosperity among the agriculturists. The retail or local trade also has been much better than is looked for at this time of the year. Edison records and supplies have been in good demand. The Victrolas have found a place and the sales are highly satisfactory."

Equally encouraging reports are made by W. J. Dyer & Bro., who handle the Victor and Edison machines and supplies, and by the Columbia Phonograph Co.'s northwestern branches.

VICTOR RECORD CABINET CATALOG

Just Issued—Shows Full Line of Cabinets—A Valuable Aid to the Dealer.

The Victor Talking Machine Co. have recently issued their new record cabinet catalog describing and illustrating their entire line of cabinets, including styles for use as stands for the various machines, among them being cabinet No. 50 for the new Victrola XII. The capacity of the cabinets ranges from 180 to 230 records, and the styles are sufficiently diversified to meet all demands, the finishes harmonizing with the machine cases. The catalog also shows the Victor record album, holding fifteen records. The booklet will be found of great value to the dealers.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Month of July Shows Awakening of the Talking Machine Industry—Traders Elated Over Turning of the Tide—Threatening Strike of Miners Settled—Colonial Trade Rapidly Increasing, Due to Special Efforts on the Part of the Manufacturers—More Litigation Involving Tapered Tone Arm Patents—Frank L. Dyer and Edward D. Easton Among Prominent Visitors—New Edison Machines in Heavy Demand—Fine August Gramophone Record List—Some Splendid Favorite Selections—The New Primaphone Machine—Gramophone Defends Budget—Beka Expansion—Gramophone Traveler's Long Trip—Gramophone Co.'s Plans for the Season—New Carton for Sterling Records—Decline to Revoke Amplifying Horn Patent.

(Special to The Talking Machine World.)

London, E. C., August 5, 1909.

July for a summer month has made itself very welcome and the talking machine trade will lose it with regret. For July came in company with substantial orders. During this month traders everywhere woke up to find that there was still some life left in this industry. The public were out to buy. Not individually to any great extent, but collectively something to be reckoned with, especially from the makers and factors' points of view. Trade has indeed been poor this year, and in consequence one is prone to magnify the improvement which set in during June, but there can be no doubt that the tide is steadily turning in our favor; an encouragement to stimulate our energies to hopes of a brighter future.

The holiday season is now in full swing. Many prominent traders have left town for a short rest before the season's rush, and their interests are in the hands of competent deputies. A welcome change from that prevailing last year.

Since my last report the dispute in certain sections of the coal industry has become sufficiently acute to warrant the friendly intervention of the Board of Trade. A strike, if decided upon, would affect about 500,000 wage-earners. Failing to

reach an agreement the Scottish miners are promised the support of all their confreres throughout the United Kingdom. Such a state of things would prove intolerable, for within a month's time general business must practically come to a standstill. At the last moment of posting, news is to hand that a settlement has been arrived at. There will be no strike, and in consequence the condition of the talking machine trade will remain undisturbed by any labor trouble. A happy augury for the future!

Cultivating Colonial Trade.

There is no denying the fact that our trade in the Colonies is latterly very much on the increase; particularly is this the case in the South African and Australian markets. Both the Gramophone Co., and Barnett, Samuel & Sons, Ltd., are alive to the importance of cultivating these fields, which have from time to time been the objects of special visits on the part of the companies' representatives. Export figures for last year in relation to the South African market are not yet available, but for 1907 the total increase in comparison with 1906 was something just under £4,000, which is a very substantial improvement. German exports to that colony are also marked by a good increase during the same period, while the United States exports show a slight decline. These figures must be sufficient evidence of a desire on the part of our Colonial friends to trade with the mother country. It, therefore, behoves English talking machine manufacturers to meet this desire by putting forth their best efforts to help traders abroad with the right goods at the right price. To get into touch with one another no better means can be found than by publicity in the World, which has an exceptional sale among good class traders in the chief cities of our colonies and foreign countries. Do it now; it's a good investment.

The Tapered Tone Arm Question Again.

Since the famous action of 1906 we have had quite a rest from litigation involving talking machine patents of any material note, but from what I hear this sublime peacefulness is about to be disturbed. Since the matter is *sub judice* I am precluded from commenting upon it, yet

I may say that the question of tone arm (alleged) infringements will again see the light of publicity in the courts; possibly this year. Writs have been issued against four companies, but injunctions will not be sought until the actions are tried. When this comes to pass we shall hope to give our readers detailed particulars with a full report of the proceedings.

Frank L. Dyer in London.

Frank L. Dyer, president of the National Phonograph Co., is a visitor to these shores, combining business with pleasure. He will visit Paris, Berlin, and possibly Italy before his return home on September 3. Interviewed by your correspondent, President Dyer had a few interesting words to say concerning conditions in this country. "As in America, I find that the British markets are experiencing a similar general depression, which reacts upon this industry. Business with us has, however, held up remarkably well, chiefly owing to the increased trade which usually follows the introduction of something different—to instance the Amberol records and attachment. In combination with these and our new machines next season's trade is likely to develop very rapidly."

To Give Evidence Before Copyright Committee.

We were glad to learn of Mr. Dyer's intention to give evidence before the Copyright Committee. His views are that if musical copyright must be recognized in relation to records, the Parliamentary Bill should be so framed as to disturb our interests as little as possible. No monopoly on any one piece of music must be allowed, as such would create an intolerable state of things very harmful to the industry as a whole. Mr. Dyer's contribution to this question will merit the appreciation it deserves throughout the trade.

Premier Mfg. Co. to be Heard from.

The Premier Manufacturing Co., who are ever to the fore with new and improved goods, promise some exceptionally interesting information shortly. Clarion sales are steadily on the increase, and much appreciation has been shown of the 200-thread Ebonoid record, which home and Colonial traders will find is a good competitive time to handle.

Summer Concerts in Parks.

Messrs. Pathé Frères have made arrangements with the L. C. C. to institute summer talking machine concerts in several of the London parks.

Closer Communication With India.

Messages can now be forwarded to India by telegraph to London, by post between London and Bombay, thence by telegraph from Bombay to their destination; a similar service being in use in the reverse direction.

The "Twins" First Anniversary.

On August 15 the Twin Record Co. celebrated their first year of existence. Under the able and fatherly guidance of Mr. Manson, the lusty youngsters have made tremendous progress far in advance of their age. May their life be long—humorous and merry, with an occasional splash of sentiment and pathos. Thus shall they be in full accord with nature.

President Easton's European Trip.

Edward D. Easton, president of the Columbia Phonograph Co., paid a short visit to London last week, and after looking over the Continental situation generally, left here July 24 on his return to New York.

Beyond All Expectation!

Such is the cheery report from the National Phonograph Co. regarding the reception of their new Fireside machine and Gem attachments, for which heavy orders have been placed by traders throughout the kingdom. The need for these two lines has therefore been amply justified, and by their generous support factors have shown keen appreciation of the National Co.'s foresight in thus issuing the products in good time for in-

THE ONLY 5-MINUTE CYLINDER RECORD "EBONOID,"

COMBINATION ATTACHMENTS

(PATENT 2196-09)

FOR ALL EDISON MACHINES.

ALSO "CLARION"

CYLINDERS and 10-in. PHONO CUT DISCS.

WE CAN INTEREST YOU. WRITE US.

The Premier Manufacturing Co., Ltd.
THE POINT WANDSWORTH, LONDON, S. W.

HALT—DON'T RUSH

AND COMMIT YOURSELF TO BUY ANY AND EVERY FOREIGN THING DANGLED BEFORE YOU

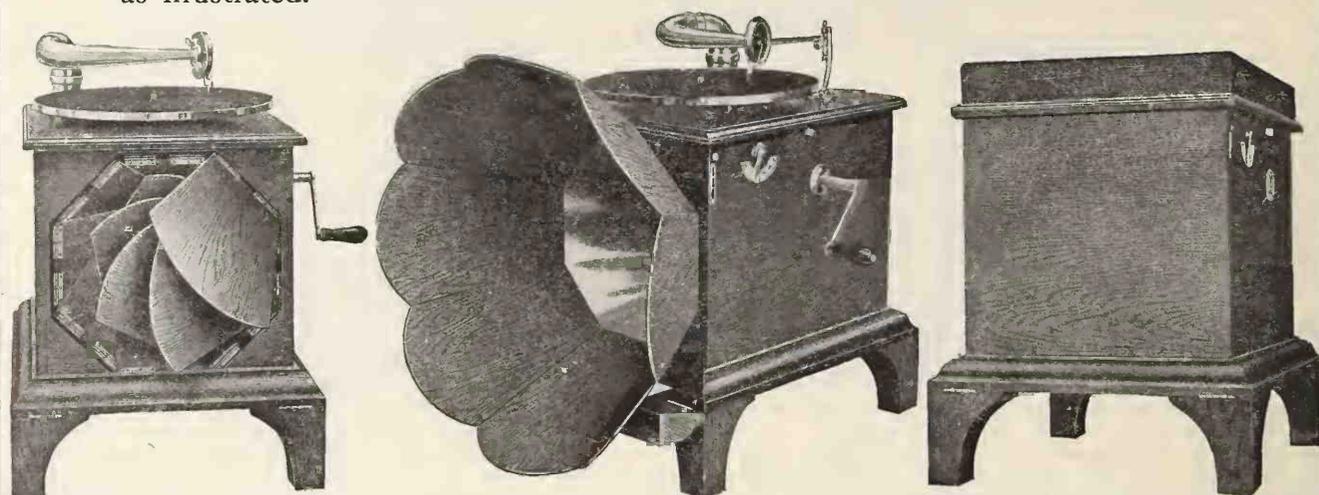
In the Guise of (so called)

HORNLESS MACHINES

Look out for the

Edison-Bell Primaphone

which gives out clear full tones, not choked, muffled and strangled in a restricted box—but amplified by means of the PATENT FOLDER HORN as illustrated.



MACHINES IN VARIOUS DESIGNS READY IN SEPTEMBER

The Primaphone machine and sound-box is upon an entirely new principle. The Tone-arm is fixed and, being stationary, does not rest upon and require to be carried by the record, in addition to the weight of the sound-box, as in all other machines.

This increases the life and beauty of expression of records by reducing the wear during operation.

The Sound-box itself is caused to advance and by an insulated Telescope connection the music, etc., is projected direct into the Taper Tone-arm and finds a clear passage without joint or obstruction of any kind into or through the trumpet, horn, or other amplifying chamber.

The volume and quality of tone is thus greatly improved. The insulated connector creates a natural beauty and excellence of sound free from the hard brassy emissions which are so objectionable. Wait till you see and hear the "PRIMAPHONE" and you will not be satisfied with any other.

PATENTED IN GREAT BRITAIN, AMERICA AND EUROPEAN COUNTRIES

OH! ABOUT RECORDS IN THE "LAND OF FREEDOM" !!

Is it any use talking about

EDISON-BELL and STERLING CYLINDER RECORDS or BELL-DOUBLE-SIDED DISCS ?

It's a bit difficult isn't it?—With duty restricting freedom—BUT—ARE THERE ANY FREE DEALERS in Free U. S. who dare say their souls are their own? If so, let them communicate to

J. E. HOUGH, Ltd., EDISONIA WORKS, Peckham, London, S. E.

FROM OUR LONDON HEADQUARTERS—(Continued.)

clusion in the various new season's catalogs and lists.

A Strong Gramophone List.

In the Gramophone August list of records we have two fine selections—"Ballet Egyptian, No. 1 and 2" (Luigini) and "Stately Dance, No. 1" (Cowen)—by the band of H. M. Coldstream Guards; "Overture," from Mendelssohn's famous "Midsummer Night's Dream," splendidly recorded and played by the La Scala Symphony Orchestra; "Et Punas de Rosas," by the Spanish Royal Band of Halberdiers. Some good concert music is given, "Where'er You Walk" (Handel) sung in fine style by John Harrison; "Rose of Killarney," by Mr. Hirwen Jones; "Good Night" (Balfe) by Evan Williams; "Who'll Marry Me?" (Newton) Maurice Farkoa; "A Bride Song," by Miss Agnes Nicholls; "Concert a la Cour—Noel" (Auber) beautifully sung by Mlle. Alice Verlet; while "Three Fishers," the first of a series of records by Mme. Kirkby Lunn, is rendered with exceptional power of expression in clear, rich tones; "Melisande in the Wood" (Goetz) is sympathetically sung by Miss Pelgrame Turner, as also is the duet "Sainted Mother" (Mariana) by Miss Perceval Allen and Edna Thornton. The inimitable Harry Lauder in "I've Loved Her Ever Since the Day She Was a Baby," almost brings tears to one's eyes. The Renard Quartet are always welcome and doubly so with their record of "Sizilietta" (von Blon); a fine violin record is "Capriccio All 'Antica, and Capriccio" (Bohm) played by Lady Speyer; and "Two Studies" (Chopin) by Herr Wilhelm Backhaus (piano) completes a splendid list of good selling records for August.

Favorite Records Much in Evidence.

During my runs around the trade I find the Favorite record much more in evidence of late. The splendid things in their current list may be some explanation, but the quality is going up all the time, while the price remains the same, 2/6 double. These are encouragements

which traders are quick to recognize, as is manifested by their repeat orders.

Faster Mails to the Cape.

In order to bring the Cape within a 14 day journey from England, the Union Castle Co. will build faster boats.

"Primaphone," a New Interior Horn Machine.

"Primaphone" is the name given to a new interior home machine introduced by J. E. Hough, Ltd. It embodies many novel features. The sound is amplified by means of a sectional folding horn (metal) which projects about six inches beyond the face of the case. This extension is made in hinged flaps which can be closed in sections (See advt. illustration). The tone-arm is curved and is stationary. In playing a record the sound-box is caused to advance, the sound being conveyed through an insulated telescopic connection which projects into the taper tone-arm and finds a clear passage without joint or obstruction. The tone and volume is good and on this machine the wear and tear of records is much reduced.

Will Insure Quicker Transit.

By arrangement with some of the railway companies they will now accept and convey by the next available train or steamship, single post letters. Such conveyance after August 1 will include letters addressed to places abroad. A fee of 2d in addition to the ordinary postage rate is charged upon each letter not exceeding 4oz.

Another Gramophone Triumph!

Sir Henry Norman, M. P., stated at the House of Commons recently that the country is clamoring for explanations of the budget and every town and village wants a Cabinet Minister. This being impossible, it was decided that some of the provincial centers should be addressed by gramophone. The Gramophone Co. were therefore asked to send their installation to the official residence in Downing street to record the pronouncements of the three leading fighters.

They replied that the apparatus weighed at least three tons. So Mahomet agreed to go to the mountain—a tripartite Mahomet, represented by Mr. Asquith (Prime Minister), Mr. Lloyd George (Chancellor of the Exchequer) and Mr. Churchill (President of the Board of Trade). There, in the proper environment, the three Ministers declaimed crisp, concise speeches into the mouth of the recording trumpet and an admirable summary of the budget from the Government's point of view will thereby be disseminated throughout the land. Like newspapers, however, the gramophone does not necessarily endorse the views of its contributors. In fact it holds no brief for any political party, since some very good conservative speeches have been recorded during the past year or so.

Beka Record Co. Expansion.

The expansion of the Beka Record Co.'s business throughout the world is as much due to their enterprising methods as the actual value and quality of the records offered. Local impressions from almost every civilized country are included in their "world" repertoire, and not the least remarkable is the recent issue of a new list containing over 600 titles from all the well known operas and sung by artists of renown. Many of these admirable records will sell freely in the United Kingdom, while a phenomenal sale is being experienced in Italy, South America, Europe generally, and other countries recognized by their musical characteristics. The Beka list for September will contain some wonderful operatic records sung in Russian and Italian at the extraordinary price of two shillings and sixpence per double-sided disc.

A Record Journey.

Occupying in all over nine months, a journey of something like 35,000 miles has just been completed by that veteran traveler, S. H. Sheard, of the Gramophone Co. His tour included the South African colonies and the chief centers of Australia, Tasmania and New Zealand. Judg-

A Special Line for Colonial and Foreign Traders

Favorite Records

10-inch Double Sided, sh: 2/6 & 12-inch Double Sided, sh: 4/-

Write for our August List which is replete with popular titles—All Good Sellers !!



Astonishing Value
Better Than Ever



Latest Songs—Best Artistes—Best Bands

ASK FOR CATALOGUES (GRATIS)

INTERNATIONAL FAVORITE RECORD CO.

Incorporated with H. Lange's Successors, Ltd.

Teleg.: Langius

58a Wells Street, Oxford St., London, W., Eng.

Telephone: 8522 & 12239 Central

FROM OUR LONDON HEADQUARTERS—(Continued.)

ing from the splendid orders which Mr. Sheard secured it is manifest that the colonial demand for high class goods is very much on the increase.

J. E. Hough, Ltd., Exchange Scheme.

There has been many attempts to imitate an equitable record exchange scheme; one that should be as profitable to either side, but no fair basis was reached until the issue of the above firm's system. With every pound of old wax returned, accompanied by an order for six new shilling records, the dealer is credited 1/; and 8 if the order is for ninepenny records. Thus as the average weight of six broken records is a pound, the dealer receives an allowance of 2d. per record, and is enabled to turn over a larger amount of business by always having new and up-to-date titles on hand. Disc or broken cylinder wax of any make may go to make up the pound for an allowance of 8d off on accompanying order for two Bell discs. We have not the space to reprint in full the letter which accompanies Messrs. J. E. Hough's exchange proposal, but here are some pertinent extracts: "The necessities of distributors are fully understood, particularly in reference to the question of exchanges and unsaleable records. This does not occur with any other class of merchandise—summer sales (as with Drapers) do not fit—prices ought to be maintained. But this is an impossibility unless some standard method of exchange, equitable alike to distributors and manufacturers, is devised. Stale records are of no value except as old material, they should therefore be taken off the market and destroyed, so as to make more room for the sale of new goods.

The American scheme known as the "Three for One" has the serious objection that it compels dealers to load their shelves and empty their pockets at a time when it may be inconvenient and frequently causes a future increase in their unsalables.

It is not intended to ask dealers to sign price

agreements. We shall, however, take measures to protect respectable and responsible dealers by refusing to supply irresponsible upstarts and cutting off supplies to price-cutters by establishing fewer factors and a uniform system of control between ourselves and them.

There will be four exchange periods during each year, viz.: for fourteen days after the end of the month of January, April, July and October, and this combined with the generous discounts allowed should, we think, receive the whole-hearted support of the trade.

British Zonophone Co.'s Program.

The British Zonophone Co.'s program for the coming season will be marked by several new departures of interest, but right here let me say that the rumors of an impending double-sided disc from this company have no foundation whatever; at least there is no intention of issuing other than single-faced records this year. And now, it will be no breach of confidence to make public particulars of the two new lines to be introduced in good time for the autumn trade. Perhaps that of most importance is the new Zonophone sound-box, which I have been able to test personally. The construction is somewhat out of the ordinary, as it embodies what we term a front sound refractor plate and a special resonator at the back, which takes a form resembling the shape of a bell. The whole shell is in one piece, while the whole diaphragm is well insulated by the usual rubber rings. The mounting of the stylus bar and the tension springs is somewhat similar to the "Exhibition" model. As to reproduction powers, the new sound-box undoubtedly makes good the company's claims of loud, clear and natural tones, which all who have heard it endorse. One other point worth mentioning is that the box is detachable from the tone-arm, but it cannot be purchased separately; only with the new Zonophone two guinea machine, which I find is also equipped with the Gibson taper arm. Hitherto

the Zonophone Co. have only issued 10-inch single records, but the September list will show a departure from this rule in the shape of twelve-inch discs. These records are single-sided and will retail at 3/. Very good artists contribute and the first issues will comprise ten numbers of a variety to suit the tastes of all. I have not yet had an opportunity of judging the quality, but traders may feel assured that it will not fall short of the average high standard which the Zonophone company maintains.

Latest "Twin" Records.

Selections by the band of H. M. First Life Guards, appear in the September list of "Twin" records—2/6 double-sided.

"Sterling" Record in New Carton.

J. E. Hough, Ltd., inform me that the "Sterling" record, which is now under their sole control, is to be put up in quite a new and attractive box of striking design.

Activity With Rena Mfg. Co.

That the sale of high class goods is a strong feature of this summer's trade is more than evidenced by the Rena Manufacturing Co.'s report. The month of July brought along phenomenal business for the new Rena "Sonola" cabinet machines and traders throughout the country have in addition placed heavy advance orders in view of the general opinion that next season will show a considerable improvement over last. The ordinary machines are receiving their share of sales, while of Rena double records the trade is getting quite enthusiastic, since they sell freely upon the quality point alone quite apart from the popular fixed price of 2/6 per double disc. Colonial and foreign traders should refer to the Rena Co.'s announcement elsewhere and write to Worship St. for lists, prices, and full particulars.

Some Excellent Sellers.

Some excellent Zonophone records from the August list are to hand and include the ninth grand opera record, entitled "Give Me Thy Hand, Oh Fairest," from "Don Giovanni"

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY



BY APPOINTMENT To H. M. the QUEEN



To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE OF EGYPT



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balma, BARCELONA
139 Belleghatta Road, CALCUTTA

(Mozart) sung in fine style by Mr. Peter Dawson and Miss Alvena Yarrow. Other good records are "Songs d' Antomme," a pretty piece by the Black Diamond Band; "The Moon Has Raised Her Lamp Above," duet by Mr. Ernest Pike and Peter Dawson; "High Life in Vienna," whistling by Mon. Alexandre; "The Czarina" makes a good Tubaphone record by H. Muller; and "I'm In Love With the Slide Trombone" is a good comic song by Miss Ada Jones.

Important Patent Ruling.

The refusal of the British Comptroller-General to revoke the patent "for improvements in sound-magnifying horns for phonographs, talking machines, etc.," specifically covered by patent No. 8401, issued in 1903, is the source of much bitter disappointment to German manufacturers particularly. Under the new law, if a patent granted by the British government is not placed on a working or manufacturing basis within two years after its issue, it is subject to revocation, within the discretion of the Comptroller-General.

In this particular instance the official in question declined to revoke the amplifying horn patent on the ground of inadequate manufacture in Great Britain, as applied for by Otto Ruhl. The horn is made by the Gramophone & Type-writer Co., Ltd., and the decision of the British patent office related to what is required in the manufacture of a machine, only a portion of which formed the subject matter of the invention. In patent No. 8,401 the invention is described in the specification as consisting "in constructing a curved, tapered, amplifying horn, with joints, such that the larger portion thereof may be adjustable on a fixed support, while the small end thereof, or that upon which the sound-box is mounted, is pivoted so as to swing horizontally, and also has a secondary joint which allows the sound-box to move vertically to follow the irregularities of the record and also to allow the needles being inserted and removed." The specification says that the sound-box is "the usual sound-box."

It appears there was no evidence or suggestion that the sound-magnifying horns themselves were solely made abroad, and the patentee's evidence, which the applicant was unable to shake, was to the effect that 11,000 of the horns had been made in Great Britain. The evidence of the applicants was directed only to show that the sound-boxes used in connection with the special horns were made in the United States, but, as above pointed out, the sound-box, according to the specification, was "the usual sound-box." No evidence having been produced to show that the parts had not been put together in England, the comptroller came to the conclusion that the applicant had not made out a

prima facie case that the patented article was manufactured mainly or exclusively outside that country.

The comptroller, in his opinion furnishes some general statements as to what is incumbent upon a patentee whose invention forms part of a machine or an improvement in a machine. He is of opinion that as a general rule the patentee ought not to be called upon to manufacture any mechanism or machine which he had not specifically described and claimed in his specification, and he considers that the following general results follow from this principle:

"(1) If the patentee has claimed a wholly new machine or mechanism he must manufacture the whole in this country.

"(2) If he claims an improvement in a well-known machine he must manufacture the improvement and not necessarily the whole machine; but if he claims the improvement in combination with a machine consisting of well-known parts it may be that he must, besides manufacturing the improvement, put together the whole machine in this country, or at any rate the combination that he claims. And

"(3) If he claims a new combination of old and well-known elements it will apparently be sufficient for him to put together the whole machine in this country when manufacturing the old and well-known parts, although if important alterations have to be made in the known parts to produce the new combination more may be required to be manufactured. Of course it will be open to the patentee to give sufficient reasons for non-manufacture and such reasons may include considerations as to the special character and importance of the invention."

As above stated, the continental manufacturer who had aimed to flood the British market with tapering horns is now blocked out by this decision.

THE COPYRIGHT QUESTION.

The Other Side Presented by the London Music Trades Review—What Was Overlooked—Committee Takes Further Evidence—J. E. Hough's Interesting Views—Some Pointers That Are Worthy the Consideration of Those Framing the Bill—The Gentlemen Who Were Recently Heard.

(Special to The Talking Machine World.)

London, Eng., August 6, 1909.

Our contributor's views upon the copyright question in the last few issues of this paper seems to have aroused a veritable hornet's nest in the editorial sanctum of the London Music Trades Review, who comment with unnecessary force upon the naturally very partisan attitude of the talking machine manufacturers in the matter of the suggested tax upon records. The Review's statement that they hold no brief for any one branch of the trade may be true in substance, if not in fact, for their article appears to have been written with anything but an unbiased mind, which must very considerably distract from its value. Mr. Sterling drew attention to the points that sheet music sales were greatly diminished by the fact that the publishers have mortgaged their rights to the newspapers who print a complete song each week, thus distributing something like 500,000,000 copies free each year. The Review says: "Scarcely any of these songs are real sellers," which is hardly a fair statement to make, seeing that the newspapers have given us most of the popular songs and pantomime hits of the last year or so! We would also remind our friends that the publishers at the first Berne convention in agreeing that musical instruments were not an infringement of copyright, must certainly have had in view some mechanical instrument capable of reproducing the copyright subject and what more likely than a musical box which contains a record or perforated plate? The Review seems to have overlooked this and therefore their gibe against the then non-existent talk-

ing machine falls rather flat, to say the least. Further, their remark that "the new law when it does obtain, should prevent the piracy which is prevalent in the talking machine trade itself" only brings to light what little they do know of this trade, seeing that dubbing or record piracy is now and has been for the last three or four years practically of no account whatever. All said and done, the position is this: the publishers are out to rob the hen roosts, but so far they haven't been able to get there, and whether they will or not remains to be seen. In any case claims from publishers are unwelcome, and we can therefore only hope that the composer himself will receive the benefit of the royalties should such be passed into law through the recommendation of the Board of Trade Copyright Committee.

We are, however, very pleased to observe that the record-makers are continuing their strenuous opposition of all claims upon their purses and they have marshaled a formidable array of good fighting men, capable of putting before the committee a clear statement of the view of the whole trade, whose vital interests are so much dependent upon the findings of the conference now sitting. The committee took further evidence on July 15 and among those examined were James E. Hough, James Van Allen Shields (Columbia Co.) and Alexander Dow (Murdock & Co.). Mr. W. Force, of the Premier Manufacturing Co., was unfortunately prevented by illness from presenting himself for examination, as he intended. Mr. Force is now back in harness and we trust he will take the first opportunity of giving evidence. Since giving his views Mr. Hough, who rightly takes up a very strong attitude, has sent supplementary evidence to the committee and from which the following are pertinent extracts:

"It was sought to cast a somewhat unworthy inference upon composers of what are termed comic songs, etc. I should like to point out that at least two-thirds of the phonograms issued by any company are composed of works which are commonplace. These composers have their full rights as well as others, and at least two thirds of any income derived from copyright taxation would go to them. But we obtain solicitation from composers of higher class works, a recent request being from the author of such songs as "Sing Me to Sleep," "There is a Garden," and others, who requests the issue of a new song on a record in advance of sheet publications. Mr. Greene, the author in question, says that there are not a sufficient number of his songs issued in the shape of phonograms."

To obtain reliable information as to whether the issue of phonograms is or is not beneficial to copyright owners, Mr. Hough makes this suggestion to the committee: "That the Gramophone Co. be asked to supply the committee with the names of songs sung by such eminent singers as Caruso, Melba, Patti, etc., and the dates they were issued to the public in the

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☞ Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS
(Successor to CHAS. STROH)

94 Albany Street, Regents Park, London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued.)

shape of phonograms. Let these dates be supplied to the respective composers or publishers and ask them to give a list of the sales in sheet music of each for six months prior, and six months subsequent to such publication of the phonograms." This appeals to us as being a practical and common sense test.

Mr. Hough further submits the possibility of both parties, setting their case too high, and says, "If the copyright owners can say to the committee, 'It is true we get benefit by phonogram publicity, but we are not satisfied and wish for more,' it will be an honest representation and I submit that great importance lies in the fact that under those conditions a mere acknowledgment not sufficient to harass the production of the least profitable phonograms

would be sufficient to meet the sentimental side of the case."

On the suggestion that the copyright owner should have the right of rejecting any bad reproduction in advance of issue, Mr. Hough says: "This matter opens an objectionable field for the possibility of undue favoritism, and in any event might be highly restrictive to enterprise. No manufacturer would willingly issue a bad record which would be immediately vetoed, and thus lose all expenses of its production, while on the other hand a copyright owner would be reluctant to curtail his income by raising frivolous objections."

The foregoing embodies practical and concise views which merit serious consideration by the committee.

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, August 4, 1909.

We are glad to say that trade in this district shows distinct signs of improvement. In several of the Liverpool houses, sales have been very good, summer season considered, and there are signs already, that the worst (as far as retail sales are concerned), has passed. Most of the traders are looking forward to a busy season, which should commence with September.

At Jake Graham's, they have had an exceptionally busy time; sales in the better class of gramophone machines predominating. Disc records also have been in good demand.

Messrs. Van Gruissen report that the disc business has been very good recently; "Pigmy Grands," gramophone, zonophone and Twin records being sold very freely.

Cramer & Co., Church street, report that busi-

ness recently has held up very well, considering the summer season; some very nice sales in expensive machines having been effected this month.

At Messrs. Johnson's, they are hopeful regarding the future. They get through an enormous quantity of Zonophones and Twin Records, each month, and report that sales are going up steadily. Mr. Johnson is very enthusiastic over the new Zonophone machines, with which he expects to do a large business this summer. Zonophone machines, with Zonophone and Twin records, will be their leading line for next season, but they will also handle Clarion and Columbia goods, as in the past.

At Messrs. Richardson's, Mr. Abbott said that next season will be a "boom" year for the new Edison "Fireside" machine. Selling at £4 4s., he expects the demand to be exceptionally large. Fitted with the new K reproducer, to play both

types of cylinder records, he considers it to be the finest value offered to the trade. They also anticipate that the other three new Edison combination machines will have large sales. Lists and circulars for the forthcoming season have already been issued. Their depot, at Blackburn, is meeting with great success.

Messrs. Archers report trade as fairly moderate; nothing startling, but there were indications that business would recover in the near future.

Messrs. Thompson, Helsby & Co. will specialize in Pathe goods, during the next season, in addition to one or two new models of their own.

At "The Gramophone Supply Stores," business has been somewhat slack, but during the past few weeks, has picked up considerably.

Trade at Crane & Sons was reported as exceptionally good up to the end of April. Since that time, however, like others, they have felt the depression, but hope for good things next season.

J. Foster, of Borough Road, Birkenhead, reports business as fairly moderate, for the summer season. Gramophone goods have sold fairly well; Zonophone and Twin records in proportion. The cylinder trade has not been quite so good as was expected, but he nevertheless, hopes to do well with the new Edison machines and records.

MANCHESTER NOTES.

Manchester, August 5, 1909.

Manchester generally, has not done nearly so well as Liverpool. We regret to say that the operatives in the various cotton mills in this district, are still working short time, three or four days a week, and as this will probably not be altered, for some time to come, the outlook is not quite so hopeful, as we should like it to be. Resumption of full time may be expected about the end of September.

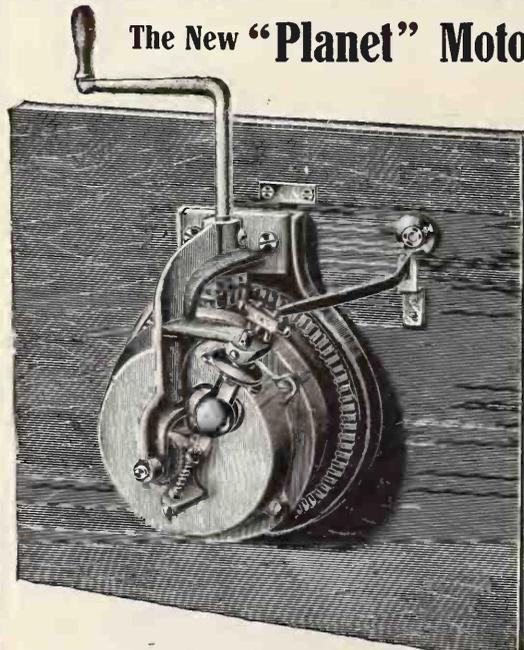
The "RENA"
New MACHINES

"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickel-plated Aluminum PAPERED TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

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The Life of a Talking
Machine is its Motor

—WE'VE GOT
THE MOTOR!



"RENA" MACHINE, No. 5a, £8 8s.

Cabinet: Solid Mahogany, with Inlay, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 24-minute Motor. Self-regulating SPEED INDICATOR. Nickel-plated Aluminum TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

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"The Motor
That Runs
In Grease."

FROM OUR LONDON HEADQUARTERS—(Continued).

Messrs. Brown Bros., Deansgate, have installed a full line of Zonophone machines, and Zonophone and Twin records for the forthcoming season. They will also handle one or two special lines of machines of their own, as well as the whole of the Edison Co.'s products. Mr. Jacks is most enthusiastic over the new "fireside" model, and anticipates that sales will be very large. A new list is in hand.

We were pleased to hear that Messrs. Burrows Co., of High street, find business in the Pathe and other machines looking up very considerably. They have also done a nice amount of business with their side lines, roller skates, etc., and altogether, have every reason to be pleased with present and future prospects.

At Messrs. Richardson's Manchester depot, business is exceptionally good in roller skates and cycle goods, while Zonophone, Twin and Edison products are selling well. They are just commencing a propaganda to try and enthuse the various agents, in the Blackburn district, to make special efforts to push the phono and disc business, during the whole of the summer as well as the winter months. In fact, to make an all round trade of it, instead of a season's trade only. Covering the ground, systematically with their travelers, in Manchester and Liverpool, Messrs. Richardson propose to do the same with the Blackburn district, and by this means will keep dealers alive to the various novelties and improvements that are continually cropping up.

Messrs. C. Duwe, of High street, report business slightly on the increase during the past two months. They anticipate a quick demand for the new 12-inch Zonophone records, as well as for Edison and other goods, which they handle in very large quantities.

Mr. Alker, of the Rena Manufacturing Co., states that they are fairly satisfied with the results, in both machines and records, up to date. They have appointed Mr. Karl Wagenhaus, of Shefford Road, their wholesale factor,

and this gentleman, we are given to understand, is very pleased with the records, as well as the machines. He is stocking all the Rena models, and anticipates a very large demand from the dealers in the surrounding district.

LEEDS NOTES.

Leeds, Aug. 6, 1909.

Trade is apparently looking up in this district. The leading houses report business as progressive, and altogether a good season is anticipated.

As already mentioned in a previous issue, Messrs. Scott & Co., 8 York Place, are now devoting themselves to the wholesale trade entirely. They will handle, during the forthcoming season, Edison goods exclusively on the phono side, with Zonophone and Twin on the disc side. They are laying themselves out expensively for this business, and are equipping quite a new building, fitted up with all modern requirements.

Messrs. Hopkinson, who last year handled Gramophone and Pathe goods, report business as moderate, but look for a good season.

Messrs. Jenkins, of Queen Victoria street, report good business in view, for their portable inverted tone arm machine, particulars of which have already been given in a previous issue of this paper.

Business is fairly steady with Messrs. Hilton & Co., Aire street. There is a slight increase, as compared with the same period, last year.

Trade is on the increase at Messrs. Tilly & Co., of Queen's Arcade, and with their leading lines, such as Zonophone, Twins, etc., they are very optimistic regarding the future state of the trade.

In conclusion, notwithstanding the bright aspects of the trade in the North of England, and Yorkshire, we are sorry to say that owing to rumors regarding certain patents, there is not

the confidence expressed in the trade that there should be. As we already know, when various patents are likely to be disputed, between rival manufacturers, the agent is generally placed in a very awkward position. It destroys stability and confidence, and the unfortunate result is, orders are not placed nearly so soon as they otherwise would be. We hope, however, that these little matters may be adjusted, and that nothing will crop up to disturb the relations between the manufacturer on the one hand, and the dealers and agents on the other.

TALKERS DEFEND BUDGET.

Liberal Party's Budget League Distributes Gramophones All Over the Country to Deliver Series of Speeches.

(Special to The Talking Machine World.)

London, England, August 1, 1909.

This week the Liberal Party's Budget League will inaugurate a gramophone campaign throughout England, explaining and defending Lloyd George's budget.

Sir Henry Norman, secretary of the League, explains that the country is clamoring for an explanation of the budget, and that demands are pouring in for speeches by Cabinet Ministers. As it was impossible for the Ministers to comply with all requests, Sir Henry brought the gramophone into use.

Premier Asquith, Winston Churchill and Lloyd George delivered speeches into the machines, which will be sent throughout England.

WIRELESS TELEPHONY.

Last month a successful test was made of a wireless telephone between Paris and Melun, covering a distance of 30 miles. The details of the apparatus have not been made public beyond the fact that electric oscillations, all possessing the same force, are directed by means of

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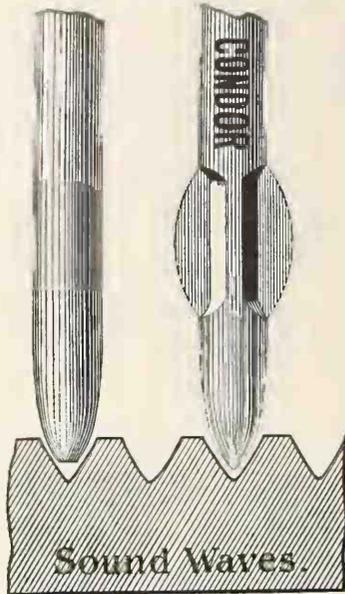
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| German | Croatian | Siamese |
| English | Bohemian | Abyssinian |
| French | Grecian | Tamil |
| Italian | Arabian | Malayan |
| Russian | Turkish | Burmese |
| Polish | Chinese: | Hindustanee: |
| Spanish | Swatow | Urdu |
| Portuguese | Guakau | Marathi |
| Hungarian | Pekinese | Gujarathi |
| Dutch | Shansinese | Hindi |
| Danish | Kiangnanese | Tarsi, and 15 |
| Jewish | Cantonese | other dialects. |
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AACHEN, - GERMANY

an arc light onto antennæ, consisting of four metal wires hanging down to which a microphone is attached for the transmission, while antennæ are connected with a telephone for receiving.

The firm which manufactures this radio-telephonic apparatus had another set of antennæ at its works near the Eiffel Tower, where journalists who had been invited to witness the test could tap the sounds as they passed from the tower to Melun.

Last month a wireless telephone outfit was put into operation at Portland, Me. Four wireless phones were used at the same time, and each received its designated message. The messages are even more secret than the present wire phone systems. Over 400 messages were sent the first day.

SOUTH AFRICAN IMPORTS FOR 1907.

The figures relating to the imports of talking machines into South Africa during 1907 have just been published, and show a very marked improvement over the preceding year's figures. Imports from Germany led, being of the value of £7,303 in 1907 over £4,597 in 1906. Great Britain was next with £6,349 in 1907, as compared with £2,456 in 1906, while from the United States only £1,418 worth of talking machines were received in 1907, as compared to goods to the value of £1,446 during the preceding year. All other countries together contributed goods to the value of £382 during 1907 over £107 worth in 1906.

PATENT TREATY WITH GERMANY.

Ratifications Exchanged Between the Two
Countries—Some Details.

(Special to The Talking Machine World.)

Washington, D. C., Aug. 4, 1909.

The following is the official text of the New Patent Treaty just signed by the Secretary of the State, Mr. Knox, and the German Ambassador, Count Bernstorff, in Washington:

Article I.—The provisions of the laws applicable, now existing or hereafter to be enacted of either of the contracting parties under which the non-working of the patent, working patent (Gebrauchsmuster), design or model carries the invalidation or some other restriction of the right, shall only be applied to the patents, working patterns (Gebrauchsmuster), designs or models enjoyed by the citizens of the other contracting party within the limits of the restrictions imposed by the said party upon its own citizens. The working of a patent, working pattern (Gebrauchsmuster), design or model in the territory of one of the contracting parties shall be considered as equivalent to its working in the territory of the other party.

Article II.—This agreement shall take effect from the date of its promulgation and remain in force until the expiration of twelve months following the notice of termination given by one of the contracting parties.

Article III.—The present agreement shall be ratified and the ratifications shall be exchanged at Washington as soon as possible.

Secretary of State Knox and Count von Bernstorff, the German Ambassador in Washington, exchanged ratifications of the new German-American patent treaty July 14.

OLD-TIME SALESMEN.

Be it known that one and a half centuries ago commercial travelers were termed riders (as journeying on horseback was the vogue).

These were the high and palmy days of travel, without the modern paraphernalia of gigs and oil-skins (animal raw skins steeped in oil, then dried—whence the name). Mounted on his stout and sleek palfrey, he would sally forth. He would be almost enveloped by saddle-bags of giant mold; and as he would thus issue forth upon his excursion of peril and adventure he would be cheered on his pilgrimage by the beacon of profit. No modern innovation of hurry and despatch clouded the calm dignity of the gentle trot of his staid steed. No goading fears of rivals and competition haunted him, to mar the mild method of the march. Conscious of bringing his own welcome with him; feeling that his exits and entrances were marked as events by his customers in each town, village or hamlet, what a pleasing sense of his own worth and dignity must have cheered his lonely ride! The almoner of practical benefits on the most comprehensive scale—from tea to tooth brushes—in each district he made joyous by his presence, what keen delight must his philanthropy have inspired him with.

In the present time the highwayman has ceased to be the confidant of the family secrets of each customer, possibly because their rapid progress through the country leaves too little time to elicit them. The modern bagman has ceased to be the "Sir Oracle" of the country shopkeeper.

See him arrive at his hostelry; with what care does the rosy-faced host help to extricate him from his pyramid of saddle!—with what ready zeal does the dame produce the savory rashers (of bacon) and the tankard? While these condiments recruit his strength the landlord spreads the glad tidings of his advent; and ere the snow-white cloth has disappeared, his customers throng into the little parlor with their hoarded money and the already transcribed order. Among those simple craftsmen exists no jealousy save that of being the most esteemed of him, "the observed of all observers."

Keep up your stock of staples; never be out of a staple article. If a consumer asks for some article that you are out of, and should have, you not only lose the sale of the goods, but are liable to lose the customer.

Mechanical and live displays as a rule rarely advertise anything shown in the window, yet it is well to use them once in a while if they have merit. "Variety is the spice of life."



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

IMPORTANT MEXICAN DEAL.

New Company With R. Cabanas as President Takes Over the Columbia Co. Interests in Mexico City on August 1.

An important deal has just been consummated in Mexico whereby the entire Mexican business of the Columbia Phonograph Co. was taken over by Compania Fonografica Mexicana, S. A., of City of Mexico, on August 1. The lease of the Columbia Co.'s premises at Avenida Juarez 20, Mexico, D. F., has been assumed and the stock on hand purchased by the Mexican company, financed by local capital, and of which R. Cabanas, formerly in charge of the Mexican National Phonograph Co., is president and general manager. Hereafter the Columbia business in the Republic will be handled entirely by the new concern, whose dealings are to be made direct with headquarters in New York. Joseph Hoffay, recent manager of the store in the City of Mexico, will call at the executive offices in New York and then be transferred to some other foreign field under the control of the export department.

WILL SUE ALL INFRINGERS.

The Victor Talking Machine Co. Again Caution the Trade Against Infringements of the Berliner and Other Patents Which They Control.

In important letters issued by Eldridge R. Johnson, president of the Victor Talking Machine Co., and General Manager Geissler recently, emphasis was placed on the fact that they intend to enforce their patent rights as regards infringements, and cautioned dealers and jobbers against lending support to any product which would infringe on the Berliner and other important patents which they control.

Supplementing this another important circular was issued by the Victor Co. on July 30th in which they emphasize afresh their intention of bringing suit against any concern or concerns, producing machines which infringe or attempt an invasion on their patent rights. The position of the Victor Co. on this question should be clear to every member of the trade by this time.

NEW HEPPE QUARTERS.

Well-Known Philadelphia House Will Have One of the Largest Talking Machine Departments in the Country—The Growth of This Business Has Been Marked.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 9, 1909.

When C. J. Heppe & Son get in their new quarters at 1119 Chestnut street they will have one of the largest talking machine departments in the country, and the wonderful growth of this division of their business makes the increased space very necessary. Close attention has been given to the talking machine department, and its growth is the result of systematic hard work.

This house have been particularly successful with the Victor-Victrola, and have recently placed a large number of these machines and generous quantities of high-class records in cafes and hotels in this and neighboring cities. The July business of the department is reported as being close to

the record volume, and when the fall trade is in full swing some great results are looked for.

VICTOR CO. SUES LINDSTROM

For Alleged Infringement of the Berliner Patent

Papers have been served in a suit of the Victor Talking Machine Co., Camden, N. J., against the New York branch of the Carl Lindstrom Co., whose headquarters are in Berlin, Ger., and one of their representatives, for alleged infringement of the Berliner patent. An order to show cause why a preliminary injunction should not be granted was issued by the Circuit Court of the United States Court, New York, last week. When the motion is argued Waldo G. Morse will appear for the defence.

LEEDS & CATLIN SALE

In New York City—Realizes Less Than 75 Per Cent. of Appraised Value.

The sale of the property and effects of the Leeds & Catlin Co., bankrupts, 53 East Eleventh street, New York City, at public auction realized \$2,400, less than 75 per cent. of the appraised value, which was estimated at something over \$3,500. The articles sold represented a small part of the assets, and consisted of office and laboratory equipment, etc. The larger portion of the bankrupt firm's property is embraced in the assets of the factory at Middletown, Conn., with which nothing as yet has been done, according to Receiver Taft. The patents, valued at a million and a half, are among the latter effects, and have caused some inquiry as to their nature, as they are comparatively unknown in the trade.

NEW CATALOG OF FRITZ PUPPEL.

Well-Known House of Berlin, Germany, Issue Sixty-two Page Volume in Four Languages and Showing Over Fifty Styles of Machines.

We are in receipt of the latest catalog of Fritz Puppel, G.m.b.H., Berlin, Germany, an impressive volume of sixty-two pages devoted entirely to the extensive line of talking machines and parts manufactured by that house, over fifty distinct styles of machines being shown.

A feature of the catalog that betokens real enterprise is the fact that it is printed in four languages—German, English, French and Italian—and is therefore especially adapted for the export trade, in which direction the house of Fritz Puppel is especially strong.

What particularly impresses the American who is used to talking machines with plain cabinets, as a rule, is the great number of ornate case design shown in the Puppel line, those in the L'art Nouveau style being very handsome.

The cover of the catalog bears a heavily embossed picture of the Elite style 10 machine in gold.

REINSTATED AS JOBBERS.

The Eilers Piano House, Portland, Ore., have been reinstated as jobbers of the National Phonograph Co., Orange, N. J. The difference between the two companies were amicably ad-

justed, and a large initial order placed under the new dispensation.

EAGER TO GET JOBBERS' CONVENTION.

The Eilers Piano House of Portland, Ore., have sent out a circular to the leading jobbers setting forth the claims of that city for the next convention of the National Association of Talking Machine Jobbers. In this connection they say: "Portland is unquestionably the ideal convention city. Its natural beauties are simply unsurpassed. Hotel accommodations are in every way first class and our summer weather is always thoroughly delightful and cool. The talking machine interests of Portland we know will be only too happy to make the visit of the National Association of Talking Machine Jobbers thoroughly pleasant and notable one next year."

Letters have been sent out by the officers of the association for the purpose of getting an idea from the jobbers where they desire the next convention to be held. Of course the majority will decide the place of meeting.

COLUMBIA RECORDS FOR PORTO RICO.

The export department of the Columbia Phonograph Co., General, have placed on sale in San Juan, P. I., W. I., the new records made by Wm. Friedburg, of the laboratory staff, who recently returned from Porto Rico, where he had been for a month on a recording trip. The special list, which will be off the press in about a week consists of nearly 120 numbers, including a number of vocals, but mostly instrumentals—dançons—and military band pieces, the work of the best and highest class artists on the island.

HEARING ON MOTION MADE.

The motion for a preliminary injunction in the case of the American Graphophone Co. against the Universal Talking Machine Mfg. Co., Newark, N. J., that was on the calendar of the Circuit Court of the United States for argument August 13, was not postponed on request of Horace Pettit, counsel for the defendants. Mr. Pettit urged that with Mr. Mauro, of the American Graphophone Co.'s legal staff, absent; Eldridge R. Johnson, president of the Victor Co., away on a fishing trip; and B. G. Royal, president of the Universal Co., in the West, all material witnesses, he was in no position to proceed with the case. Counsel for the complainants were opposed to the postponement, but the court heard the case.

Max Landay, of Landay Bros., Victor distributors, and the Talking Machine Supply Co., New York, has been drinking the waters at Saratoga, for a week or so, getting back Aug. 9. Just which water Max preferred and indulged in he is chary in saying, possibly Hathorn; at any rate he is the picture of health and condition, preparatory to an extended selling trip through the West in the interest of the Supply Co. Max never fails to return without a well-filled order book, with needles as his long suit, and this time will be no exception.

Stimulants, like bees, won't hurt the man who leaves them alone.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our "Elite" 9 Machines One of the Best,



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

RELIEF FOR INVENTORS.

Onerous Restrictions in Germany Removed by Important Treaty.

(Special to The Talking Machine World.)
Washington, Aug. 8, 1909.

A reciprocal patent treaty with Germany was simultaneously promulgated at noon to-day by President Taft and the German Emperor. It is immediately effective, and is to remain in force until the expiration of twelve months following notice of termination by one of the contracting parties.

Under this treaty American manufacturers will be relieved of the existing requirement that in order to sell their products in Germany they must manufacture them upon the basis of patents in Germany, which called for investments of large sums of money in maintaining duplicate plants.

Inventors will be relieved from the German restriction under which their patents have hitherto been forfeited if not actually worked in Germany within three years. Under the new provision it will be sufficient to protect patents in both countries if they are used for manufacture in either.

SOL BLOOM'S NEW STORE

At 364 Fifth Avenue Is Now Complete.

The new store of Sol Bloom, Victor goods exclusively, 364 Fifth avenue, New York, is now complete as to furniture, furnishings and a number of unique demonstrating apartments in the basement. These include a small auditorium, capable of seating comfortably about 100 people; a ship's cabin, with the familiar port-holes and swimming fish in enclosure; a Japanese tea-room, cool and restful; a Greek room, in strictly classical style; and a nursery. The furniture and decorations in each of these respective quarters are of special design and in perfect harmony with the architectural features. Victor Victrolas are ready for demonstration purposes in the rooms. Mr. Bloom also displays in the show windows representations, in miniature figures, of the principal operatic characters in correct costume, as seen in their parts as they appeared at the Metropolitan and Manhattan Opera Houses, New York, last season. The figures were made by Freisinger, costumer for both companies, and are therefore absolutely correct. Some of them are "Rhadames" and "Faust" (Caruso); "Aida" (Destin); "Escamillo" (Campanari); "Carmen" (Calve), etc.

TRADING STAMPS FORBIDDEN.

Georgia Law Intended to Check Trade of a New York House.

(Special to The Talking Machine World.)
Atlanta, Ga., Aug. 9, 1909.

Trading stamps are now contraband in Georgia. Gov. Brown yesterday signed the bill which prohibits the use of little stickers for barter or trade inducements.

The bill was introduced at the request of the retail merchants of the State, who discovered that a New York mail order house was reaping a harvest by using the stamps.

"TALKER" MEN AT CONEY ISLAND.

L. C. Wiswell, of Lyon & Healy, Chicago, and Mrs. Wiswell, J. C. and C. M. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and Lawrence H. Lucker, of the Minnesota Phonograph Co., Minneapolis, Minn., were all guests of J. Newcomb Blackman, of the Blackman Talking Machine Co., on a trip to Coney Island recently. George G. Blackman and F. B. Caldwell, of the Blackman Co., also accompanying the party. The Island was reached by steamboat, and all the amusements of Dreamland, Steeplechase and Luna Park indulged in to the limit, after which the party adjourned to Feltman's, for one of the famous clambakes. In the even-

ing Pain's fireworks at Brighton Beach were witnessed. The party enjoyed the outing thoroughly, especially Mrs. Wiswell and C. M. Roush, who visited the world-famous pleasure resort for the first time on that occasion.

EDWARD D. EASTON RETURNS

From Enjoyable Visit to London and Other European Points of Interest.

Edward D. Easton, president of the Columbia Phonograph Co., General, who has been in Europe with his family since June 22, reached New York, Aug. 3, on the "Berlin," of the North German Lloyd Co., embarking at Genoa, Italy. He



EDWARD D. EASTON.

had a most enjoyable time, and found trade conditions, especially with the Columbia representatives, very much to his liking. Mr. Easton is in excellent health.

PROPHECIES A BUSINESS BOOM.

John W. Gates Says "The United States Is Entering a Period of the Greatest Prosperity the World Has Ever Known"—Need Free Raw Material to Open Our Workshops.

"The United States is entering into a period of the greatest prosperity the world has ever seen," said John W. Gates, who returned from Europe last Monday.

"Each year I come back I am more bullish on America and American securities, because I see the possibilities here and the impossibilities on the other side. Taxes are very high in England and Germany. There has been a large increase of taxation in Germany."

Mr. Gates was asked if the rich were alarmed at this taxation.

"I do not believe that the very wealthy men of England control her politics any more than they do here," he replied. "It is the trudge that carries the dinner pail and the torch that controls politics in America. The vote of a man worth \$1,000 counts for as much as the vote of a man worth \$1,000,000.

"I have been a Republican all my life, but I can see the value of getting in all the free raw materials we can to open up all the free American workshops. We have got to have free raw material if we want to be a great manufacturing country."

"Wouldn't Canada run us out of the market on free lumber?"

"You must remember that if we buy our lumber in Canada our forests will be growing. If Canada cuts all her forests then we will save ours. It is like wheat and cotton—a question of supply and demand. No matter what conditions are in the United States, supply and demand will ultimately govern.

"Gen Hancock, although people laughed at him, was right when he said: 'The tariff is purely a local question.'

"What of the tariff bill just passed and signed by President Taft, the surplus piling up in the banks and manufacturers accumulating their surplus?" Mr. Gates was asked.

"Two years ago," said he, "I made a statement that people would wear their old clothes, and now they are surprised to find out how much money they have saved. I said in 1907 that the people would economize. The extent of this economy is shown in the bank deposits to-day. Two years' economy means a world of money.

"I think we are going into the period of the greatest prosperity that the world has ever seen. It will be for three or four years the period of the greatest industrial development the world has ever seen."

TRAVELING STAFF MEETS.

The National Phonograph Co.'s Forces Developing Plans for Fall Campaign.

The traveling staff of the National Phonograph Co. have been visiting the factory at Orange, N. J., during the past month. It is the custom of the company to have their road force from all parts of the country come in at this time and have a formal conference with the selling department and the officers preparatory to the fall campaign. The men from the Eastern States were first on the ground, and after inspecting the line and works and exchanging views and receiving suggestions from C. E. Goodwin, manager of traveling salesmen; F. K. Dolbeer, sales manager; C. H. Wilson, general manager, etc., they adjourned to their respective fields of activity. The western contingent is now in session, going through the same program, and will probably scatter in about a week, so as to be ready for the work before them in September. Dinners were enjoyed at the Orange Club and other diversions indulged in by the "boys" while here.

PFISTER BUYS COLUMBIA BRANCH.

(Special to The Talking Machine World.)
Memphis, Tenn., Aug. 11, 1909.

William Pfister, manager of the Columbia Co.'s branch, of this city, has purchased the business, taking over the lease, buying the entire fixtures, stock, etc. He will continue the retail business as usual and will also have the exclusive jobbing agency for the Columbia product for western Tennessee.

TO CHOOSE NEXT CONVENTION CITY.

Letters have been sent out to all members of the National Association of Talking Machine Jobbers by the secretary requesting opinions as to the most desirable place to hold the annual convention in 1910. Replies have not yet been received in full, but a consensus of opinion is expected to be arrived at shortly, the city favored by the majority naturally being chosen.

SUPPLYING FOURTEEN TOWNS.

The Yeager Piano Co., Waterbury, Conn., Columbia jobbers, now supply stock to dealers in fourteen towns of that State.

L. C. McChesney, manager of the advertising department, and Walter Stevens, chief of the National Phonograph Co.'s export branch, started on a fortnight's vacation Saturday last.

During the absence of Frank L. Dyer, president, in Europe, C. H. Wilson, general manager, has become the temporary chief executive of the National Phonograph Co.

The New York Talking Machine Co., New York, have recently closed several important sales for high priced Victor outfits and Auxetophones. They say business is brightening and that dealers are preparing to place orders for strong Victor stocks for the fall. The new \$125 Victrola XII is reported as having scored a success, judging from the sales and the opinions of progressive dealers in the metropolitan territory and throughout the East.

VICTORY FOR THE RIGHT IN "DUBBING" SUIT

Judge Chatfield Hands Down a Most Exhaustive and Interesting Decision Upholding the Contention of the Victor Talking Machine Co. and the Columbia Phonograph Co. in Their Suit Against W. V. P. Bradley and the Continental Record Co. in Granting a Permanent Injunction Enjoining the "Dubbing" of Records—This Is One of the Most Important Decisions Handed Down in Years and Closes the Market to a Dishonest Species of Competition.

Another important suit at law has been decided in the Federal courts that will make "dubbing" in the future more "honored in the breach than in the observance," so to speak. This is the meaning and intent of Judge Chatfield's decision handed down August 7 in the Circuit Court of the United States, Brooklyn, N. Y. For five years it has been an open question whether the manufacture of imitation, fraudulent and spurious records could be carried on with impunity. A number of "sea lawyers" in the trade openly contended the production of such goods was legitimate, and no court would enjoin the practice. Further, men holding this erroneous opinion went ahead and placed a line of "dubbed" operatic and high-class records on the market.

Finally the owners of the property got busy and instituted a suit against one W. V. P. Bradley, of Brooklyn, N. Y., who advertised himself as sales agent of the Continental Record Co., New Baltimore, N. Y., with no plant there and so-called offices in a storage building in New York, where no signs were displayed or other evidence furnished to prove the tenancy of the company. The contentions of the defendant in the case were declared untenable by Judge Chatfield, and on the general principles of unfair competition and the "unfair taking of complainants' property" relief was granted in equity and a permanent restraining order issued, subject to appeal, of course.

The Columbia Co. were the first to open fire on Bradley and whoever might be under cover, with the Victor Co. joining issue subsequently. Argument was submitted in March, and at the request of Judge Chatfield the pleadings and affidavits then presented were allowed to stand by stipulation as on final hearing. Meanwhile it was agreed that the Continental Co. would suspend manufacturing until the decision was rendered, and of which the subjoined are the essential portions:

Following a summary recital of the record in the case the Justice said:

SUMMARY OF JUDGE CHATFIELD'S OPINION.

"The court must take into account in any such matter not only questions of public policy, but questions of public benefit. * * * The defendant has been for some months advertising by circular letter and in other ways his ability to sell records of the Continental Record Co., stating in these advertisements that the records are sold at prices not more than half those now charged for the original records. The advertisements claim that the records themselves are pressed upon the very highest class of material, finished equal to the original; that the character of the record itself is identical with the original record, and that experts who have listened to samples are unable to determine between the original and the copy. The catalog contains a statement that the records offered by Bradley are 'all duplicates from the original records made by the artists whose names are used herein.' * * * But the defendant's records are not duplicates. The testimony shows that the defendant, the Continental Record Co., makes its records from commercial discs of the complainants.

ELEMENT OF FRAUDULENT IMPOSITION PRESENT.

"The imitation or use of centers or seals, calculated or likely to deceive the purchaser into thinking that he was buying these so-called 'red seal' or other records, has been enjoined by Judge Lacombe, in the case of the Victor Talking Machine Co. against Armstrong et al. (132 Fed. 711), and there would seem to be no room for argument about that particular question. * * * The Fonotipia, Ltd., and the Columbia Co. urge that the defendant is intentionally offering to the public a disc with a center or label of the same general style and character as those of the Fonotipia, Ltd., and Columbia Co., and which purport to be guarantees of a careful reproduction of the original record; and thus the element of imposing upon the public, or of imitating and appropriating the complainants' property rights, is present, even if the appearance of the label be not an imitation.

"It would seem to be true in a sense (and the evidence tending to show likeness between the original records of the complainant companies and the particular records sold by the defendant only accentuates this testimony) that the records put upon the market by the defendant have been made, through some transmutation, from original songs sung under contract by

the artist to whom the disc is accredited, and to whom a royalty is being paid by one of the complainants and with whom the defendant has no contractual or business relations whatever.

SPURIOUS DISC RECORDS GREATLY INFERIOR.

"But a more serious question comes from the testimony offered by the discs presented in the case themselves. If the defendant is selling to customers records reproduced by processes of the Continental Record Co., are all in restraint of trade and contrary to the that company for the purpose, and if he advertises and guarantees to his customers that the Continental records are duplicates equal in all respects, including composition and finish; and that it is impossible to distinguish between the Continental records and those produced by the complainants, we have a question of fact presented in which the public is interested; namely, do the records submitted as evidence in the case lead to any determination upon the question of deception or imitation of the product, and the resultant benefit to the imitator, with corresponding injury to the imitated, by the results of the sales, and by the effect upon future sales if the product of the imitation be unsatisfactory?

"A comparison in order to observe points of similarity between the records put in evidence by the complainants, and made by themselves, with the records produced by the defendant and introduced as purchases from him, leads irresistibly to the conclusion that the material used in the Continental Record Co.'s discs is greatly inferior. Actual comparison of the discs warrants the finding that the Continental records are not in every way the equal, even when played upon the same machine, of the complainants' records, and it is impossible to hold that they are duplicates in the sense that they cannot, in most cases, be distinguished from the genuine, or that the imitation product is the duplicate in the sense of being the equal of the original.

SPECIOUS ARGUMENTS BRUSHED ASIDE.

"The defendant contends that the complainants should be compelled to rely upon their patent rights; and inasmuch as their rights under their patents would prevent infringing, making and sale of discs of the form in question, the defendant attempts to urge the converse of the proposition. * * * The license system of the complainant companies, as shown by the notices printed upon the discs when sold, is based upon patent rights, and upon the legality of the use of patented articles in order to give the person owning the patent the full enjoyment of the monopoly secured thereby.

"The answer of the defendant, to the effect that the records reproduced by him were purchased out of the United States, is evidence of his knowledge of the existence of the license system in the United States; and in so far as sales of the defendant's discs might be effected to dealers having knowledge of the license system of the complainants, the question of contributory infringement or of inequitable inducement to violate a contract agreement, would immediately present itself and would render a court of equity more willing to prevent that situation by a decree forbidding the sale of a product which would cause the injuries described.

LICENSE AGREEMENTS NOT IN RESTRAINT OF TRADE.

"It is also contended by the defendant that the license agreement of the Victor Co., and its attempt to restrict or control the retail price at which its records shall be sold, by printing a notice upon its discs that the record is sold only to be retailed at a certain rate; and an agreement which has been entered into between the Victor Co. and the Columbia Co. are all in restraint of trade and contrary to the so-called anti-trust law forbidding monopolies.

"But if we are dealing with a patented product, a monopoly in the sense of right to control the sale of the product and the price which shall be asked therefor, is admittedly within the legal benefits conveyed, to the patentee by the issuance of the patent. If the patents be disregarded and the matter be considered as a purely business arrangement, it is impossible to see where any offense against the statute mentioned has been shown.

"We therefore reach the broad question of the power of a court of equity to secure to an individual by injunction the full enjoyment of both corporeal and incorporeal rights in property created by him or at his expense, and capable of a taking by another, where such taking either diminishes or destroys the enjoyment of those rights by the owner and diverts a part of the enjoyment or profits from the rights to the one complained of.

UNFAIR APPROPRIATION OF PROPERTY NOT EQUITABLE.

"Equity has granted relief in certain typical lines of cases where the doctrine of unfair competition seems to have been the guide to the decision, but where the basis upon which the relief was granted was the unfair taking of the complainant's property, rather than the deception of the purchaser, or the imitation of a

patented or copyrighted article or a registered trade mark or trade name."

After citing a number of cases that applied, the Court remarked:

"In the ticket-scalper cases injunctions were granted, not because the purchasers of tickets were deceived by imitation or fraudulent tickets, but because the railroads issuing the tickets were injured by the trade in tickets obtained from them under special contracts and then sold to other individuals who were not entitled to enjoy those contracts. The present case is extremely like these just considered, in principle. The principle involved is far reaching, especially in that it carries the scope of equitable jurisdiction into matters frequently considered to be purely the result of business competition, and which even if in themselves morally or financially wrong, are supposed to be without remedy where no contractual relations have existed from which suits for damages could arise.

DEFENDANTS PERMANENTLY ENJOINED.

"The relief asked in this case would protect those who have already sung or played compositions having a pecuniary value because of their musical excellence; and also the persons who have invested capital and labor in putting a valuable product upon the market. The education of the public by the dissemination of good music is an object worthy of protection, and it is apparent that such results could not be attained if the production of the original records was stopped by the wrongful taking of both product and profit by any one who could produce sound-discs free from the expense of obtaining the original record.

"It cannot now be determined how far such appropriation of ideas could be prevented, but it would seem that where a product is placed upon the market, under advertisement and statement that the substitute or imitating product is a duplicate of the original, and where the commercial value of the imitation lies in the fact that it takes advantage of and appropriates to itself the commercial qualities, reputation and salable properties of the original, equity should grant relief. That is the particular proposition presented in the present case, and to that extent it seems to the court that the principles applied in the stock-ticker and similar cases above recited should be followed and relief by injunction granted."

Appearances: Ralph L. Scott, solicitor for Fonotipia, Ltd., and the Columbia Phonograph Co., Phillip Mauro and C. A. L. Massie, of counsel. Horace Pettit, of counsel for Victor Talking Machine Co. Waldo G. Morse, solicitor for defendant, Bradley.

GREAT ADVERTISING CAMPAIGN

To be Conducted by the National Phonograph Co. This Fall.

Concerning the statement, first given the trade at the recent convention of the National Association of Talking Machine Jobbers at Atlantic City, N. J., that they proposed to appropriate the enormous sum of \$500,000 for advertising, publicity and general exploitation of their products, the National Phonograph Co., Orange, N. J., say in part:

"During the period of financial depression from which the country is fast emerging we did not pursue a policy of retrenchment in this or any other public feature of our business, for we realize the necessity of sustaining the established reputation of the company. On the contrary, in the face of decreased sales and an apathetic trade situation we maintained our high standard and improved the opportunity by aiming to attain perfection in many things to which the previous rush of business did not permit us to give our full attention.

"In the campaign that we propose we are not actuated by motives of self-preservation. We believe that this fall and winter will see a restoration of normal business conditions in all lines, and we propose to share in the harvest that will follow. We have the most sublime confidence and faith in the future of the talking machine business, and we intend to display that confidence by a carefully planned expenditure of this extraordinarily large appropriation.

"We are optimists, first, last, and always! We share the feeling that characterized the recent convention at Atlantic City. We believe that the future of this industry is assured; it is not problematical, it is established. And so, in a spirit of the most cheerful optimism, we are facing the future, determined to give to the further development of the business the best that is in us of enterprise, encouragement and moral and financial support."

Glance at your ledgers and you will realize that your sales are largely made to people who constantly visit your store.



You ought to secure the exclusive Columbia selling rights for your town

When you sign up with us for exclusive territory it means that every user of Columbia product in that territory must come to **you**. It is an exclusive arrangement that **excludes**—competition, attempted price-cutting, and all other evils of the sort.

It ties all ends of the business together and makes them all pay. Complete lines of **DOUBLE-DISC** and Indestructible Cylinder Records—and of disc and cylinder Graphophones. Everything you need and your customers can ask for supplied through one organization.

There is nothing compulsory about the Columbia exclusive arrangement; we merely make it **unnecessary** for you to go outside of the Columbia Company in order to handle the territory for which you have the exclusive right.

In the Fonotopia Series of **DOUBLE-DISC** Grand Opera Records alone there is enough prestige and profit to make such a contract valuable to you. In the complete line of Columbia product there is strength enough to make argument unnecessary.

SOMEBODY GETS IT. WRITE IN, ANYWAY

Columbia Phonograph Company, Gen'l

Wholesale Department

TRIBUNE BUILDING, NEW YORK

TIMELY TALKS ON TIMELY TOPICS

It is almost unnecessary to call special attention to the judicial decision that knocks the nefarious, not to say swindling, practice of "dubbing" into smithereens. The opinion of Judge Chatfield dealing this only too long deferred blow is reported elsewhere, and it will repay reading by every dealer and others who are twisted on property rights as defined by law. The Columbia Phonograph Co., General, New York, and the Victor Talking Machine Co., Camden, N. J., are to be congratulated upon their sweeping victory that establishes, beyond the peradventure of a doubt, the undisputed privilege of enjoying the emoluments and profits of property created by them at great expense, unremitting effort and praiseworthy enterprise. Judge Chatfield is also to be felicitated upon his clear and adequate handling of a complex question. Every contention of *The World* regard "dubbing" and its legal suppression has been upheld in this able opinion, sufficient cause, indeed, for such modest self-congratulation as may be indulged in.

In these days of expensive publicity campaigns carried on by the talking machine manufacturing companies the writer is reminded of an incident that caused great hilarity in the office of *The World*. The company in point was quite prominent at the time, but now in eclipse, and their advertising manager was an experienced newspaper man, with peculiar ideas as to the scope, intent and functions of his position. The company referred to his opinions, of course, one of which was that the talking machine was primarily intended for the amusement and entertainment of wage-earners only. Ergo, his advertising should be placed in mediums read chiefly by the working people. The advertising manager's arguments on this contention were lengthy—often wearisome—and had a tendency to make his principals weary.

Well, to make a long story short, as the fellow says who indulges in long-winded narrations, Mr. Advertising Manager selected an obscure paper in a quarter of Greater New York, where a large number of manufacturing plants are located, with the operatives living in the same section. He contracted for eight inches of space, "top of column, next to pure reading matter," as the professional advertising agent would technically describe the position occupied by the ad. The manager was sanguine of the results, and when a salesman was despatched to visit the dealers in that part of the city and take their orders he found them all in profound ignorance of the line so "liberally" exploited. Of course, the salesman expected nothing and he was not disappointed, while the advertising manager expressed his surprise. Think of this alongside of the National Phonograph Co.'s announcement that they would expend a half-million dollars this year for advertising, with the Victor Talking Machine Co., the Columbia Phonograph Co. and the Universal Talking Machine Manufacturing Co. using amounts for the same purpose running into equally altitudinous, if not higher, figures!

With the basic patents of the talking machine industry adjudicated, the next litigation in order is said to be over the tone-arm inventions. The tone-arm horn is now in general use, and doubtless the basic patent—claimed by several—will come into its own some day, and then there will be more trouble and readjustment of conditions. The English decision referred to at length in another part of *The World* in no wise treats this matter on its patent merits, but only as to the maintenance of manufacturing rights in the United Kingdom under the recently enacted British law.

From what has been going on in the trade for the past few months regarding the retirement and elimination of financially weak dealers, representative jobbers and distributors are sat-

isfied conditions will be greatly improved, from a selling point of view at least. In other words, the trade will be on a firmer and more substantial basis, and greater enterprise and more energy and versatility will undoubtedly be displayed in marketing goods. This is a blessing, and a spirit of thankfulness is therefore in order.

Finally, the tariff act is on the statute books, President Taft affixing his signature to the bill, thereby making it a law, August 5, and it went into effect the following day. Paragraph 468 of section 1 of the dutiable list provides: "Phonographs, gramophones, graphophones and similar articles and parts thereof, 45 per cent. ad valorem." This schedule, originally appearing in the House bill, remained unchanged throughout the vicissitudes attending the progress of the measure through both branches of Congress and into and out of the Conference Committees. The rate is the same as it was under the old law, so far as machines, etc., were concerned, but on some requisites there has been an increase of 10 per cent. If the passage of the tariff law has held the talking machine trade in restraint, the cloud has passed. Therefore, no other reasonable excuse for business lethargy being urged in extenuation thereof, no excuse can be made why things should not hum, and once more prosperity be restored and abide for an indefinite period, should that not be asking too much.

While waiting upon Congress to pass the tariff bill President Taft had a few leisure moments between conferences which he turned to good account for himself and his friends. Of course, Washington weather during the summer is of the frizzling kind, and no one does anything more than was actually compulsory or to "hold down his job," and the rules were relaxed in this respect almost to the point of breaking. In the evenings, however, a different condition prevails. The inhabitants rouse from their siestas and "get a move on." At the White House the President, who had a Victor-Victrola installed (who was the lucky dealer to get the order?) entertained his callers and intimates with Red Seal numbers—operatic selections and classical gems. The favored audience were delighted, and the wonders of the Victrola contributed not a little to the enjoyment of these pleasurable occasions, besides being largely beneficial in distributing among otherwise discordant political elements much of the hearty good nature, congeniality and *savoir faire* of the affable chief executive.

Now and again reports go forth that the disc record with the vertical line or up and down-cut sound wave, such as is familiar in connection with the cylinder record, is about to be introduced here on discs, and the sapphire reproducing point used in connection therewith. Once more the same declaration is made, and this time from a factor of machines who must either market that description of record or stay out of the business. To be sure the patent situation is not altogether to the liking of people who have been waiting to "butt in" for lo! these many years, and get a slice of the money which others have made possible by the expenditure of large sums, creating salable goods and protecting their rights under the law. Neither ridicule, coarse abuse or specious argument can change the legal aspect of affairs; nor is a market, even if only in a sympathetic sense, created by such questionable tactics. If a line of machines, records or any essential requisite possesses intrinsic merit, and can stand up against charges of infringement as conditions now exist, their recognition will not be long delayed. Everyone knows precisely the position occupied by sentiment in business.

But all this is beside the sapphire point and the "hill-and-valley" disc record. Were one brought to the front that would stand the test,

buyers would not be lacking. Laboratory experts aver that the same brilliant results cannot be obtained from a vertical cut on a disc record as with the lateral or zig-zag line, now used almost to the exclusion of the former. In this country it is absolutely unknown outside of perhaps the recording laboratory. A French company of repute contemplated placing such a disc on sale here—and the records were pronounced A1 by those competent to judge—but for reasons unknown to the deponent the intention was abandoned. Possibly fear of litigation may have occasioned this weakness of heart, for the concern in question was amply buttressed with capital. At any rate, the trial was never made. Are we on the eve of its introduction now, or is the report merely idle gossip?

As a general proposition mail order houses are looked at askance by the trade at large. Notwithstanding this strong prejudice, however, a few concerns who have embarked in the line on a large scale have been successful. As the selling prices are the same as any other jobber or dealer handling the same goods, no objection can be urged on this score. Curious tales are reported about some of these houses; that is, of their experience and not anything to their business discredit. Of course, firms of this calibre are obliged to carry heavy stocks, so as to be prepared to meet any delivering emergency. In this connection the principal of a western jobbing enterprise of magnitude recently stated that while their energies and resources were employed to promote the mail order business, not an effort was made to attract or obtain the trade of dealers. Despite this, however, dealers were regularly buying goods from them, possibly on the score that their orders could and would be filled promptly and completely. At first this part of the business was given little if any specific attention, but it had grown so that the firms were compelled to assign a special clerk to care for the orders, and so rapidly had it increased that \$30,000 monthly was the net aggregate. The amounts occasion no trouble, as the terms of payment—30 days net—are strictly enforced. In narrating this incident, the senior member of the firm laughingly remarked: "This trade does not cost us a penny; it simply comes to us without solicitation, and when you can turn over \$30,000 a month so easily it is like finding money."

Another field of usefulness has opened up for the talking machine. The leading railroads of the country are seriously considering the entertainment possibilities of the "greatest discovery of modern times," and are installing them on their fast trains for the diversion of travelers. It is an exceedingly happy thought. Recently it was officially announced that the Chicago, Rock Island & Pacific line decided to equip all its limited service with Victor talking machines, contracting for a dozen high-grade numbers and a stock of records at an expense of \$5,000. Experimental trials were first made on this road's Mountaineer Limited, and they were so great a success and gave so much pleasure to the passengers constituting the audience that the officials lost no time in recommending the installation of the machines on the system's de luxe trains, where they will be placed in the observation car. The lucky dealer who landed the order is to be congratulated, especially if he originated the idea. As a suggestion for other progressive dealers all over the country it's a "pointer" of no small value to seize and act upon immediately, if not sooner.

RAISED PRICES.

A traveling man stopped at a small hotel one day and was charged 50 cents for his dinner. He asked the boy if he did not pay 25 cents about six weeks previous for the same meal.

"Yes, sir," he said. "But a fellow come along and told dad that drummers would pay 50 cents as quick as they would a quarter, so dad riz the price."

NEWS FROM BOSTON TOWN.

Business Makes Splendid Showing for Summer—Grand Opera Records in Demand—Ditson's Victrola Campaign—Rosen Opens Up—Ament the Eastern Co.—Columbia Activity—Remick Has the Victor—Osgood's Display—Anxious for Lauder's Return.

(Special to The Talking Machine World.)

Boston, Mass., Aug. 14, 1909.

Generally speaking, the talking machine business in Boston may be said to be unusually and unexpectedly good this summer, for money is easier, more people are taking vacations than was the case last year, and the canoeing on the Charles, in which the talking machines play an important factor, is much larger than ever before. As a result there is a steady demand for the newer records and the medium priced machines. The increase in the number of summer bungalows of the wealthy and the near-wealthy accounts for the increase in the sales of the high priced machines, in the sale of which the double-disc records have almost proven a revolutionary factor.

Interest in grand opera records, both instrumental and vocal, still continues and the announcement of the forthcoming opening of Boston's own grand opera company's season has stimulated the demand. The Columbia Phonograph Co. have for some time made a window feature of grand opera records and photographs of the leading artists. The Oliver Ditson Co. and the Eastern Talking Machine Co. are "playing up" the Melba and Caruso records to a great extent, and there is an enormous sale for these records here.

The Ditson house, which deals in Victors exclusively, has been doing some unusual advertising and the effect has been evident in the increased trade. This firm has the advantage of very quiet surroundings and an entire floor for its talking machine department so that every good quality in a record or a machine may be brought out. Manager Winkelman has made a special feature this season of the Victrola and as a result the cottages and bungalows of the wealthy all along the North Shore contain many of these instruments. The sale of grand opera records there is big.

J. B. Cook, the piano man, is one of the latest additions to the list of Victor dealers, and he makes a feature of them in the Colonial Theater building.

Harry Rosen has recently opened a new store on School street here for the sale of Victor and Edison goods. Although on the second floor he succeeds in making a great window display and attracts attention by playing a big horn through the open window. Mr. Rosen says that business has been excellent this summer.

Although the meetings of the Talking Machine Club at the Eastern Talking Machine Co.'s store have been adjourned until fall, there is much interest among the men this summer to see who shall make the largest number of retail sales between July 1 and Sept. 1. It is planned to have a very interesting series of meetings this fall and the scope of the discussions will be very broad. Wholesale Manager Chamberlain has been enjoying a vacation. The new style Victrola has become very popular here and there are indications that this style will constitute the larger portion of the total sales made. One interesting feature at this store is the fact that every old customer comments very favorably upon the recent change in the arrangement of the lower floor. The business has been much simplified and the sales floor looks much better. Manager Taft is very confident that the early fall will see a big boom in the talking machine business.

At the Columbia Phonograph Co. Manager Erisman spoke very confidently this week about the general condition of trade. This firm has but recently moved into its new store, which is much better arranged and more convenient for buyer and seller. The advantage gained by better show windows is also appreciated. Business

here has increased greatly over that at the other store on account of the better location and greater convenience.

Advantage was taken recently by the talking machine department at the C. E. Osgood Co. to make another attractive window display of talking machine goods. This firm has an enormous, long series of windows fronting Washington street and the different departments alternate in using it. The talking machine display of Victors was unusually attractive. Business is reported as excellent. Mr. Osgood, the head of the company, has expressed himself many times as greatly pleased with the department's progress and it is planned to enlarge it considerably before the end of the year.

At Remick's Song Store on Washington street a new line of Victors has been put in, and the sheet music works in very well with it.

The Iver Johnson Co., despite the fact that it has just moved into a fine new building, is feeling that a little more room would be enjoyable, and the talking machine department is now trying to arrange things so that it can secure an additional lot of floor space. This firm makes a special bid for the sporting goods trade and a large sale was reported this summer of talking machines for campers and canoeists.

Manager Howe, at the Houghton & Dutton store, is praying for Harry Lauder to return to America, for he says the Scotch comedian was a great boomer for the talking machine trade. This firm makes a specialty of the so-called "popular" records and is working up a very excellent Victor trade.

NATIONAL PHONOGRAPH CO. BRING SUIT.

On August 5 the New Jersey Patents Co., Orange, N. J., instituted a suit for its licensee, the National Phonograph Co., against the Columbia Phonograph Co., General, New York, charging infringement of patent No. 744266, covering phonograph recorders and reproducers. The invention is that of Peter Weber, superintendent of the National Phonograph Co.'s plant, and was issued November 19, 1903. The subpoena is returnable in the Circuit Court of the United States, Southern District of New York, on September 7. Louis Hicks is counsel for the complainants.

A NEW UDELL CABINET.

The Udell Works of Indianapolis, Ind., have just put on the market a new cabinet which will match the new Victrola No. 12. This cabinet, the Udell people have had designed especially to match the Victrola No. 12. In every way it will be a cabinet that dealers can handle to their advantage and profit. The cabinet is to be mahogany, and, of course, can be shipped either dull or polished. The interior arrangement will be very fine, and the capacity of the cabinet will be 180 twelve-inch disc records. This will be the capacity, figuring that the records will be kept in the cabinet in envelopes. Not only will the style and finish be all that could be asked for in a cabinet of this kind, but the price is very attractive. This cabinet is colonial in design, there is a needle box on the door for the points, and each cabinet will be equipped with a sliding shelf on which to conveniently handle a record. On the door of each cabinet there will be a card on which the owner can list his records, and as the compartments in which the records are to be kept, are also numbered, it will be possible to find a record instantly. The Udell people have ready a new catalogue showing their complete line of cabinets for disc and cylinder records, and also showing this new cabinet.

COLUMBIA CO.'S PHILADELPHIA STORE.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 8, 1909.

The store of the Columbia Phonograph Co., at 1109 Chestnut street, which was damaged by fire several months ago, is now being handsomely refitted and redecored and will be reopened

shortly, when the company will move back from their present temporary quarters. The interior furnishings and arrangements are similar to that of the company's Boston establishment, which is considered one of the best appointed in the country. The wholesale stock carried by the Philadelphia establishment supplies the dealers in the entire eastern part of the State. H. A. Yerkes, manager of the wholesale department at headquarters, was here to-day looking over the situation. He left for New Haven, Hartford, Waterbury and Bridgeport, Conn., to night, and expects to be back in New York Monday.

WOOD JOINS DITSON FORCES.

On August 2 John J. Wood, for many years with the Regina Co., entered the talking machine department of Chas. H. Ditson & Co., New York, as assistant to Harry L. Hunt, the manager also of the small goods branch of this veteran gilt-edge house, widely known as musical instrument manufacturers and dealers, as well as music publishers. Mr. Wood is a particularly well equipped man for this position, both as an outside and inside salesman, and with a special knowledge of store management besides; and therefore an expansion of this important department of the Ditson Co. along progressive lines would not be a surprise to those who know something of the capabilities of the gentleman. The Ditsons are exclusively Victor dealers in their extensive Boston, New York and Philadelphia establishments. The talking machine departments in the several places are magnificently equipped in every way with facilities for handling and storing stock and the demonstration of goods.

SNELLENBERG HAS COLUMBIA LINE.

N. Snellenburg & Co., Philadelphia, Pa., whose talking machine department is under the experienced and skillful management of Newton Bachrach, has added the Columbia line, placing a large initial order with the Columbia Phonograph Co., General. B. Feinberg, the company's special representative, negotiated the deal.

On Aug. 9 B. Feinberg, special representative of the wholesale department of the Columbia Phonograph Co., General, left New York for a trip through the Middle West. He will be gone a month.

Good Opening for Solicitor.

WANTED—Energetic man. Good opening for A1 phonograph solicitor. Fine territory; easy to cover. Address "Opportunity," care Talking Machine World, 1 Madison avenue, New York, N. Y.

REPAIR MAN WANTED.

WANTED—A repair man; must be familiar with Victor and Edison machines. Good opening for right man. Give references. Address "Competent," Talking Machine World, 1 Madison avenue, New York.

SALESMEN WANTED.

WANTED—Several first-class salesmen experienced in calling on the talking machine trade to sell a line of high-grade record cabinets; commission basis. Address "Cabinets," care of Talking Machine World, 1 Madison avenue, New York.

MANAGER WANTED.

WANTED—Experienced man as manager talking machine department, large western piano house. Address "500," care of Talking Machine World, 1 Madison avenue, New York.

FOR SALE.

Elegant Corner Store, finest location downtown (New York) for retailing Italian Grand Opera Records among refined Italian people. Good trade. Established 3 years. Chance for good house who want a first-class branch store. Must sacrifice. Compelled to leave city. Address G. CROCCHIOLO, 141 Second Ave., New York City.

“The House Beautiful”

¶ A man once said to the writer, “Before you write one word in favor of your goods, think of the other fellow’s views.”

¶ Good advice, that. Pity we can’t all be reminded of it once a week. But you, Mr. Dealer, do you think of your customer’s home when you sell him a machine? Do you find a place to put it? Do you suggest a way to keep his records from being strewn about—from being broken up and scratched?

¶ Do you plan his Talking Machine future so that he will continue an interested and enthusiastic buyer?

¶ This Cabinet game is worth while. The “Cabinet that Matches” is the one thing necessary to make a complete Talking Machine outfit. It is a distinctive piece of furniture. It has a place in the parlor.

You may have one or the whole line on approval.

“Mark.” We have Victrola XII’s and XVI’s in abundance.

A postal card to us will bring you information and plans to aid you in selling Victrolas.

The Talking Machine Company
72-74 Wabash Avenue, Chicago



FROM OUR CHICAGO HEADQUARTERS

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

July Wholesale Trade Very Satisfactory—
Lull Looked for This Month—Good Demand
for New Victrola 12—G. M. Nisbett's Mexi-
can Experience—E. C. Plume's Vacation—
Edison Phonographs in Canada—German
Talking Machine Men in Town—Daynes-
Beebe Music Co., Salt Lake City, Appointed
Columbia Jobbers—A New Cylinder Record
Cabinet—Some Recent Trade Visitors—
High-Class Advertising.

(Special to The Talking Machine World.)

Chicago, Ill., August 7, 1909.

Talking machine jobbers say that trade in July more than held its own with a year ago. Prospects are for a quiet August, but orders already in hand for September shipment furnish a foundation for a belief in an unusually strong fall trade. All conditions are favorable. Travelers returning from the West say the wheat in nearly all sections is in excellent condition as the yield has been good and the berry large and the standing wheat in fine condition. Oats and barley also make a fine showing.

The new Victrola 12, which was described fully in last month's World, is selling nicely and the demand is beyond expectations.

Nisbett in Role of Toreador

It is always pleasing to record notable instances of heroism and particularly if the heroes happen to be members of the trade in which the recorder is interested. The many friends of George M. Nisbett know him to be a fine fellow and an excellent phonograph man, but few perhaps realize that he has in him the stuff of which Kosciuskos, Admiral Deweys and Grace Darlings are made. Read the following from the Mexican Herald, published in the City of Mexico, issue of July 15, and judge for yourself.

"A party of ladies, in charge of G. M. Nisbett, general manager of the Mexican National Phonograph Co., had a thrilling experience at Cuernavaca a couple of days ago. The party consisted of Mrs. G. M. Nisbett, Miss Margaret McCarty, Miss Kathleen McCarty and Miss Dounelley.

"While descending the steep trail to the famous falls of San Antonio the party was met by half a dozen bulls which were coming up the trail after having been to water. At sight of the bulls, even before the animals made the least demonstration, the ladies scattered in all directions, leaving Mr. Nisbett to dispute the path single-handed with the bulls.

"The animals had by this time become frightened at the antics of the ladies and began to toss their heads in ominous fashion, but Mr. Nisbett proved a valiant fighter and with the aid of a handful of rocks succeeded in forcing the animals from the trail. But they rushed wildly to and fro and several of the ladies had narrow escapes from being gored by the animals.

"After the bulls had finally been forced from the path, Mr. Nisbett began his search for the fair members of his party, and it took him considerable time to round them all up and lead them in safety up the steep hill."

Plume Family Take the Plume.

E. C. Plume, western wholesale manager of the Columbia Phonograph Co., is, as usual, spending his summer vacation of a fortnight's duration, at Penelwood Farm, Berriem Springs, Mich. He is accompanied by the whole blessed family. It's a great combination. When Plume returns in the evening, after a hard day's combined work and pleasure shooting alligators, Mrs. Plume, as a prelude to supper, brews him, with her own fair hands, a cup of the finest coffee that mortal ever quaffed. Plume, Jr., besides being an expert golfer, has cultivated things domestic to the extent that he can bake the most delicious rolls which serve to make the coffee kaffee klatsch a most distinguished success.

Bagshaws Visiting the Trade.

The Bagshaw Brothers, of Lowell, Mass., and

of talking machine needle fame, were here recently on one of their joint trips, which always proves most welcome to their many friends in the trade.

Opportunities in Canada.

"System," the business magazine published in this city, has an article on winning trade in the new Canada, which describes the opportunities for United States manufacturers in the great Northwest territory of the country to our North. It describes the methods used by different companies in their invasion of Canada. Some establish a subsidiary company, with a branch factory on Canadian soil. Others do business direct with Canadian concerns and while framing their advertising to appeal to Canadians make no effort to identify themselves as Dominion industries. The latter is the case with the National Phonograph Co., and "System" reproduces a couple of Edison advertisements, in which the address is given as 124 Lakeside avenue, Orange, N. J. One of these advertisements bears a picture of a Highland laddie with his bagpipes, and among other things says this:

Carlisle Said

"That music was the least disagreeable noise he knew. Few people will agree with Carlisle. Some people like noisy music.

"Did you ever hear the skirl of the bagpipes, for instance? You can hear it perfectly on an Edison phonograph. The point is to have an Edison phonograph, a great household entertainer, which brings into the home just the sort of music or other entertainment that you like."

Then the consumer is told that there is a dealer near him who will take pleasure in demonstrating the phonograph, etc.

Visitors from Germany.

Chicago has had a couple of very interesting visitors the past week. They were Otto Heinemann, director of the Carl Lindstrom corporation of Berlin, one of the largest talking machine manufacturers in the world, and Paul Kretschmer, the manager, and who a few months ago opened an office in New York City for the purpose of showing their goods to exporters with a view of inducing them to buy the German machines for export to South America, Mexico, etc.

Mr. Heinemann, who is accompanied by his wife, arrived recently in New York and with Mr. Kretschmer, is making a tour of the country, studying the conditions of the American market. He is a courteous gentleman of aristocratic appearance and while speaking little English, speaks that little well. For an extended conversation he uses Mr. Kretschmer as an interpreter.

An Interesting Chat.

"To my mind the talking machine industry, with all of its marvelous development, is still little more than in its infancy," said Mr. Kretschmer in a talk with The World. "The taste for music is constantly growing and in no manner can people satisfy this desire in such a varied manner or at such small cost as through the talking machine.

"As regards conditions in the United States a few leading concerns by their commendable activity and remarkable cleverness have succeeded in creating a great market. It seems to me that without infringing on any of their devices possessing intrinsic value that it is possible for foreign manufacturers to do business in this country as they do in other parts of the world. Our company, for instance, would like a fair share of the American business just as the American companies are getting their share in other countries. For instance—The Gramophone companies in Europe control practically the same patents and trade marks as the Victor Co. You are, of course, aware that the German Gramophone Co. has opened retail stores in such cities as have no distributors under their own name. These stores are all handling our machines in order to meet the demand for a cheaper machine than the Gramophone and thus enable them to increase their sale of records. I think that there is a market for a cheaper machine in this country and it would not interfere, in my opinion, with existing lines but would increase the business by reaching different classes of trade, who would prove good record buyers in the aggregate."

Whatever the American view may be on the subject treated in the above interview the opinions quoted are interesting as showing the attitude of the other fellow. Mr. and Mrs. Heinemann.

SECTIONAL CYLINDER AND DISC RECORD CABINETS

Resembles a Handsome
Sectional Book - Case.

The sections for cylinder records are equipped with thirty three compartments, each compartment holding four cylinder records, each section having a total capacity of 132 cylinder records.

The sections for disc records are equipped with forty compartments, each compartment being subdivided for three disc records, each section having a total capacity of 120 records.

The record filing capacity in these cabinets is unlimited.

Write for descriptive catalogue
and dealers' special prices.

COMPARTMENT FILING CABINET CO.

426-28-30 TWENTY-NINTH STREET, CHICAGO, ILL.



mann and Mr. Kretschmer left on Thursday evening for the east; intending to spend a day or two viewing the glories of Niagara Falls.

Discusses Victor Expansion.

Mr. Dennison, mechanical engineer of the Victor Co., was in Chicago the latter part of last month. He was very enthusiastic regarding the rapid development of the talking machine industry and of big things to come. He referred to the large cabinet facilities of his company and also to the immense new addition to the machine shop now under construction. Mr. Dennison, while a very conservative man and not exactly a news source from the trade paper point of view, possesses a most interesting personality and his visits here are eagerly looked for.

Important Columbia Deal.

W. C. Fuhri, district manager of the Columbia Phonograph Co., has just closed a deal whereby the Daynes-Beebe Music Co., of Salt Lake City, Utah, become the exclusive jobbing representatives for Utah and a portion of Nevada. The initial order is one of ample dimensions. The deal involves the discontinuance of the branch store formerly conducted in Salt Lake City by the Columbia Co. George F. Standke, the former manager of the Salt Lake City office, has been transferred to an important position with the Kansas City branch. The Daynes-Beebe Co. have fitted up fine retail quarters occupying large space on the main floor. W. J. Clawson, who has the management of the department, is not only a good business man but an accomplished musician and will go after the high grade trade.

Cylinder Cabinet Now Ready.

The Compartment Cabinet Filing Co., of this city, in addition to their disc record cabinet have now ready for the market a cylinder cabinet on the same general lines. There are 33 compartments in a section each having a capacity of four cylinder records, and thus each section accommodates 132 records. The sections are 33 inches wide, 17 inches high, and 13 inches deep. The compartments have rounded, rigid outer-ends bound in leatherette to resemble books. The fronts are tinted in gold bronze and are placed in the section in numerical order. The whole makes an exceedingly attractive cabinet and should meet with great favor with the trade. The company are booking many orders.

Arthur D. Geissler Off to Pacific Coast.

Arthur D. Geissler, general manager of the

Talking Machine Co., left on Wednesday of this week, accompanied by his wife, for a trip to San Francisco and Los Angeles to visit relatives and friends.

Chandler Entertains Renner.

A. V. Chandler, Illinois representative of the National Phonograph Co., had the pleasure of entertaining Mr. Renner, one of the company's far western men, whose particular territory is Colorado, for a couple of weeks. The twain left here Saturday for Orange, N. J., for the annual round-up of the travelers and incidentally to get in touch with C. E. Goodwin, the National's new manager of traveling salesmen. Gill, of California, Lyons and others of the Edison force, stopped over in Chicago en route to Orange.

Rudolf Wurlitzer, Jr., a Visitor.

Rudolph Wurlitzer, Jr., of the Rudolph Wurlitzer Co., was in Chicago this week on a visit to their local branch and incidentally inspected the alterations and improvements being made to the company's local store and pronounced them good.

J. C. Roush Visiting Western Points.

George Ornstein, manager of traveling salesmen of the Victor Co., was in Chicago this week on one of his ever welcome journeys among the jobbers. He was accompanied by J. C. Roush, of the Standard Talking Machine Co., of Pittsburg, and who was honored by the position of secretary of the National Talking Machine Jobbers' Association at their recent convention at Atlantic City. The Standard Co. are about to move into a fine new building and Mr. Roush is accompanying Mr. Ornstein on his trip in order to visit some of the up-to-date retail and wholesale establishments and to get pointers to aid him regarding the arrangement of the store, fixtures, stock keeping methods, etc. He obtained many valuable hints in the Windy City.

F. H. Harnden has been appointed private secretary to Arthur D. Geissler, general manager of the Talking Machine Co.

Pertinent Trade Sermon.

"As ye sow so shall ye reap," is the text of a very pertinent trade sermon preached by Lyon & Healy in their page in this issue of The World. It gives some valuable points on preparation for the fall trade and will no doubt be read and harkened unto by the brethren and also by such of the sisters as help their hubbies "in the store."

Baer's Hot Weather Trip.

C. F. Baer, local manager of the Columbia Phonograph Co., is on a brief hot weather trip among some of the dealers in the territory covered by the Chicago office.

An Artistic Announcement.

The Talking Machine Co.'s advertisements in The World because of their pertinency and artistic beauty, have attracted wide attention. The page in this issue is right up to the standard of its predecessors. It shows a Victor outfit with the "Cabinet that Matches," in the environment for which it is intended. Dealers who are in a position to supply these outfits would do well to cut out the page, frame it and use it in connection with a window display. It would unquestionably prove a good missionary.

H. H. Brown a Visitor.

H. H. Brown, whom Chicagoans will remember as the local representative of the Talkaphone Co., some years ago, is now a prosperous talking machine dealer of Toledo, O. He was in the city a couple of weeks ago and placed a good round order for machines and records.

A HORN OF CUT GLASS.

Charles P. Schuller has introduced a distinct novelty to the trade in the form of a cut glass horn for talking machines, which is to be sold at \$15 wholesale. The inventor claims that the horn, outside of being ornamental, has specific acoustic advantages, stating that it gives a rich and mellow volume of tone that is both surprising and pleasing. The horn is of regulation size, 15 inches long and 14 inches across, and fitted with a rim to adjust to the record arm.



Arthur J. O'Neill, president of the Aretino Co., Chicago, is the originator of a plan for the distribution of talking machines throughout the United States, which has been the means of supplying the needs of country people, as well as many dwellers in large cities with practical machines of decided musical merit. Through this plan more than 250,000 machines have been placed in homes and have created a permanent market for records.

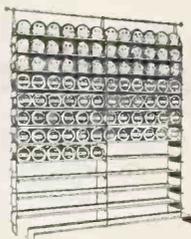
Mr. O'Neill is a decided optimist regarding the talking machine industry and believes that it is on the eve of the greatest prosperity that was ever known. Following out this conviction of its president the Aretino Co. are seriously considering the carrying of a general jobbing line besides working along the lines of their premium proposition. From evidence already piling up in their office they anticipate that their business this fall will prove a record-breaker.

**Edison Jobber
Zonophone Distributer**



**New Design
Wooden
Disc Record
Racks and
Cabinets**

**Wire Record
Racks**



**SCHUBERT
EXTENSIBLE
CYLINDER
RECORD
RACKS**

Send for Special Offer

SPRINGS for all makes and sizes of machines
Stereopticons, Post Card Projectors
and Moving Picture Machines

JAMES I. LYONS
265 FIFTH AVENUE CHICAGO

The Missing Link



WHICH ?

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.



"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 Moynes St.
CHICAGO, U. S. A.

“As Ye Sow, So Shall Ye Reap”

The basis of every farmer's crop is the *seed*.

Upon the manner in which that seed is sown and the care with which it is later cultivated depends the success or failure of the harvest.

The Talking Machine dealer who fails to sow the seed of a profitable business will likewise fail to reap the profits which might easily have been his.

Plant a dozen Victor Talking Machines or Edison Phonographs in your local field; cultivate these purchasers with monthly circulars, and you are bound to reap a handsome harvest in the way of *record sales*.

The sale of records to Victor and Edison owners is an endless chain in the harvesting machine. It is up to you to apply the necessary oil in the way of circularization.

Then you simply stand by and reap the harvest—the result of a little effort once a month on your part, and of the care and attention given your orders on *our* part.

Our New Talking Machine proposition is interesting.

Write to-day for particulars.

DISTRIBUTORS OF
VICTOR
TALKING MACHINES
AND RECORDS

Lyon & Healy

CHICAGO

JOBBER OF
EDISON
PHONOGRAPHS
AND RECORDS

AROUND THE BALTIMORE TRADE.

Dealers Well Pleased With Improvement in Business—Look for Old-Time Prosperity—Vacations Now Under Way—Items of News.

(Special to The Talking Machine World.)

Baltimore, Md., Aug. 5, 1909.

The talking machine dealers of this city are a brighter lot just now than what they were at the same time last year. At that time business was at a complete standstill and the prospects were extremely gloomy. But now the reports come from all sections that business for July has been fairly brisk, while August has started in as though the long-looked-for brace will be on hand at the time anticipated—during the very early fall. Wholesalers and retailers alike are of the opinion that they hit the right dope when they predicted that business would get back to its old-time form of the days of prosperity, and they are satisfied that they were not mistaken in making early arrangements and having their forces finish up their vacations by the middle of August. The dealers have about completed these preparations, with the exceptions of the last vacations, and are ready to tackle all the business that comes their way.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., says that the summer business has been quite satisfactory in both the wholesale and retail lines, and that the prospects for the territory that the local store covers are very rosy. The reduction sale of the wax cylinder records continues to be popular at the Columbia store, while the demand for the Columbia indestructible cylinders proves that they are becoming more and more popular every day. Mr. Lyle expects to receive the new hornless cabinet machines at the local branch shortly. These will be in the form of a library table and take up less room than the other styles of talking machines. He believes that the demand for the latest line of instruments will be heavy, if the way that Baltimoreans have taken hold of the newest things in the talking machine line heretofore counts for anything. Mr. Lyle will spend the remainder of his vacation, which starts within a week or two, at his home in Hackensack, N. J.

Joseph A. Grottendick, manager of E. A. Droop & Sons Co., the Victor and Edison representatives here, reports that August business has started in well, and that fall prospects are encouraging. He will leave for the mountains on August 14 for a two weeks' vacation.

Robert Ansell, of the sales force of Cohen &

Hughes, who handle the Victor line in this city, is away on a two weeks' holiday.

Albert Bowden, of the talking machine department of Sanders & Stayman, states that July and early August sales are brisk, and that he has excellent prospects for the fall. The high-priced Victors and Columbias have been in the greatest demand.

THE NEW EDISON CYGNET HORN

Will be Placed on Sale September 1st—The Special Acoustic Merits of This Creation—Saves Space Also on Front of Machine.

On September 1 the National Phonograph Co., Orange, N. J., will place on sale through their dealers the new Edison Cygnet horn, herewith illustrated. Samples were placed with jobbers at the usual advance time and orders from all parts of the country assure its success. As the company say:

"The necessity of a new style horn has long



"IDELIA" OUTFIT EQUIPPED WITH CYGNET HORN.

been apparent. Its introduction to the trade was a matter of time depending upon the success of our efforts to devise a model whose attractiveness of style would not be secured at the expense of volume of sound, clarity of tone or distinctness of enunciation.

"The only objection that was raised against

the old style horn was the fact that because of its shape it occupied considerable space. In this respect the new horn will have a distinct advantage, the space in front of the machine being free and clear. This, together with the fact that it is possible to point it in almost any direction, assuring convenience of position, are its chief recommendations.

"Hereafter all 'Idelia' phonographs will be equipped with mahogany Cygnet horns without additional cost. It is the company's intention to continue to supply their regular horn with all of the present types of machines."

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., August 9, 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:

JULY 14.

Buenos Ayres, 9 pkgs., \$195; Callao, 21 pkgs., \$218; Havana, 2 pkgs., \$146; London, 287 pkgs., \$6,544; Montevideo, 3 pkgs., \$135; Rangoon, 11 pkgs., \$294; Rio de Janeiro, 27 pkgs., \$1,171; St. Kitts, 14 pkgs., \$181; Santiago, 2 pkgs., \$347; Savanilla, 2 pkgs., \$235; St. Johns, 1 pkg., \$100; Vera Cruz, 63 pkgs., \$2,570.

JULY 21.

Berlin, 334 pkgs., \$2,575; Bombay, 7 pkgs., \$119; Buenos Ayres, 13 pkgs., \$2,963; 490 pkgs., \$6,594; Callao, 5 pkgs., \$103; Cartagena, 2 pkgs., \$182; Colon, 4 pkgs., \$108; Curacao, 3 pkgs., \$170; Guayaquil, 5 pkgs., \$392; Havana, 25 pkgs., \$919; 4 pkgs., \$364; 2 pkgs., \$240; Havre, 3 pkgs., \$156; Kingston, 3 pkgs., \$201; La Guayra, 5 pkgs., \$177; La Libertad, 3 pkgs., \$934; London, 8 pkgs., \$406; 2 pkgs., \$175; Mal-lendo, 8 pkgs., \$203; Melbourne, 7 pkgs., \$371; Mazatlan, 31 pkgs., \$1,073; Para, 7 pkgs., \$716; Rio de Janeiro, 1 pkg., \$100; Shanghai, 2 pkgs., \$168; St. Johns, 10 pkgs., \$203; Sydney, 26 pkgs., \$848.

JULY 28.

Berlin, 10 pkgs., \$247; 42 pkgs., \$1,025; Brussels, 127 pkgs., \$886; Buenos Ayres, 52 pkgs., \$4,023; Cape Town, 3 pkgs., \$452; Demerara, 4 pkgs., \$437; Havana, 17 pkgs., \$429; 34 pkgs., \$377; Havre, 3 pkgs., \$155; Limon, 258 pkgs., \$1,568; London, 38 pkgs., \$1,336; 5 pkgs., \$625; 162 pkgs., \$3,844; Melbourne, 1,383 pkgs., \$22,459; Punta Arenas 3 pkgs., \$213; Rio de Janeiro, 3 pkgs., \$117; Santiago, 2 pkgs., \$150.

AUGUST 4.

Antwerp, 2 pkgs., \$111; Amapala, 3 pkgs., \$154; Buenos Ayres, 61 pkgs., \$2,675; Callao, 10 pkgs., \$195; 11 pkgs., \$128; Cienfuegos, 24 pkgs., \$992; Guayaquil, 4 pkgs., \$148; Havana, 3 pkgs., \$130; 8 pkgs., \$600; Kingston, 36 pkgs., \$2,243; London, 7 pkgs., \$649; 65 pkgs., \$1,748; Mazatlan, 3 pkgs., \$115; Savanilla, 46 pkgs., \$2,025; Valparaiso, 10 pkgs., \$290; Vera Cruz, 104 pkgs.,

DISC RECORD AUTOMATIC STOP.

Every dealer knows that a device for stopping records automatically when through playing is desired by every owner of a machine. The Chambers Automatic Stop Co., 622 Tribune building, New York, have introduced to the trade an appliance that stops the revolution of the record automatically on all disc machines. It is simple in construction and sure and accurate, with nothing to get out of order. They are proving good sellers.

A MESSAGE OF OPTIMISM.

As an evidence of great faith in the future of the talking machine industry, J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York City, sends a message to Edison and Victor dealers over his signature, which will be well worth their consideration. This will be found in their advertisement on page 15 of this issue.

"That's the Point"

For Talking Machine Dealers

THE TUSKO NEEDLE

which realizes to the ear the actual tones of the original rendition of the selection recorded on the disc. It abolishes the scratch and preserves the record.

The Racking Question of the Preservation of Records is solved by

The ECONOMY and the PERFECTION DISC RECORD CABINETS

The only perfect way to handle double-faced records.
Prices and terms on application.

R. H. JONES

5513-25 Monroe Avenue

CHICAGO

ACTIVITY IN CINCINNATI.

July Makes Fine Showing—Leading Concerns Getting Back to Old-Time Conditions—Victrolas Being Pushed by Wurlitzer in Various Ways With Success.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 7, 1909.

The dealers in talking machines and records report that the month of July showed a satisfactory volume of business for a summer month and was marked by indications that give promise of a better condition of trade with the coming of fall. The fact that more of the working people are getting back on a sound financial basis is having much to do with the dealers' confidence in future business. Few are still out of employment. Cash receipts are showing a better form than usual, and the amount of local trade being done shows that there is more confidence in the public's view of the future. Local business continues to show material improvement. This month will hold its own, with the outlook for September very encouraging.

The Columbia Phonograph Co. continued their sale of wax X P cylinder records at 15 cents throughout the past month, with fine results. A large sign above the store's front door proves a good eye-catcher. Manager Nichols said of July trade: "We are very much pleased with the way July business showed improvement. The month brought out a larger volume of local business than we have had for some time, the out-of-town business heretofore having been relied upon to make up the showing that ordinarily would have been made with city business. The demand for machines and records last month was equally satisfactory. I am confident that this month will see a fine lot of business put on record, and that next month will surely see a long step toward a return of the splendid times we enjoyed two years ago. The general condition of the working people, which is showing splendid improvement right along, is a sure sign of better trade. The higher class of business has shown up well, but the smaller buyer is a strong factor in trade when he enjoys a well-filled coffer." Manager Nichol leaves for his vacation next week at Atlantic City for two weeks. In the fall he contemplates making a few changes in the arrangement of his store room for the better display of the machines. Small parlors will be provided for the use of customers who visit the store for the purpose of hearing the machines.

The Milner Musical Co. sent out a letter the last of July calling attention to the August list of Victor records. In the letter Manager Strlef called attention to the fact that he had tried out certain of the records in this booklet, and that he had checked them in red ink. These he recommended to the purchaser as being very good—the best contained in the new August list. The letter calls attention to the five parlors of the store that are used for demonstration purposes, kept cool with electric fans, and presided over by lady attendants. These letters were sent out to a large mailing list, and with very satisfactory results thus far. The new Victrola XII for \$125 was a feature of the July trade. Records had a good call. Cash business showed improvement, and collections are getting better every week. This store will open a booth at the county fair to be held at Coney Island this month between the 13th and 22d. It will contain a fine display of all the goods handled by this store. Mr. Kenney will have charge of this display. The outlook for this month is considered good.

The month of July was a very satisfactory one with the R. Wurlitzer Co. High-grade talking machines and Victrolas had a very satisfactory sale and a number of expensive outfits were delivered. The Victrola No. 12, which went on sale on July 20, was a record-breaker in Cincinnati. Very few were delivered in comparison with the large number that were sold for September delivery. The reason of this is obvious. Every family in Cincinnati that can afford it has gone to the north or to the seashore, and only the business men remain in town. These are the people that

the announcement of the new Victrola has brought into the talking machine stores, but they do not want the goods delivered until September.

The new Victrola No. 12 has filled the purpose for which it was designed—namely, to stimulate the demand for talking machines of a high grade.

The Rudolph Wurlitzer Co. have been making very attractive window displays of the new Victrola. Many comments have been made on these artistic displays, and they have done much to attract the public to the store. This concern is now waiting on practically all of their talking machine trade on the main floor. This has been very much appreciated by the Red Seal customers, who dislike to buy goods in the basement department.

The basement has been handsomely fitted up in wood panel work and handsome decorations, to be used as a reserve record sale department and a machine display room. One portion will be arranged as a little auditorium, in which continuous concerts will be given through the main hours of the day.

The Rudolph Wurlitzer Co. are now engaged in an active campaign, which includes giving concerts at schools and churches, in which the Victrola is always used in preference to the Auxetophone. The reason for this preference is obvious. The Auxetophone is an instrument which is out of the reach of the average club or school, while the Victrola is a moderate-priced instrument, and appeals also to those people who want an instrument for the home. From present indications the fall trade will be a great improvement over that of last year, and may possibly exceed the retail business of any past year in Cincinnati.

WIN PRIZES IN DRUM CORPS CONTEST.

The American Graphophone Drum Corps, of Bridgeport, Conn., the members being employes of the American Graphophone Co., won three prizes in the contest conducted during the annual convention of the New York Drum Corps Association held in Poughkeepsie last month.



A FIRESIDE MACHINE equipped with a

LIN-O-TONE HORN

MAKES A PERFECT COMBINATION

THE material from which the Lin-O-Tone is made, pure linen, gives better results acoustically than any other. The tone is round and full and marvellously natural. The Lin-O-Tone pleases not only the ear, but the eye as well. The horns are finished in either red, black or blue, gold striped and furnished with heavily nicked ferrule. Make up your mind, Mr. Dealer, to sell a Lin-O-Tone with every Fireside and you will please your customer, and incidentally increase your profits.

Length, 21 inches; Width of Bell, 17 inches. Retail Price, \$3.00

THESE JOBBERS CAN SUPPLY YOU:

- | | | |
|---|---|---|
| ALBANY, N. Y.,
Finch & Hahn. | HOBOKEN, N. J.,
Eclipse Phonograph Co. | PITTSBURG, PA.,
Standard Talking Machine Co. |
| ALLENTOWN, PA.,
G. C. Aschbach. | KANSAS CITY, MO.,
J. W. Jenkins' Sons Music Co. | PROVIDENCE, R. I.,
J. A. Foster Co. |
| BANGOR, ME.,
S. L. Crosby Co. | MINNEAPOLIS, MINN.,
Minnesota Phonograph Co. | RICHMOND, VA.,
C. B. Haynes & Co. |
| BOSTON, MASS.,
Iver Johnson Sporting Goods Co. | MILWAUKEE, WIS.,
Lawrence McGreal. | ROCHESTER, N. Y.,
Mackie Piano, O. & M. Co. |
| BUFFALO, N. Y.,
W. D. Andrews. | MOBILE, ALA.,
W. H. Reynolds. | SCHENECTADY, N. Y.,
Finch & Hahn. |
| BURLINGTON, VT.,
American Phonograph Co. | NEW HAVEN, CONN.,
Pardee-Ellenberger Co. | SPRINGFIELD, MASS.,
Flint & Brickett Co. |
| COLUMBUS, OHIO,
Perry B. Whitsit Co. | NEW YORK CITY, N. Y.,
Blackman Talking Machine Co. | ST. PAUL, MINN.,
Minnesota Phonograph Co. |
| DES MOINES, IOWA,
Harger & Blish. | OMAHA, NEB.,
Nebraska Cycle Co. | SYRACUSE, N. Y.,
W. D. Andrews. |
| DUBUQUE, IOWA,
Harger & Blish. | PHILADELPHIA, PA.,
Louis Buehn & Bro. | TROY, N. Y.,
Finch & Hahn. |
| GLOVERSVILLE, N. Y.,
American Phonograph Co. | Penn Phonograph Co. | |
| | H. A. Weymann & Son. | |

Bonci, Zenatello, Amato, Anselmi, Bassi, Constantino, Bispham, Gilibert, Van

Isn't that a list of names to conjure with? All, and many others in is in the quality of the records even more than in the prominence of **DOUBLE-DISC** Records by five of the six great tenors of the world, by great sopranos, by five of the most celebrated bassos, and by the one



Sammarco, the World's Greatest Baritone, sings exclusively for the Fonotipia Co., of Milan. Columbia Phonograph Co., sole selling agents for America

Exclusive Selling Rights Granted
to Responsible Dealers

COLU

Ammarco, Russ, Destinn, Lehmann, Kubelik, Booy, Arimondi, Blauvelt, Trentini

the Fonotipia and Columbia exclusive repertory. Yet its strength
the names. What *cannot* you do in the high-class record field with
the help of its fourteen most famous baritones, by eleven of the twenty
greatest violinist?



Constantino, the Great Tenor, now sings exclusively for the
Columbia Phonograph Company

MBIA

Columbia Phonograph Company, Gen'l

Wholesale Department

TRIBUNE BUILDING, NEW YORK

TRADE NEWS FROM LOS ANGELES.

New Style Machines Help Trade—General Condition of Business Shows Improvement—“Talker” Men Decorate for Elks’ Festival—Southern California Dealers Make Cheery Report and Look for Big Fall Trade—The News in Detail.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 28, 1909.

The Elks’ grand reunion is now over, after a most successful convention. During the week of festivities practically all business was suspended, although there are many good reports for that period.

Since then, trade has resumed its normal condition, however, and everything is moving rapidly once more. The opening of the sale of the new Edison Fireside, and later the new Victor Victrola XII have somewhat livened up the dealers.

Several of the prominent trade members are enjoying vacations, while many have already returned to duty.

Sherman, Clay & Co. have received their first shipment of new style Victor Victrolas, type XII, which was sold almost as soon as received. Their second shipment of these machines is expected, while a third order has been placed for another consignment.

The late list of Italian Victor records just received are in great demand as there are among them many fine new numbers.

Manager Chas. Ruggles is preparing for a trip to San Francisco, where he will visit his old home and confer with the management of the firm’s home office. He seems quite anxious to see how the two cities, Los Angeles and San Francisco, compare as to trade conditions.

Business is good with the Southern California Music Co. in all branches. The new style Edison Fireside has been in great demand, in fact, larger than expected. The Amberol attachment for the Gem Edison has also created interest.

The retail department has received an extra shipment of Victor Victrolas in styles XIV and XII, both of which are in growing demand. Mr. Wayne is enjoying a short stay at the island (Catalina) in company of Mrs. Wayne. Francisco Moreno is back from a vacation trip to Mexico, where he had a very pleasant time.

The Geo. J. Birkel Music Co. have specialized on the new Victor Victrola XII to a very successful extent in newspaper advertising as well as attractive window displays. Mr. A. Graham Cook of the talking machine department expects to take a vacation trip at an early date, when he will visit his old home in Denver, from which he departed several years ago to take his present position.

The Fitzgerald Music Co. have increased their staff of salesmen to handle their Victor department, and are considering the addition of more space to their present quarters. Mr. Andrews will spend a few days at the seaside during the coming month.

The Holmes Music Co. have received a large shipment of Victor double-faced records, which consists mainly of the May supplement. Their department is in splendid shape and business good.

The windows of the Wiley B. Allen Co. attracted much attention during Elks’ week, as a result of one of Mr. Clubb’s displays, which represented a miniature head of Elks listening to the Victor address of “Hello, Bill!” The Victor dog was sitting off to one side, conversing with a small goat in rather a jealous tone, saying “I wish I was an Elk,” while the goat in turn advised him that he “Would have to ride the goat.”

News of splendid trade conditions come from San Diego. Edward Borgum of the Southern California Music Co. branch, has visited this city and tells of the great growth of trade in the southern city. During the month much advertising has been done by the leading dealers. A rather novel method was recently adopted during the engagement of “Uncle Josh” (Cal Stewart) at one of the theaters in that city.

Mr. Stewart rendered his services at a special matinee when he related to the audience the manner in which records are made and told some of his latest stories.

The venture proved a great success, being a very interesting subject to owners of talking machines, as well as the general public. No undertaking of this kind has ever been taken before in this section.

Two visitors from Arizona, Robert B. Berryhill from Phoenix, and H. Efker, of the Geo. Fisher Co., Tucson, have brought news of good trade in the territory. Mr. Berryhill is contemplating an enlargement of his talking machine department for the coming holiday season and has come to look over some of the stores in this city before making his improvements. Mr. Efker is spending his vacation in Los Angeles and meanwhile is surveying conditions in the trade.

T. J. Hammett, the Victor dealer of Redlands, dropped in for a few days. The season for oranges has closed in that section after a very heavy crop, which makes things prosperous in all lines of trade. Geo. L. Snyder, the Edison man at Kern, Cal., is happy with the good business he has done lately. He has sold a number

of high-priced phonographs in the past week.

A veteran talking machine man, W. A. Mullen, has called on several of the dealers in this city, and while he is no longer connected with the trade is still enthusiastic over it and its great growth.

Mrs. M. E. Gilbert, who will be remembered in the trade by her very successful demonstrations of Mr. Gilbert’s repeating device for the Edison phonograph, is making a visit to Los Angeles.

The performance of “The Merry Widow” at a local theater has increased the demand for talking machine records of its different numbers.

William Roddy, the advance agent for the company, has given his assistance to the dealers in the way of advertising matter and newspaper cuts.

Andrew Hang, who for many years has been one of the foremost talker experts, is making his home in Los Angeles.

The Columbia window, prepared recently by the Southern California Music Co., was much admired by Mr. Dorian. It represented the figure of Columbia (flag, etc.) standing majestically at the side of a choice display of Columbia machines and double discs and proved a strong attraction.

SLEZAK WITH NATIONAL CO.

Famous Tenor Who Will be Heard at the Metropolitan Opera House Next Season to Make Records for the National Phonograph Co.—Important and Valuable Acquisition.

The list of grand opera artists singing for the National Phonograph Co., Orange, N. J., has a notable addition in the recent signing of a contract with Leo Slezak, the famous tenor of the Royal Opera House, Vienna, Austria. He is entitled to take the front rank with the leading tenors of the world, and will be heard during the coming season at the Metropolitan Opera House, New York. When G. Gatti-Casazza, general manager of the Metropolitan Opera Co., contracted with Slezak he and Andreas Dippel, the director, were enthusiastic over the acquisition of the great tenor. They call him a second

Tamagno, and stated he has the very highest reputation at Vienna and Budapest, where he has been singing for the last nine years. He has also been heard and received with great acclaim in Berlin, Paris and London.

According to musical authorities Slezak commands vocal powers that are nothing short of astounding, and it is not surprising that at the age of twenty-two he already enjoyed public acceptance as one of the leading Austro-Germanic tenors of the day. He first attained real prominence in Berlin, where he created a great stir in the part of “Lohengrin.” This led to his being offered an engagement at the court opera house there, which he filled for several years subsequently. Everywhere he was received with unparalleled enthusiasm, and each town that he visited bore out the verdict of Berlin and paid tribute to him as an operatic star of exceptional brilliance.

Slezak made his first appearance at Covent Garden, London, Eng., in the year 1900, and he was most favorably received by both press and audience. He is now returning to the scene of his former triumphs to appear in some of his favorite parts, and to take the principal rôle in “Tess”—Baron Erlanger’s new opera, which met with such conspicuous success in Italy last autumn.

Since 1901 Slezak has practically been permanently attached to the Royal Opera House, Vienna, and he has now become one of the musical institutions of that great city. Austrian music lovers literally worship him, not alone for his great vocal gifts, but also for his many attractive personal qualities, and he plays a prominent part in the social and intellectual life of the capital.

The National Phonograph Co. are to be congratulated not only upon their enterprise, but also for introducing to the American public through the phonograph so eminent an artist as Slezak, whose records promise to be among the best sellers ever placed on the market.

Window displays are divided into three classes—good, bad and indifferent. The first one pays.



LEO SLEZAK, WHO WILL SING FOR THE NATIONAL CO.

CLEVELAND'S BUDGET OF NEWS.

Good Demand for Higher Priced Outfits—Dealers Getting After the Trade of Mechanics—Ross Makes Change—Repair Business Growing—Amberol Records Please—Progress of American Sero-Phonograph Co.—Bailey Co.'s Handsome Department—Other Items of General Interest.

(Special to The Talking Machine World.)

Cleveland, Ohio, August 7, 1909.

July closed a rather quiet month in the talking machine trade, although the aggregate of business was larger and a distinctive feature was the demand for high-priced machines of the various makes. Sales of highest priced records was also the rule. The consensus of opinion of the dealers is in agreement with authorities in business circles generally, that very great activity and prosperity is at hand, and is an opinion from which few dissent. The iron and steel industry, a very large Cleveland interest, is leading the way upward, and it carries with its own growth a swift development of allied industries and forms of traffic. Dealers are renewing acquaintance with mechanics and workmen, who were former good customers and who are again in steady employment, and find themselves enabled to add weekly to their repertoire of records. Increasing activity in the jobbing trade is noted and dealers are anticipating a largely increased business within the next two months.

Charles J. Ross, formerly manager of the Federal Manufacturing Co., who made the Devineau Biophone and Ideal horn, has accepted a position with the W. J. Roberts, Jr., Co.

A large number of talking machines are in daily use at the parks and numerous summer resorts, adding to the pleasure of the thousands of visitors.

The talking machine repair business is becoming more and more an important feature of the trade. Some of the Cleveland dealers make a specialty of repair work and keep in stock a complete supply of parts for the various machines they handle. Results are not only profitable, but afford satisfaction to customers, who are apt to neglect the care of their machines.

It is noticeable that Amberol records are creating an increasing demand for Edison machines, persons who have heretofore not been interested becoming profitable customers. Owners of Edison machines are purchasing the four-minute attachment, with selections of Amberol records, and all express themselves delighted with the improvement.

The talking machine department of Aldrich, Howey & Co. is getting a good share of local business in Columbia goods and the manager is optimistic of the near future.

The American Sero-Phonograph Co., which re-

cently purchased the Gemmill patents covering an automatic multiple record phonograph, are making rapid progress and now expect to have their machines ready for the market for the holiday trade. Experts and dealers from various cities, who have examined this machine, have expressed the opinion that the invention will create a new business field, not only for the sale of the machine itself, but will give a marked impetus to the demand for records. A number of prominent financiers of Cleveland have become interested in the new company.

Expressing himself optimistically as to the future, Irving H. Buescher, of Buescher & Sons, said trade had been fairly good during the past month, having made sales of a number of the high grade machines, with an excellent and increasing demand for Amberol, Red Seal and other records.

Phil Dorn, manager of the talking machine department of Collister & Sayle is away on his vacation.

At the May Co.'s Mr. Tinker, the manager, said trade had been fairly good during the past month. We sold quite a number of machines, including several Victrolas, and have a number of prospective sales of Victrola XII. Our record sales are fine. Business is improving."

The talking machine department in the new Bailey Co.'s store has been finished up in artistic style. The space has been divided into several sound-proof rooms. First, are two rooms, one for the manager of the talking machine, and the other of the piano department; adjoining and connected, is a Victor and an Edison room, then follow a series of six demonstration rooms, in the rear of each is left an opening, with a shelf of suitable height to hold the machine. Running the entire length, in the rear of the rooms, is a wide space containing shelving and fixtures for records, and where the operator gives demonstrations. Mr. Friedlander said business was fair in both machines and records, and with their improved facilities expects to largely increase trade.

The jobbing trade is very good, said Mr. Lowell, of the Eclipse Music Co. July, he stated, showed a substantial increase in the volume of business, coming from dealers widely scattered, and indicating a general impetus to the talking machine trade.

H. E. Jones, manager of the Dictaphone Co., resigned July 11, accepting a position in another line of trade, and G. J. Probeck, of the Geo. J. Probeck Co., has been appointed district manager in his place.

The W. J. Roberts, Jr., Co. are doing a very good business according to Audley V. Biesinger, manager.

The Brown Bros. report fairly good sales of both Columbia machines and records.

Business was said to be just fair at Robbins

& Co.'s, The Arcade. "Conditions," said Mr. Robbins, "are still unsettled and trade is fluctuating."

Mr. Denslow, manager of the Talking Machine Store, said: "We are selling machines right along, Victrolas and the higher grade ones. I have a number of prospects and the Victrola XII is going so well—it commands the admiration of all who hear it. Our record sales are good and demand is increasing, especially for Red Seals and Amberols."

H. E. McMillin reports sales of several Victrolas, and the higher priced machines in July, but that business is quiet at present.

Trade in the talking machine line was reported excellent at the Goodman Piano Co.'s.

Mr. Goodman is highly pleased with the Melville Clark Apollo Player Piano of 88-note range, one of which he was testing when your representative called. He says the dominant feature of the instrument is the solo-apollo accent, accentuating every note to perfection.

The West Side agency of the Columbia Graphophone Co., under the management of John Reiling, is doing a prosperous business. "Things are moving along very satisfactorily," said Mr. Reiling. "I have a number of good prospects in view and am selling machines right along. Demand for records keeps up and is good, but I am handicapped in not being able to obtain foreign records. I look for a big improvement in business in September."

W. H. Hug, representative of the National Phonograph Co., was a visitor in the city August 1.

SNAPPING GEORGE P. METZGER.

When The World photographer got ready to snap George P. Metzger, advertising manager of the Columbia Phonograph Co., at Atlantic City, last month a gentleman rudely placed his hand in front of Mr. Metzger, so Mr. Metzger does not claim ownership of the hand which is shown on the rail. Mr. Metzger's hands are placed in his own pockets.



GEO. P. METZGER.

CONDUCT FINE QUARTERS.

The department in the Henry Sigel store, in Boston, Mass., designed by B. Feinberg, of the wholesale selling firm of the Columbia Co., occupies two large rooms on the fourth floor of the capacious building as demonstrating booths, and finished in Circassian walnut.

WHOLESALE

EDISON

An order for the smallest part is given the same careful attention as would an order from a dealer for ten machines and a thousand records. During the seven years of jobbing Talking Machines I have never lost a dealer through poor service. My stocks of Edison and Victor machines, records and supplies are second to none in the country. I want the entire business of every dealer in Wisconsin and Northern Michigan, and I'll make good, when I get it. When you can't get service or the goods elsewhere, try me.

I Sell Nothing But Talking Machines

VICTOR

Lawrence McGreal, Milwaukee

SNAPSHOTS AT THE EDISON FACTORY.

Several Interesting Photographs Taken by J. Newcomb Blackman During the Jobbers Visit to the National Phonograph Co.'s Plant at Orange, N. J., After the Convention—Pictures Have Added Value Inasmuch as the Subjects Were Snapped While in Natural Poses.

There is something about snap-shot photographs, whether they catch the subject unawares or in careless poses, that appeals to the average mortal, for they show up the true characteristics of a person much more faithfully than is possible with any carefully made photograph in a

semi-tropical background was obtained in two of the photos which proved most effective. The building seen in three of the pictures is a portion of the plant of the National Co.

CURFEW FOR TALKING MACHINE.

Long Island Barber's Talker Purchased to Encourage Trade Becomes Too Popular—Children Cry for Haircuts.

Justice of the Peace Wright, of Islip, Long Island, has rung the curfew on the phonograph. Under his ruling it is illegal to operate a talking machine out of doors after 9 o'clock at night and before 8 o'clock in the morning. Justice Wright, however, tempered that ruling with mercy. After he had decreed that Julius Mentz, a village barber, had violated the unwritten silencer law against the talking machine and said he thought sixty days' imprisonment would fit the offense, he suspended sentence. That was not done, however, until Mentz had promised, re-



PERRY B. WHITSIT AND J. NEWCOMB BLACKMAN; RECENTLY ELECTED PRESIDENT AND PRESIDENT OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS

studio. J. Newcomb Blackman, of the Blackman Talking Machine Co., New York is quite an adept at handling the kodak, and at the Atlantic City convention he took a large number of snapshots which greatly pleased his many friends.

The Blackman camera was also working during the visit of the jobbers to the National Phonograph Co.'s factory in Orange, N. J., after the convention, and we are therefore enabled to present herewith a quintet of views taken on that occasion. It will be noted that a very pretty



F. K. DOLBEER, SALES MANAGER OF THE NATIONAL PHONOGRAPH CO.

luctantly, to keep his talking machine quiet in the night and early morning hours.

Islip is a quiet, conservative village. Mentz is an alert, enterprising barber, who knows the value of advertising. The trouble with him is that he overdid it. He lost sight of the fact that most of the Islipers go to bed at 9 o'clock at night and that few of them are awake at 6 o'clock in the morning. When Mentz purchased his talking machine his purpose was to operate it inside the barber shop to entertain men who were waiting for shaves and children who were waiting for hair-cuts. It became so popular with the children that soon they began crying for hair-cuts every day.

The machine was such a success that Mentz recently placed it in a window with a trumpet protruding over the sidewalk. From 8 a. m. to 9 p. m. it was all right. The Islipers drank in the ragtime and coon song melodies and dubbed Mentz a public benefactor. Soon he extended the time until well on toward midnight and set the thing going again at 5 or 6 o'clock in the morning. That was too much. Islip rebelled. It must have its sleep. Mentz's insomnia pro-



"A RAPKE SANDWICH."—R. E. CALDWELL OF THE BLACKMAN TALKING MACHINE CO.; THE GREAT AND ONLY VICTOR H. AND GEORGE G. BLACKMAN.

ducer must be silenced. Justice of the Peace Wright was appealed to. He does not care much for music anyway. Mentz was haled before him and asked what he meant by disturbing the beauty sleep of the Islipers. His explanation bore no weight and the Justice issued his 9 to 8 decree.

ELMIRA ARMS CO. ENLARGE QUARTERS.

(Special to The Talking Machine World.)

Elmira, N. Y., August 9, 1909.

Owing to the steady increase in business at the present time and the fine outlook for fall and winter trade, especially in the line of imported toys, talking machines, sporting goods, and novelties, the Elmira Arms Co. has been compelled to double the capacity of its store at 117 Main street, and the contract will be let this week for the work.

GIVE TALKING MACHINE TO CRUISER.

On July 27 the municipality of Salem, Mass., presented a big talking machine to the United States cruiser "Salem," named after that city. A handsome silver service and the seal of the city in bronze were also among the gifts to the vessel. A great crowd was present, it being "old home week."

Don't think you know it all about displaying talking machines, records and supplies. Many admit that they are just beginning to learn that there is something else still to be learned.



MR. AND MRS. E. F. TAFT OF THE EASTERN TALKING MACHINE CO., BOSTON.



"HOMEWARD BOUND."—MR. AND MRS. J. B. BLACKMAN (FRONT SEAT); MR. AND MRS. GEO. G. BLACKMAN (TONNEAU).

1866

1909

NYOIL

FOR

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

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



TO AWARD EDISON MEDAL.

Institute to Give It for a Notable Achievement in Electricity.

A gold medal for meritorious achievement in electrical science or electrical engineering will be awarded shortly by the American Institute of Electrical Engineers from the income of a \$5,000 fund established for the purpose.

A committee of the institute, of which Charles L. Clarke, of 120 Broadway, is chairman, will award the Edison medal whenever in their judgment a resident of the United States, its dependencies, or the Dominion of Canada makes a sufficiently meritorious achievement in electricity.

The medal has been executed by James Earle Fraser, a New York sculptor, and bears on the obverse a portrait of Thomas A. Edison, with the inscription, "Awarded by the American Institute of Electrical Engineers for Meritorious Achievement in Electricity." On the reverse is depicted, "The Genius of Electricity Crowned by Fame."

The Edison medal was founded on Feb. 11, 1904, through the contribution of a \$5,000 fund by friends, associates, and admirers of Mr. Edison on his fifty-seventh birthday, in commemoration of the twenty-fifth anniversary of the successful introduction and commercial development of the incandescent light.

IMPORTANCE OF STORE EQUIPMENT.

A good many men in business to day seem to forget that not only interest, but a profit above interest, should be made on the investment each year, not only the investment in stock, but also in fixtures and equipment. Every part of the business equipment deteriorates in value as it grows older, so a certain amount of its value should be cut off from the inventory each year, and this loss should also be considered when the earnings of the equipment are figured.

Many men in business never take the trouble to figure whether they are making or losing money on their equipment. They find they have a little more money at the close of the year than at the beginning, and do not bother to see where it comes from. They do not know whether the addition of a new machine or other equipment will make or lose them money; if it is a little handier, that is enough.

The right way to figure on the profits on any new equipment contemplated is to make the best possible estimate of its earning capacity, that is, how much it will increase business or cut down expenses, as a labor-saving device which will save the hire of help may be a better investment than one which will increase the volume of business. After finding out about how much more it will make for the business, figure up how much it will cost to operate it, then interest on the investment and an allowance for wear and tear, the same as though you borrowed money to buy with, and deduct these figures from the earning capacity, and it is easy to see whether it will pay to add that particular kind of equipment.

REMICK HAS COLUMBIA LINE.

J. H. Remick & Co., the widely-known sheet music publishers of New York and Detroit, Mich., with retail stores in both of these cities, and also Philadelphia and Baltimore, have become Columbia dealers and are handling the complete line in their various places with gratifying success. This is only one of several recent important arrangements.

The Victor Co. also announce the issuance of their new July record catalog, the regular May list being omitted on account of the double-face records published at that time. This July bulletin is complete and contains all Victor records intended for sale to the domestic trade, both single and double face. Shipments are now being made to distributors, and it is expected that those east of Denver will be in position to supply July record catalogs to dealers.



Be on the safe side

It's a mighty comfortable feeling, whether you're dealing with a bulldog or a talking machine jobber.

Don't risk being "chewed to pieces"—that is, losing trade and customers and money and prestige—by staying with some jobber who hangs on to antiquated business methods and who fails to fill your orders on time.

You certainly can't afford to let your jobber dilly-dally with your order. And what's more, you needn't do it.

We'll ship your order the same day we get it.

Yes, sir! We guarantee this, and every item you send for will be in the shipment, too!

You just ought to see the size of our stock, and the way we handle it. Why, you can call on us for anything in the Victor line in any quantity. We've got it right here in our warehouse. We never have to "send to the factory" when a customer orders from us.

We sell Victor goods and accessories only, and consequently we don't get mixed like some distributor who handles both disc and cylinder machines.

Put us to the test. Send us an order (large or small) for Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repair parts or supplies, and we'll prove to you how fast and accurate we are.

Come, join our "happy family." We want you to be our customer, whether you buy much or little. You'll get perfect service, and you won't pay a cent more than anywhere else.

Drop us a postal to-day for our catalogues, and ask specially for our handsome booklet, "The Cabinet That Matches," describing our cabinets that exactly match each style Victor.

New York Talking Machine Co.
83 Chambers Street
New York

Victor Distributing and Export Co.
Successors to



LEEDS & CATLIN CO. SCHEDULES

In Bankruptcy Filed—Liabilities \$937,072 and Nominal Assets \$2,005,172—Concerted Action by Creditors Advised.

Schedules in bankruptcy of the Leeds & Catlin Co., manufacturers of talking machines and records, at 53 East 11th street, New York, with a factory at Middletown, Conn., show liabilities of \$937,072, of which \$629,944 are secured, and nominal assets of \$2,005,172, consisting of factory property, \$375,000, mortgaged to secure an issue of bonds of \$500,000; machinery, \$823,053; stock, \$35,000; accounts, \$31,516; notes, \$13,805; office furniture, \$2,383; patents and copyrights, \$710,000 and cash in banks, \$14,415, of which \$11,000 is a deposit for a surety company in the suit brought against the company by the Victor Talking Machine Co. for infringement of patents, and \$3,020 belongs to the Independent Steel and Wire Co., of Pittsburg. Among the creditors are the estate of John Byrne, \$409,290, of which \$341,000 is secured; Henry Dexter, \$81,000, partly secured; New York County National Bank, \$76,000, secured; Commercial Trust Co., \$9,500, secured; Metropolitan Bank, \$10,000, secured; Importers and Traders' Bank, \$7,000, secured; I. C. Yowger, \$12,500, secured; Independent Steel and Wire Co., Pittsburg, \$47,690, and the James O'Neill Co., Chicago, \$35,000.

The Independent Steel & Wire Co., of Pittsburg, has suggested concerted action by the unsecured creditors with a view of realizing on the assets and offer the free services of their attorneys, Bilder & Bilder, Newark, N. J., in pressing claims.

NEW MOVING PICTURE ATTACHMENT.

James M. Kirby, a teacher at Frederick, Colo., claims to have invented an attachment to a phonograph, which combines the music of the machine with a moving picture show. The invention projects pictures on the screens as the music is played, thus illustrating the song appropriately. The invention is said to be automatic and can be put on any machine at slight cost.

DISC RECORD STOP

The Chambers Automatic Stop for Disc Records

Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT.

CHAMBERS AUTOMATIC STOP CO.

J. R. LYNCH, Mgr., Room 622, Tribune Bldg., New York

LOOKING FAR AHEAD.

Boston Writer Draws Ambitious Picture of the Joys of Ocean Travel When the New German Talking Machine, Utilizing a Heavy Current of Compressed Air, Comes Into General Use—Listening to Operatic Airs Wafted for Leagues Over the Ocean.

Some months ago extended reference was made in these columns to the invention of a loud sounding phonograph by a German—an application of Parsons' utilization of compressed air, as shown in his invention of the Auxetophone, to the phonograph.

Commenting on this invention a writer in the Monitor of Boston, Mass., paints a fanciful picture, forgetting that it is oftentimes a long road between invention and perfection, so that we may have to wait for a realization of the enjoyments pictured. The story is worth printing, however.

"If while crossing the Atlantic one of these days the tourist hears a popular air, or something from one of the operas, or even something symphonic, wafted across the water, by daylight or by moonlight—something melodious, apparently issuing from some point beyond the horizon—he will be better informed than a majority of his fellow passengers if he happen to know where it comes from, what it is, or, at least, how it is produced. Such music may be explained by a recent invention in Germany, and we are indebted to our consul at Chemnitz, Saxony, T. H. Norton, for the facts, so far as they are at present known. Consul Norton is the first, it seems, to recognize the novelty as well as the value of the invention, and he has taken occasion to communicate his knowledge on the subject to the department of state.

"And now, when the informed tourist listens to the popular song or the operatic tenor or soprano solo or the instrumental selection from one of the masters, as it comes floating across the sea, he may know that the sounds are produced by tangential incisions on the surface of a

large record cylinder, which is overlaid by another close-fitting cylinder, between which a powerful blast of compressed air is being directed, which sets the cylinders in motion and produces tones as clear as any that ever were evoked from a pipe organ.

"It is well to know this much about the new invention, not only because the knowledge may help some of us to entertain and instruct our fellow passengers during an ocean voyage, but because it will help us to explain another matter. The production of music at sea is by no means the only mission of this clever invention. It is also intended to enable the captains of vessels, scores and even hundreds of miles apart, to carry on a conversation. Of course, the conversation must first be reduced to records, but this can be easily done. It is predicted, indeed, that in a very short time machines capable of carrying the human voice over leagues of ocean will form part of the equipment of every modern seagoing vessel.

"Added to the wireless telegraph, the department store, the daily newspaper, the moving picture show, the roof garden concert, and other features of the modern steamship, the new invention evidently will contribute not only to the safety but also to the pleasure of those who travel on the ocean."

RECEIVER FOR CAMERAPHONE CO.

Judge Hand has appointed Arthur F. Gotthold receiver of bankruptcy for the Cameraphone Co., of 573 Eleventh avenue, New York, with a bond of \$5,000, and authorized him to continue business sixty days and continue leases of moving picture machines and films. Most of the leases run through the summer months. The company have also been in the habit of exchanging films, so that films used by a customer in one city during a week would be transferred to another customer in another city for a week, the machines remaining in the possession of the customer. The sheriff was also directed to turn over to the receiver the property levied upon under an attach-

ment for \$20,000 on payment of the sheriff's fees. It is expected that the company will be speedily reorganized.

BIG FIRE IN MARIETTA.

The Marietta Phonograph Co.'s Store and Stock Completely Destroyed by Fire.

(Special to The Talking Machine World.)

Marietta, O., July 26, 1909.

The Marietta Phonograph Co., of this city, on Thursday night experienced the second fire within a year, which completely ruined their stock and store equipment.

It was one of the most stubborn blazes that the fire department has had to cope with for some time. The fire started in a small frame building used for the storage of talking machines and supplies, located in the rear of the main structures, and spread so rapidly through the main building that at one time it was thought it could not be got under control. The Marietta Phonograph Co. carried about 35,000 disc records and about the same number of cylinder records, besides a large number of talking machines and sundries. The entire stock of records and machines was destroyed. It was possible to save only a few talking machines.

Mr. McCollum, the proprietor, states that his loss amounts to \$15,000, and that he carried \$8,000 insurance. The loss on the building, which was rented, is about \$3,000.

Last October, when the Marietta Phonograph Co. occupied quarters in the Mueller building, a disastrous fire occurred there, causing a loss of nearly all the stock and damaging the building to a considerable extent.

PROCESS OF EVOLUTION.

The clerk is in direct line to become a salesman. It is the next job above him; he has an option on it. It is merely a matter of "getting busy" with his mind and learning all that can be learned (which is a great deal) about the merchandise under his charge.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

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

NEEDLES

We are Sole Agents for
the Largest Needle
Factory in EUROPE

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phono-
graphs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

FEED NUTS

For All Makes, Made of
the Best Steel

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

400 FIFTH AVENUE, NEW YORK, N. Y.

RECORD BULLETINS FOR SEPTEMBER, 1909

EDISON STANDARD RECORDS.

- 10197 Mazurka from Coppella... National (London) Military Band
10198 Lena from Germany... Josie Sadler
10199 Just a Little Word Called "Bygone"...

EDISON AMBEROL RECORDS.

- 195 Selections from "Mlle. Modiste"... Victor Herbert and His Orchestra
196 The Baseball Girl... Miss Ray Cox
197 Martha Overture... National (London) Mil. Band

NEW 10-INCH ZON-O-PHONE DOUBLE RECORD DISCS.

- 5517 (a) Kisses—Intermezzo... Hubbell
(b) Hello, People! ("From Havana")... Stant
5518 (a) The Phantom Brigade—A Petrus... Myddleton

COLUMBIA 10-INCH DOUBLE DISC RECORDS.

- A718 Los Favoritos (Vals) (Gascon)... Banda Flamenco
Gavotte Stephanie... Orchestra de la Garde Republicaine
A719 Arpa de Oro (Vals) (A. Martinez)...

- A721 Hush A Bye, O Baby (Pigot), Baritone Solo, orch. accomp.
A722 I'll Go Where You Want Me to Go (Roussell), Tenor Solo, orch. accomp.
A723 Good Night, Good Night (Ball), Tenor Solo, orch. accomp.

COLUMBIA 12-INCH DOUBLE-DISC RECORD.

- A5118 Oh, That Will Be Glory (Gabriel), Tenor Solo, orch. accomp.

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

- A5119 When Cella Sings (Moir), Soprano Solo in English, piano accomp.
A5120 Overture (Dessauer), Soprano Solo in French, piano acc.

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

- F114 Le Cygne (Sant-Saens), Violin Solo, piano accomp.

- F115 Scherzando (Marsick), Violin Solo, piano accomp.
Gavotte (Euch), Violin Solo, piano accomp.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

- 1142 If You Were Mine (La, La, La)—March and Two-Step (V. Scott)... Band
1143 Don't Be an Old Maid, Molly (Kerry Mills), Tenor Solo... Harry A. Ellis

NEW VICTOR RECORDS.

- No. ARTHUR PHOENIX'S BAND. Size
3172 Norma Overture... Bellini 12
3173 Faust—Waltz from Kermesse Scene... Gounod 10

How to Preserve Records

This is a matter that we have given a great deal of our time and money. We now have in the most elaborate catalog that we have ever produced, illustrations of our New Cabinets for Disc and Cylinder Records.

THE UDELL WORKS Indianapolis, Indiana, U. S. A.

Gentlemen: Please send your New Catalog No. 30, of Disc and Cylinder Record Cabinets. Name... City... State...

THE UDELL WORKS, INDIANAPOLIS, INDIANA, U. S. A.

VICTOR LIGHT OPERA CO., WITH ORCH.	
31744 Gems of Havana.....Stuart	12
COMIC SONG BY NAT M. WILLS, WITH ORCH.	
5725 The Traveling Man.....	10
BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.	
5732 Take Me Out for a Joy Ride...Shields-Mills	10
COMIC SONG BY BLANCHE RING, WITH ORCH.	
5731 The Billiken Man.....Gldeon	10
COMIC SONG BY HARRY LAUDER, WITH ORCH.	
55009 A Trip to Iverary.....	12
COLLINS AND HARLAN, WITH CHORUS AND ORCH.	
5736 My Wife's Gone to the Country! Hurrah! Hurrah!.....Whiting-Berlin-Snyder	10

DOUBLE-FACED RECORDS.

16343 (a) "Bold Stroke" Two-Step (Le coup de Jarnac).....Victor Orchestra	10
(b) The Turkish Patrol.....Victor Orchestra	10
16338 (a) Amore (Muratori) (Violin-Cello)....	10
.....Rattay and Heine	10
(b) Brunette and Blonde (Rollinson) (Cor- net Duet).....Clarke and Keneke	10
16345 (a) Gate City March (Weldon) (Xylo- phone).....William H. Reitz	10
(b) The Nightingale (Popp) (Flute).....	10
16341 (a) Let's Go Back to Baby Days (Drislane- Meyer).....Peerless Quartet	10
(b) How Kathlene Proposed.....	10
16340 (a) Somebody Loves You, Dear (Howley)...	10
.....Harvey Hindermeyer	10
(b) Up in My Aeroplane (Woodward-Ed- wards).....Haydn Quartet	10
35081 (a) Bohemian Girl Selection (Balfé).....	12
(b) Yelva Overture (Reissiger) Pryor's Band	12
16344 (a) I'm Crazy When the Band Begins to Play (Jerome-Schwartz, Billy Murray)	10
(b) That's a Plenty (Williams).....	10
16339 (a) Beautiful Eyes (Snyder).....Ada Jones	10
(b) There Is a Happy Land.....James Devins	10

NEW RED SEAL RECORDS.

EMMY DUSTINN, SOPRANO—IN ITALIAN.	
91086 Madama Butterfly—L'ultima scena (Final scene of the opera).....Puccini	10
BLANCHE ARRAL, SOPRANO—IN FRENCH.	
64107 El Bolero Grande.....Vasseur	10
74142 Marriage of Jeannette—Nightingale SongMasse	12
GEORGE HAMLIN, TENOR—IN ENGLISH.	
74140 Dear Heart Selection.....Mattel	12
EVAN WILLIAMS, TENOR—IN ENGLISH.	
64105 Auld Lang Syne.....Burns	10
64106 Holy Night (Cantique de Noël) (Cello ob- bligato by Louis Heine).....Adam	10
74141 Favorita—Split So Fair (Spirito gentil)....Bonizetti	12
MISCHA ELMAN, VIOLINIST.	
61185 Serenade.....Drigo	10
WILHELM BACKHAUS, PIANIST.	
71044 Liebestrium (Dream of Love).....Liszt	12
SR. SAGI-BARBA, BARITONE—IN SPANISH.	
61186 El Juramento—Romanza.....Gaztambide	10
61187 La Guerra Santa—Romanza.....Arrieta	10

VICTOR WINDOW DISPLAYS.

Special Catalog Prepared Covering This Field
—Ellis Hansen's Clever Work—Secures Gold
Medal—Study to Make Your Window In-
dividual.

The Victor Talking Machine Co. have prepared a catalog of "ready made" window displays which every dealer should have, and which will be supplied on request. These windows have been prepared by Ellis Hansen, who is acknowledged to be one of the best window dressers in America, and who only recently was honored by receiving the highest prize—a gold medal—in the window trimming contest conducted by "The Merchants Record and Show Window," a journal devoted to window trimming. When it is known that he won out in a field of 426 contestants one can get an idea of his ability.

The Victor Co. have placed the services of this gentleman at the disposal of Victor dealers with the object of making the Victor show window advertising strongly individual. This has been done at great expense, but it is in the interest of trade advancement in which the Victor as well as all of us are keenly interested.

VICTROLA XII. IN GREAT DEMAND.

V. W. Moody, of the New York Talking Machine Co., the Victor distributors, stated that the new Victrola XII. has caught on in great shape, and substantial orders are received daily for that style. Business in general shows considerable improvement.

A TALKER MAN'S VACATION

Spent in a Sportsman's Paradise in New Zealand—Entertaining the Native Maoris With the Talking Machine.

C. E. Bryant, a well known talking machine salesman, who has been located in India for some time past, recently took a short vacation, going to Australia. He sends The World the accompanying photograph of himself and a resident of Rotorna, New Zealand, and showing the results of one day's fishing by Mr. Bryant on Lake Rotorna—twenty-three fine rainbow trout, ranging, dressed, from three to six pounds. Mr.



C. E. BRYANT'S BIG CATCH.

Bryant writes: "I had in the evening of my return several good shots at wild duck on the lake, also along the shore of several bevy of California quail; also two brace of Chinese pheasant, besides which I killed a number of hares, and saw during the day two wild pigs, which are very numerous here, and about thirty black swan, and all this within the comforts of modern civilization, as we were only a few hours from the town of Rotorna. Surely you will say a marvelous sporting country. In the evening I regaled the native population (Maoris) with a few choice selections on a talking machine, which created much interest."

Surely the sportsmen among our readers will envy Mr. Bryant in his vacation environment.

ESCAPES SERIOUS ACCIDENT.

J. Newcomb Blackman, of the Blackman Talking Machine Co., narrowly escaped a serious accident while automobiling near Rahway, N. J., last month, when a loose chain slipped off the sprocket and became entangled in the running gear. Though Mr. Blackman applied the brakes in short order, the car was stopped none too soon, for the axle was broken and the wheel would have dropped off within another 50 feet, causing a serious spill, as the car was going at good speed. It took six hours for expert mechanics to repair the damage.

In this theater of man's life contemplation and action ought ever to be united, a conjunction like unto that of the two highest planets—Saturn, the planet of rest, and Jupiter, the planet of action.—Bacon.

WHO IS THE BEST BUYER?

The Best Buyer Is the Man Whose Goods Sell Best—Who Wins a Reputation for Himself and for the Product He Handles—He Is the Man Who Helps the Prestige of the Manufacturer as Well as His Own.

He is not the man who buys the most goods. He is not the man who buys the cheapest goods. Strange as it may seem, he is not the man who always pays least for the goods he buys.

The best buyer is the man whose goods sell best. The keynote of successful buying is to make the salability of the goods—not the price—the first consideration.

When an article is offered to a buyer his first thoughts should be, "Is it good? Will it sell? Is it a money-maker? If not, I do not want it at any price."

Slow-selling goods which remain a long time in stock are dear, no matter what price was paid for them. The successful buyer considers first whether the article offered will sell readily at a fair profit and then, and not until then, he endeavors to get the lowest possible price on it.

It is not the first cost of the goods which counts, but what can be made out of them—all things considered. It may even be good business to pay more for an article as compared with another because you can make more out of it.

It is a serious mistake to overbuy. The amount of stock carried should bear a definite relation to the sales—say one-third to one-fourth as much as the annual business. To make money the stock should be turned three or four times a year; the oftener the better.

The other extreme is an equally serious mistake—to be so afraid of overstocking that you will not have the goods when they are called for. Buying in this way makes it impossible to build up your business. The ideal condition is to watch the stock closely and buy often and in moderate quantities so as to have the goods on hand when wanted.

One reason why the average retailer fails to get the best results from his buying is because he gives too much time to it.

Ask the average merchant what he considers the most serious handicap in his business, and the reply will almost invariably be "competition." Statistics show, however, that less than 2 per cent. of the retail business failures are due to competition. More than half the disasters are attributed to "incompetence" and "lack of capital." Wholesale houses supplying the retailer put their own interpretation on these causes and say that both may be traced to injudicious buying, but rarely is the buying more than a small percentage of the cause.

Do business with a reliable concern; one that can be depended upon to treat you fairly; one that is conveniently situated so that you can get goods quickly; one whose experience as to the requirements of your trade is such that the goods offered you may be relied upon to be salable at a good profit. As the Furniture World says: The retail merchant often fails to discover the lack of selling qualities in the goods because of his anxiety to obtain low prices and good discounts. His sole anxiety seems to be to buy at the lowest prices, even if he has to overstock in a dangerous degree to get them, which is a dangerous ambition.

"Why do you invite heart palpitation by running for a subway train like that?"

"Had to make it, old man. There won't be another train for thirty seconds."

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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.



THE MUNSON FOLDING HORN

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records and means increased record
sales. **Retails \$7.00**

Further Particulars and Discount Sheet
on Application.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

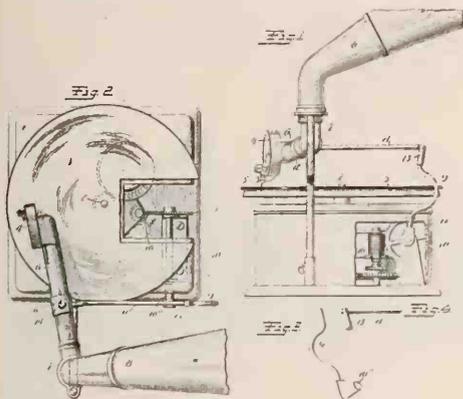
(Specially prepared for The Talking Machine World.)
Washington, D. C., August 7, 1909.

TALKING MACHINE. Alfred Keller, Ste. Croix, Switzerland, assignor to Mermod Freres, same place. Patent No. 925,346.

This invention relates to improvements in talking machines, the object being to provide a simple and effective device for feeding the stylus arm over the record in such a manner as to cause the stylus point to register properly with the convolute or spiral groove in the record. By this means undue wear upon one side of the groove and upon the stylus point is avoided when the reproduction of sound is made.

Heretofore in machines of this character the groove itself has been depended upon to move the stylus point across the record, with the result that both the stylus point and the groove have been unnecessarily worn. By this invention this is avoided.

This invention also contemplates the further improvement in that it permits of varying the



degree to which the stylus arm shall be fed, so as to vary the feed to accommodate it to the several different groove spacings. At the present time disc records are made by various concerns having different spacings between the

spiral convolutions. By a very simple construction the feed mechanism is adapted to any spacing. This feed apparatus is also useful for recording machines.

In the drawings, Figure 1 is a side elevation, partly broken away, of a talking machine constructed to embody the invention; Fig. 2 is a plan view thereof, also partly broken away; Figs. 3 and 4 are perspective views of details of construction; Fig. 5 is a side view of a modification; and Fig. 6 is a plan view of certain details of construction shown in Fig. 5.

SOUND REPRODUCER. Richard B. Smith, New York. Patent No. 925,846.

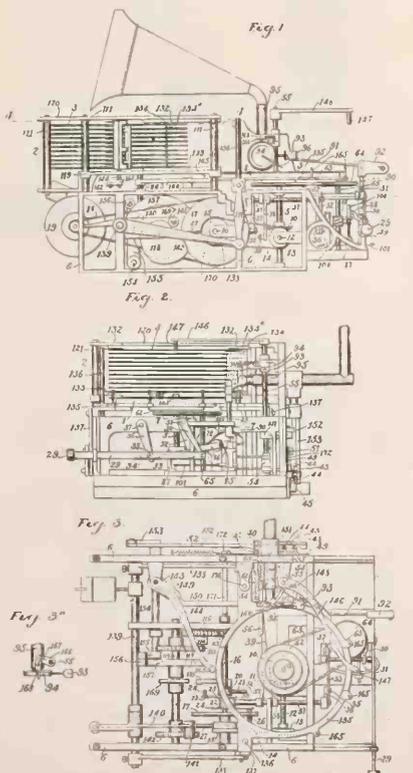
This invention relates to sound reproducers, the more particular purposes being as follows: 1, to increase the sensitiveness of the stylus lever as regards its movement toward and from the general position occupied by the diaphragm; 2, to increase the sensitiveness of the stylus lever as regards its pivotal movement in a direction approximately parallel with the diaphragm; 3, to facilitate the ready interchange of different jewels or other record points, so that by the simple action of a movable part one of these jewels or points may be instantly substituted for another; 4, to reduce the friction of the various parts supporting the stylus lever; 5, to provide a stylus lever with a plurality of jewels or other

record points, and to enable the same to be used independently; 6, to provide an indicator for disclosing which particular jewel or other record point is in proper position to be used; 7, to enable the same stylus lever to be played with various records having different types of sound grooves, by merely throwing one jewel or record point out of service and another one into service, both jewels or points being permanently carried by the stylus lever; 8, to provide various details of construction looking toward the general improvement of the reproducer.

Figure 1 is a substantially central section through a reproducer provided with various improvements; Fig. 2 is an enlarged fragmentary section through the swivel joint for supporting the stylus lever; Fig. 3 is a view partly in section and partly in elevation, showing the swivel for supporting the stylus lever; Fig. 4 is a fragmentary section showing the stylus lever and the means carried by it for supporting a plurality of jewels or other record points; Fig. 5 is a fragmentary inverted plan showing the under side of the weight and a portion of the stylus lever carried thereby; Fig. 6 is a side elevation showing the point carrier removed from the stylus lever; and Fig. 7 is a plan view of another form of stylus lever.

SOUND-REPRODUCING MACHINE. Julius Weithner, Philadelphia, Pa. Patent No. 928,567.

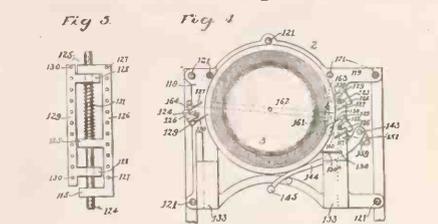
This invention relates to sound reproducing machines and the main object is to provide machines of this character with means whereby one of a plurality of records may be transferred from a suitable magazine or support to the rotatable



record support, for the purpose of reproducing the record, and also to transfer the record from the rotatable support back to the magazine.

In the drawings Figure 1 is a side elevation

of the improved sound reproducing machine. Fig. 2 is an end elevation thereof. Fig. 3 is a sectional plan view, showing the record magazine and turn-table removed. Fig. 3a is a detail, in

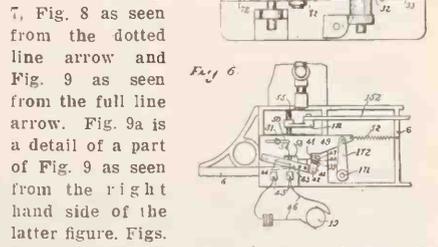


plan, of a jointed arm and the sound box. Fig. 4 is a sectional plan, as on the line 4-4 of Fig. 1.

Fig. 5 is a detail of a part of the mechanism for supporting and lowering the records. Fig. 6 is a detail, in elevation, of a part of the automatic mechanism for stopping the machine, and adjuncts.

Fig. 7 is a sectional plan view, as on the line 7-7 of Fig. 2. Figs. 8 and 9 are sectional elevations as on the line 8-8 of Fig. 7, Fig. 8 as seen from the dotted line arrow and Fig. 9 as seen from the full line arrow.

Fig. 9a is a detail of a part of Fig. 9 as seen from the right hand side of the latter figure. Figs. 10, 11 and 12 are diagrammatic views showing the series of records, the turn-table and different positions of the parts directly concerned in transferring the records from the series to the turn-table and back again; Fig. 10 showing the posi-



tion of the parts while a record is being reproduced, Fig. 11 showing a record raised from the turn-table and being moved horizontally to the top of the series, and Fig. 12 showing the lowermost disc of the series being moved to and upon the turn-table.

PHONOGRAPH HORN. Paul B. T. Berner, New York, assignor to the Searchlight Horn Co., same place. Patent No. 926,235.

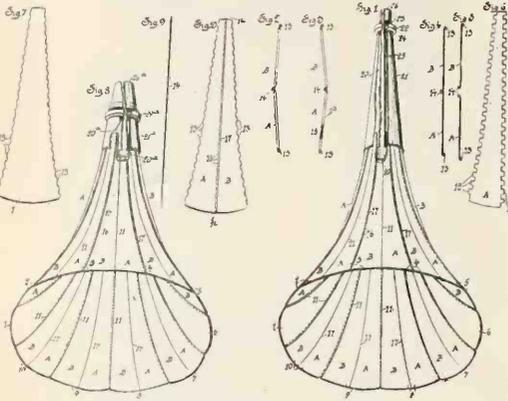
This invention relates to phonograph horns and like instruments, the bells of which are usually built up of a series of sections, the latter generally having curved side edges which give the desired contour to the bell; and in certain respects it is in the nature of an improvement on the horns shown in United States Patents 12,442 of January 30, 1906, and 771,441 of October 4, 1904.

One of the principal objects of the invention is to simplify the construction and reduce the cost of the built-up bell of a phonograph horn. To this end sections of thin, flexible sheet metal are used, usually with curved side edges, so as to join said curved edges together by means of wires passing through a series of eyes rolled or formed alternately in the contiguous sections. This method of joining the strips together is very simple and inexpensive.

One of the principal objects of the invention is to simplify the construction and reduce the cost of the built-up bell of a phonograph horn. To this end sections of thin, flexible sheet metal are used, usually with curved side edges, so as to join said curved edges together by means of wires passing through a series of eyes rolled or formed alternately in the contiguous sections. This method of joining the strips together is very simple and inexpensive.

A further object of the invention is to produce a horn which is capable of being folded or reduced in bulk for convenience in transportation or storage.

In carrying out this feature of the invention, certain or all of said sections are formed of two strips. This permits the strips to fold together in the manner of the plaits of a fan, so that all the strips can pack facewise against each other,



thereby reducing the bulk to a minimum. In setting up the horn it is only necessary to expand the bell, which, owing largely to the outward buckling of the large ends of the strips, possesses sufficient rigidity for use.

Preferably each of two sections in the horn is single, that is, formed of a single metal plate instead of being formed of two strips hinged together. These single plates or sections are placed opposite each other in the horn so that when the same is folded the strips or plaits form two sets which lie one opposite the other between said single sections so that the device very closely resembles a folded fan in form.

It will be understood that if the bell is not intended to be collapsible all of the sections may be single instead of formed each of a pair of strips hinged together; the novel method of hinging the sections together, even in a non-collapsible horn, being preferable to methods heretofore in vogue.

In the accompanying drawings, Figure 1 is a view of a phonograph horn embodying several improvements in one form; parts being broken away to disclose the invention more clearly. Figs. 2 and 3 are end views of a bell section, comprising two strips hinged together, and illustrates the buckling or springing of the strips when opening the bell. Fig. 4 is a sectional view to illustrate the hinging of the strips which form a bell section. Fig. 5 shows the Fig. 4 strips separated. Fig. 6 is a blank of one of the strips which make up the bell sections. Fig. 7 is one of the single or main sections of the bell, undivided into strips. Fig. 8 is a view of another construction of device for clamping the neck of a bell. Fig. 9 shows one of the wires which form the pintles to connect the strips and sections together. Fig. 10 is a view of two strips hinged together to form a section. Fig. 11 is a view of a detached opened bell. Fig. 12 shows the bell folded in full lines, and also shows by dotted lines the manner of unfolding the same.

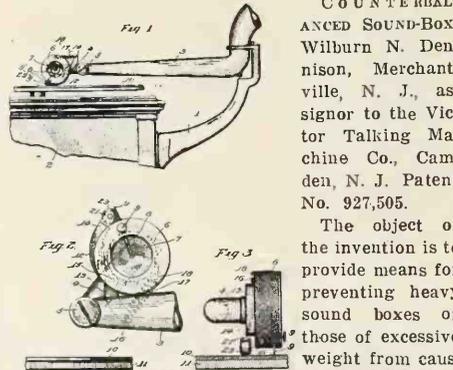
SPEED-CHANGING MECHANISM FOR GRAPHOPHONES. Frederick F. Murdock, Syracuse, N. Y. Patent No. 927,809.

This invention relates to improvements in speed changing mechanism for graphophones, and has for its object to provide an additional attachment or mechanism by means of which both the old and the new machines may be readily adapted to play what is commonly known as the

standard two minute record, and also a new four minute record which has recently been produced.

The invention relates particularly to improvements in the devices shown and described in pending application, filed Jan. 25, 1909, Serial No. 473,963.

Fig. 1 is a side elevation of a graphophone, showing the location and arrangement of the principal parts of the invention; also showing a portion of the old and new records. Fig. 2 is a front end elevation of the machine. Fig. 3 is a sectional view on line 3—3 of Fig. 2. Fig. 4 is a sectional view on line 4—4 of Fig. 2. Fig. 5 is a sectional view on line 5—5 of Fig. 1. Fig. 6 is a part end elevation showing the manner of throwing the auxiliary train of gears out of mesh.



COUNTERBALANCED SOUND-BOX. Wilburn N. Denison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 927,505.

The object of the invention is to provide means for preventing heavy sound boxes or those of excessive weight from caus-

ing the stylus needle thereof from exerting the excessive pressure upon the record.

In the drawings Figure 1 is an elevational view of the invention, showing the fragmentary portions of the adjacent parts of the machine; Fig. 2 is an enlarged view of the invention, showing the sound box turned back on the sound conveying arm; and Fig. 3 an enlarged end view of the sound box turned down into its operative position on the record.

TURNING AND SMOOTHING DEVICE FOR PHONOGRAPH-RECORDS. Frank Able, Jr., Louisville, Ky. Patent No. 928,015.

This invention relates to turning and smoothing means, and particularly to means for turning and smoothing phonograph records, and has for an object the provision of a cutter and holding means therefor that will cause the cutter to evenly and smoothly turn or shave a phonograph record.

Another object of the invention is the provision of a plate adapted to fit into the reproducer arm of a phonograph and a cutting tool adjustably secured thereto which in turn is adapted to shave or turn a phonograph record evenly, smoothly and perfectly true.

In the accompanying drawings: Fig. 1 is a top plan view of one embodiment of the invention. Fig. 2 is a bottom plan view of the structure shown in Fig. 1. Fig. 3 is a section through Fig. 1 approximately on line 3—3.

MAKING GOOD.

Here's to the man who makes a name
By up-hill pull, and good, hard work;
Who puts his talents to daily tests,
And scorns to "hurdle," to silt, or shirk.

Here's to the man who's won his fame
And carved his niche in the world to-day,
Whom everyone looks at wonderingly,
And bows as the genius goes his way.

Here's to the captains of industry,
They shine like stars in the black, clear night;
Here's to the men who do big things,
Who lead and command in life's big fight.

But better than all, a toast we drink
To the rank and file—misunderstood;
Who make no name, but spend their lives
Hourly, daily, "making good!"

It matters not if no niche is theirs,
They may not shine like some big star;
Their jobs aren't big, but they're "making good,"—
They're making good wherever they are!

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If we can "arrest" your attention for a short "sentence" or two, we believe you will appreciate that our interest "warrants" the haste exhibited here.

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The TALKING MACHINE AND NOVELTY NEWS SECTION

NEW YORK, AUGUST 15, 1909

REAL BUSINESS SUCCESS.

R. H. McDuffie Discusses the Only True Method of Achieving It—A Healthy, Breezy, Stimulating Talk on a Topic of Interest to Every Talking Machine Man.

Success does not mean simply carrying our point, making money and accumulating fortunes, but it has a broader meaning. A man who accumulates a fortune by shady methods has not made a success, but the man who accumulates something by honest methods, has a clear conscience and is happy and contented, is the man, in my opinion, that has attained real success. However, as my subject indicates that there is only one method, I shall contend that there is but one safe method. Now, I have selected as my text, "Honesty the Best Policy, or the Square Deal." I believe the square deal is the only method that will produce genuine success, and when the square deal is combined with well developed ability placed in full action, success is bound to follow.

The principle of the square deal is not only to be honest and reliable in a general sense, but to be so in the absolute sense; that is, to aim to give an exact equivalent in every transaction and to give the highest possible worth to everything we produce and offer for sale. To simply be honest in the ordinary sense of the term is not enough; we must be so honest that we will not give anything to the world but the very best we can produce. The man who places an inferior product upon the market when he has the ability to produce a superior product is not strictly honest; he is not giving his best to the world. We are not giving the world a square deal unless we offer our very best.

The man who is reckless or slovenly in his work is not an honest workman, even though he may be poorly paid just now. To be strictly honest and thoroughly just to himself he must do his work so well that he could not possibly improve upon it.

ABSOLUTE HONESTY.

There are many people who believe that absolute honesty is not necessary to success, and there are a few even who believe that reliability is an obstacle if great success is to be attained, but it will not require much clear thought to understand that the opposite is the truth. The real business of the world is based upon the principle of an exact equivalent, returning worth for worth, and so necessary is this principle to the very existence of the business world that no enterprise whatever could exist if this principle were removed.

PARASITES.

The man who accumulates a fortune through "shady" methods does not engage in real business; he simply acts as a parasite upon the reliable business enterprises of other men. He would therefore starve if honest men should cease to conduct business. The parasite always dies when you remove the source of his life and power.

Take away legitimate business and illegitimate business would go into bankruptcy at once; take away illegitimate business and the legitimate

would thrive as never before. Destroy the animal that supports the parasite and the parasite will also die, but remove only the parasite and it is clear that the animal will become stronger, healthier, more vigorous and more powerful than ever before.

The honest business of the world not only supports itself, but it also supports the dishonest; it not only supplies vitality for its own continued existence, but it gives away a great deal of extra vitality to keep alive the parasites. If it should cease to give away that extra vitality and use all its life in promoting its own legitimate ends, it is evident that real, legitimate business would overflow with wealth in every part of the world.

A WINNING COMBINATION.

The square deal, combined with well developed ability, will win every time, and its gains will be far greater when it refuses to give part of its life to keep parasites in thriving existence. The man who thinks there is no success in reliability tries to supplant his own lack of ability with unreliability. Being unable to create his own success he appropriates a considerable portion of the success that has been created by others. He calls his own power of appropriation and accumulation success, but he forgets that if others did not create success there would be no success for him to appropriate, and he also forgets the fact that only the man who creates success is entitled to success.

When the majority realize that it is only ability that can create success, and that ability produces the greatest results when acting through reliability, the parasite will disappear from the business world, and the number realizing this great fact is growing very rapidly.

In my opinion the quickest way to eliminate this parasite and thereby remove the greatest block in the way to greatest success is to take advantage of the great opportunity we have to labor honestly and deal fairly with our fellow-man, always keeping before us as our motto, "A square deal to all."

To the \$5,000,000 of people that make up this great Republic the opportunity to labor honestly means more than to all the world besides. It means the development of resources great beyond the comprehension of any mortal, and the diffusion among all riches to which the glories of "The Arabian Nights" are but the glitter of the pawnshop, and to which the sheen of all the jewels of this earth are but the gleam of the glow worm in the pallor of the dawn.

LATEST CUSTOMS RULINGS.

Foreign Souvenir Postal Cards Are Denied Entry as "Lithographic Prints."

Post cards imported by the Souvenir Post Card Co., of New York, were held last week by the Board of United States General Appraisers to be dutiable as assessed by Collector Loeb at 25 per cent. under the provision in the tariff for "printed matter."

It was alleged by the importing concern that the Collector had erred in classifying the cards, and that they should have been admitted to

entry at appropriate specific rates under Paragraph 400, covering lithographic prints. General Appraiser Fischer, in his decision for the board, says that the customs tribunal is convinced that the cards are not lithographed, and consequently the assessment imposed by the Collector will stand.

SLOT MACHINE FOR BOOKS.

Russak Has Contrivance Which May do Away With Newsstand Attendants.

Frank Russak has arrived in London from Paris with the object of starting a company to exploit a French invention for which Mr. Russak holds the patent rights in Europe and America. The idea has points of interest, both for authors and publishers, for it concerns the distribution of their wares in a novel fashion. It is the application of a penny-in-the-slot machine to what is generally described as ephemeral literature.

Mr. Russak believes that there is a large public which will be eager to hire a book for a few hours' reading, provided they do not have to trouble to go to a circulating library and can lay their hands upon what they want just when it is wanted.

The machines will hold ten or a dozen books, displaying their titles so they can be read without being removed from the case, which opens only when a certain coin is put in one slot as the price of hire, and another coin is put in another slot as the price of the book in the event it is not returned.

If Mr. Russak can get capital together and make arrangements with publishers, he will distribute these machines in hotels, trains, seaside resorts, and everywhere there is likely to be a demand for books to while away an hour or two. Mr. Russak is so enamored of the scheme that he can see none of its obvious difficulties.

H. L. BRITAIN CO. INCORPORATED.

The H. L. Britain Co., New York, have incorporated to manufacture and deal in cameras, lenses, films, etc., and to deal in talking machines and supplies, with capital stock of \$50,000. Incorporators: James O'Neill, Hotel Lucerne, Van D. Macumber, No. 900 Bedford avenue, Brooklyn; Henry L. Britain, No. 201 West Eighty-fourth street, New York.

THE BOOSTER.

When you hear a fellow knocking 'cause the times to him seem hard,

Be a Booster!

Just slap him on the back and say, "Come now, cheer up, old pard!"

Be a Booster!

You will find that knocking never helps, while boosting always pays;

That a cheery smile will brighten up the very darkest days;

So if you'd choose the surest of the joy-inspiring ways,

Be a Booster!



THE SIDE LINE SECTION

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NEW YORK, AUGUST 15, 1909

QUESTIONS OF IMPORTANCE.

Expert Comment by an Experienced Dealer on Some Vital Points of Business—Loose Credit Accounts and Unpaid Bills.

Business is a great game. And because it is such a great game is the reason why it takes a skillful player who combines his skill with precision, keen interest and good judgment to win out.

That many do not recognize it as a game, play it for all they are worth and follow the rules, accounts for many of the failures that occur year after year.

The game of business is not one of chance. It is not a game wherein luck plays the most important part and the turn of a dial spells victory or defeat.

No, in business to-day the best man wins. He wins because there are rules which, if followed, mean success. He follows them.

Also, he is possessed of initiative, energy to push his business and business instinct to tell him whether contemplated plans will make for success or failure. And the best part of it all is that he uses them.

The man who goes down to defeat, who belongs to the crowd of "also rans," can blame his defeat to a number of causes. One is a lack of stick-to-it ability. Unlike the man who stuck to the ship and went down with the colors flying, at the first sign of a leak he is ready to jump. He does not stick. And the man who deserts at the first sign of trouble, who lacks determination to see his business carried to the front, deserves to lose. And he does.

Another cause is inability to work harder as things look dark and discouraging. A man who expects to make a success of storekeeping will not allow this sort of discouragement to defeat him. Though he fights against odds, he will not be denied.

Thrice blessed is he that possesses a goodly amount of optimism in his makeup, says The Sporting Goods Dealer. The business man needs it. If he has it he realizes that hard work rolls the clouds away and lets the sunshine in. And, realizing this, he proceeds to do the hard work. If there weren't obstacles to surmount, discouragements to overcome, business would be mere child's play. As it is, it's a man's game and it takes a man's time, thought and best endeavor to play it.

LOOSE CREDITS AND UNPAID BILLS.

When bills become due, many merchants get blue. Their unpaid bills stare them in the face. They see their affairs in what is apparently a hopeless tangle and think "there's no use my trying any longer."

They carry their troubles home at night, eat with them, sleep with them, make them a part of their daily life. Is it any wonder their business reflects this same spirit? And who, pray, wants to trade with the man who is gloomy and who does business in a depressing atmosphere? Not many, that's sure.

Generally the greatest cause of unpaid bills is a loose credit system. Many men there be whose profits would be about as great if they scattered their goods to the four winds of heaven. They make many sales and spend many more hours in vain attempts to collect their money. Instead of taking ordinary business-like precautions before the goods are sold, ascertaining the status

of the persons buying and their ability or desire to pay, what do they do? They do this: In their anxiety to make sales they take for granted that they will get their money. They generally lose. And they should.

OVERLOOKING A VITAL PRINCIPLE.

Any man or business that does not take the necessary precautions for protection overlooks a most vital business principle—a principle that can tear down or build up a business in an astonishing short space of time.

System in business means system in credits. The right kind of credit system means the greatest possible knowledge of the credit customers' habits, work, reputation and character. Without this knowledge the liability of loss becomes too great for the merchant to bear.

While competition is said to be the life of business, it is certainly the death of many merchants. Intelligent competition is all right. It is the rash price-cutting methods, the doing business at an actual loss, that strikes at the vitals and proves fatal.

And many times the man forced to go down under this sort of competition has himself to blame. He starts the trouble by starting price-cutting and losing money on it. Generally the only money made by cut prices is when goods are bought at a bargain. Then they can be sold for bargain prices. Any other cutting is too dangerous and expensive, and only in the rarest of cases should it be indulged in.

Employing clerks who have no real selling ability and therefore lose many sales they should make, hurts the business of any merchant. A clerk's value to his employer depends on his ability to help his employer make money. If he can not do this he is of little value. He is so much dead wood in the business machine. He clogs it and prevents it from running at necessary speed.

More time spent in finding capable, honest clerks and then striving to keep them, and less spent in teaching those that never will be of value, would pay handsome dividends.

SHOULD BE UP-TO-DATE.

The man who does not do this is not up-to-date. The man who does not keep up-to-date, whose business methods date back to the war, who is satisfied with things as they are, what can be expected for him to-day but failure?

A man can not pay too much attention to the business he is interested in. When he begins to divide his attention with outside affairs, he then paves the way for loss to enter. He should give to his business the best he knows. He should live with it, eat with it, sleep with it, dream about it and build air castles around it. The man who never builds air castles never builds castles of any kind.

Taking money from the business to speculate with is the cause of many more failures than will ever be known. The temptation to take a flyer in stocks or make a splurge at the race track is too strong for many to overcome.

With an eye to winning in a few hours what it would take a year to make in business, they speculate, and generally lose.

The loss of money undermines their business, the fever of gambling gets in their blood, with the result of neglect and inevitable ruin.

These are some of the reasons why men fail in business. Down through the corridors of time are found examples of men "who might have been, but were not." The failures of others were not heeded, the laws of business were not followed and nothing but disaster could result.

The kind of man who wins in business starts to fight as soon as he sees things are not going right. This kind of a man increases his energy and efforts in proportion as his business begins to fall away.

The more dubious the outlook for business, the more he hustles. And the hustler generally wins. The hustler is alive and up and at it. He knows he's living, that he has a business to run, that he is the pilot that must keep this business off the rocks. He bends every effort, gives it his best, and finally has the satisfaction of landing the cargo safely in the harbor of success.

THE TRIUMPH OF THE YOUNG MAN.

Put in Positions of Responsibility Where Older Men Were Formerly Demanded—Young Men Familiar With Present Day Business Conditions and Requirements.

The mercantile life of to-day exhibits the young man in business as one of the most notable factors. A few years ago it was quite different. Men past middle life and older men predominated. The young man in a responsible position was the exception.

The prime cause of this change is to be sought in competition, which has produced changes in manufacturing and business methods. The old men had their schooling in a nascent school state of competition and formed habits adapted to conditions growing out of it. The young men have grown up under the influence of a broader and more active competition, and hence have formed habits of business life in keeping with new changes in economics.

The changes were so insidious that old business houses scarcely realized what was going on until they found themselves doing a losing business. Thus they were either forced out of business or compelled to seek some change that would bring new life into the business. It was found that the condition to which the change should conform was one adapted to the customs and habits of the men who had their business schooling in the nascent school of competition, and that the end in view could be reached only by calling to their aid the young men, whose customs and habits had been formed by conditions growing out of an active state of competition. In this way the young man has been brought to the front, and now he is to be found an active factor in all well regulated business houses.

The young man is quick to perceive changes in the business world, and is foremost in catching new ideas, as well as predicting their trade qualities. Realizing his responsibility, he is energetic and cautious, conservative to a degree of safety, but sufficiently progressive to hold his business in the front rank. It is argued by some that a business college gives a man a theory of business methods which of itself places him in a rank superior to the young man who has not passed through a similar training; but those who argue in that strain forget that honesty, responsibility and freedom are facts that no college can impart. Honesty is the stepping stone to responsibility, presupposes freedom to act, judge and plan.

The office boy in a large business house receives the confidence of the firm in proportion to his worthiness. Step by step he advances, and with each advancement a little more responsibility is placed upon him, and with each new responsibility his abilities expand to meet it. Responsibility becomes the inspiration of his life—he grows to it, his freedom grows with it and in the end he finds the whole responsibility of the large business firm resting upon his shoulders. As a writer in the Furniture World says, he is prepared for it because of his having passed through all the stages of the business and received a modicum of responsibility with each advancement.

Responsibility has made all great men. Intellect is given man by nature, but its force is never known until the man is clothed with responsibility and freedom to act. To plan and execute, to see opportunities and lay hold of them, quick to adapt himself to emergencies, are a few of the intellectual forces responsibility brings into action. To fit one, therefore, to take the responsibility of conducting a large business, one must grow up with the business, for in that way only one comes in contact with every phase of competition and is made familiar with all the conditions it gives rise to.

It may be true that you can't keep a good man down, but it's equally difficult to keep a poor one up.



"The greatest specialty ever carried by a retail store"—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor. The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—*the blades are fine*. Prices, \$5.00 to \$7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor
NO STROPPING NO HONING

ADVERTISING AND QUALITY

Should be the Keynotes of the Policy of the Dealer Who Desires to Win Trade.

If many of our business men went after trade like the mail order houses, and as persistently, the out-of-town business would be reduced to a minimum. Many of the retail dealers in the country towns are handicapped for lack of capital to carry the assortment needed, but they buy too many of one thing; do not spread their capital out enough. The result is when more goods are needed, their capital is tied up in stock and not available for new goods.

One of the greatest hindrances to the retail dealer in the country towns is his lack of advertising, it must be admitted. The mail order houses spend millions for advertising, using circular letters and booklets. If every retail dealer would do more circular advertising, coupled with judicious newspaper advertising, then he would see an increase in his sales. Circular letters and booklets of seasonable goods should be sent to each family in each dealer's neighborhood.

Nearly all manufacturers will supply electros of their goods, and the local printer can put them in shape. Don't be content with sending a batch once in two or three months. Send them every two weeks at least and get busy right now. Make your prices attractive. You can do it if you will, "and keep everlastingly at it." A personal visit to talk about seasonable goods goes a long way towards success. Go out among your customers, suggest goods, take their orders for future delivery early enough so you will be sure to have the goods when needed, and last of all, talk "Quality! Quality!! Quality!!!" That is what counts after all.

GOOD BUSINESS COMMANDMENTS.

The following ten commandments have been compiled for the modern business world by Graham Hood:

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayest prosper in thy affairs and make the word "failure" spell "success."
2. Thou shalt not be content to go about thy business looking like a loafer, for thou shouldst know that thy personal appearance is better than a letter of recommendation.
3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I didn't think."

4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the job which fortune hath given thee.

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

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

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

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

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

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

NECESSITY OF INITIATIVE

Coupled With Action in the Fight for Success—Men With Initiative Command Higher Salaries, but Are Scarce—What Sort of Men the Great Merchants Demand.

Initiative and action, not routine or dependence, are necessary to the success of the young man of to-day. The proprietor of one of the largest retail houses in New York said the other day that he could afford to pay 50 per cent. higher salaries if he could get hold of men who possessed judgment and initiative. Do you know what that means? It means the power to do the right thing at the right time. This merchant said that most of his young men were too mechanical. They learned to do certain things in the earlier days of their experience, and they did those things over and over in a mechanical way each day. They fail to put thought and study into their work. "That's the reason," continued this merchant, "that there is always room at the top. We find it more difficult to fill satisfactorily one \$5,000 position than it is to fill ten \$600 positions."

The reason is obvious; young men in business are too mechanical. They don't take the trouble to prepare themselves for better positions.

Another merchant in New York recently hired

a young man for an executive position at a salary of \$3,500 per year. This young man had been at work about a month when the two were having a talk one evening regarding the policy of his department, and the young man referred to the method employed in a similar department of a larger store. "They pay \$2,000 a year for an assistant up there," said the young man, "and they also pay the best prices for piecework, so that the manager has only the finishing touches to do and the rest of his work is largely supervision." "Pshaw," was the reply, "that's one way of doing things, but you can do anything with money. What we want is to accomplish the same thing without spending nearly as much money. Give me the man who can do things! I got you because I thought you had initiative. So far you are working out all right, and if you continue you need have no worry about your future. When our business reaches larger proportions you will be relieved of a great deal of detail, but even then I feel that we can accomplish practically what the other concern is doing at a great deal less expense."

These remarks are straws that show which way the business wind is blowing. The great merchants want men of action; men who think; men who watch the work—not the hours. As Mr. Clairfield said recently in *The Iron Age*: It is results that count. Don't be an automaton. Don't be too dependent upon others. Remember the old saying—"The more oversight, the less pay."

"EXPERIENCE" OUR FRIEND

And a Friend of the Most Practical Sort Who Should be Cherished by Business Men—How We Learn by Mistakes and Profit by the Experience of Others—Interestingly Discussed by John K. Le Baron in *The Evening World*.

He is a wise man who profits by the experiences of others. Few of us do.

Most men ignore that valuable school and tempt fate against great odds until their own failures and losses teach them the lesson they might have learned from others.

Coleridge says: "To most men experience is like the stern lights of a ship, which illumine only the track it has passed."

That is because we insist upon foolishly learning every lesson from our own hard knocks.

Much of Thomas Jefferson's success and influence were due to his making it a point to profit by the experience of others.

He always made it his business to talk with those whom he thought knew more than he, and to talk to them upon the subject which he thought they knew most about.

The experiences of others make a safe ladder for our ambitions.

Franklin learned some of his most valuable lessons from the ants.

When Benjamin West was a very small boy he learned from the Indians how to vitalize the juice of the pokeberry and other plants. When, a little later, he developed his art tastes he profited by the experiences of the red men, for he was too poor to buy paints.

The Quakers were not art connoisseurs and young West found small encouragement in his art aspirations. Without paints his hopes would have been vain had he not learned his lesson from the savages.

We do not gain all our profitable experiences from those above us in the scale of endeavor.

Nor do we get all our valuable ideas from the successes of those whose experience we consider. Pliny, the elder, says, "the best plan is to profit by the folly of others."

There are as great lessons to be learned from defeats as from victories.

The headstrong man is the one who is most given to putting his head in a noose and then pulling the string. He forgets that better men than he have made costly mistakes.

Don't expect at the outset to know more than the man who does know.

"Experience keeps a dear school, but fools

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

\$5.00

FOR

1000

IN TWO COLORS



\$7.20

FOR

1000

In Hand Color
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

will learn in no other," was one of Franklin's proverbs.

It has been said that "in explaining a theme to another it becomes luminous to ourselves." By that process we often find ourselves profiting by our own experience, though we may have failed to realize the lesson-value of the experience itself.

Speculation is a tempter that defies experience. The Yukon has been the graveyard of unnumbered hopes and uncounted fortunes. Yet men continue to take the chances—to lose. Untold disappointments would have been averted had men been willing to profit by other men's experiences.

We seemingly like to taste the poison ourselves.

"Experience," says Oscar Wilde, cynically, "is the name we give to our mistakes."

When we can learn to avoid our own mistakes by profiting by the experience or the mistakes of other men we will have won one great point in the every-day struggle for existence.

FUNCTION OF ADVERTISING.

Simply a Means of Obtaining Inquiries in Many Instances—Landing the Orders Depends Upon the Advertiser Himself—Every Inquiry Valuable.

"A bird in the hand is worth two in a bush." This old saying applies forcibly to the obtaining of new business, and particularly to getting business out of inquiries received from advertising or similar sources.

When a firm spends money in publicity, using its time and energy evolving and developing selling ideas, and in return procures inquiries from interested persons, its efforts are but partly rewarded. It often takes more persuasion and argument to turn a prospective's interest into a resolve to buy than it does to arouse the attention in the first place. And it is at this point in the campaign that many fail, or rather, neglect to take full advantage of the result of whatever advertising has been done.

It is the opinion of some that when the space has been bought, copy prepared and bills paid, all is finished. They think that it is only necessary then to sit down and the orders will come. They are glad to get the cash, but letters merely making inquiry are treated in a desultory manner; at the same time the advertising is kept going right on.

The value of one inquiry already in hand is often overlooked in the striving to get more people interested. Every inquiry should receive careful and prompt handling sufficiently long to learn whether it will turn into an order or was made out of mere curiosity.

GET DOWN TO BRASS TACKS.

Doesn't Pay to Dream—The Realm of the Dreamer Unreal—Why the Energetic and Practical Man Wins Success—Gives His Whole Mind to the Thing He Is Doing.

T. J. Mathews contributes the following bright little item of practical philosophy to the National Hardware Bulletin:

The dreamer weaves a fabric from the cobwebs of his imagination, but the butterfly of success breaks through, leaving his web in fragments. Don't dream but—

Get down to brass tacks.

Dreams are mind-mists—fogs that obstruct the view. Beautiful mirages may appear upon them, but they leave bread and butter in the distance. It's better to—

Get down to brass tacks.

The dreamer is great on figures. He can make them promise success in any enterprise, but his pie-crust promises are easily broken. His head is above the clouds, where the sun shines brightly, but his feet unerringly find the pitfalls. Better to duck his head, watch his feet and—

Get down to brass tacks.

The dreamer may know how, but is slow to use his knowledge. Procrastination not only

steals time, but murders opportunity. Not knowing how, but doing now is what makes for success. It's case of—

Getting down to brass tacks.

Getting down to brass tacks is being energetic and practical—giving your whole mind to the thing you are doing and never letting up until it is finished. Clearness of thought, singleness of purpose and hard work will bring success where dreams means failure. Put the point in the right place, keep your eye on the head—and hit it—that's

Getting down to brass tacks.

GETTING CLOSE TO CUSTOMERS.

Dealers, Especially in Smaller Towns, Should Endeavor to Get Personally Acquainted With Patrons—Such Attention Often Means Holding Their Trade.

Personality in business counts for much. Some men have the faculty of making acquaintances easily and they become successful salesmen when possessed of good business qualities. A dealer ought to acquire a personal acquaintance with his customers; not an intimate friendship, for this would be impossible as well as disastrous, nor should he seek the confidence of his customers in personal affairs, for such friendship could endure but for a brief time before it would be taken advantage of.

The man who has the ability to recall faces and names in an instant has a great advantage in business. This faculty can be cultivated by careful observation and perseverance. Every opportunity should be taken by every dealer to make new friends, for new friends mean new customers and increased sales. But don't interpret this to mean that you should cultivate the formation of new customers to the exclusion or neglect of the old ones, for there is rarely a customer more satisfactory in the long run than the "regular" customer.

People, especially in the smaller towns, like to know the proprietors of the stores, which they patronize, and the retailer who has a personal acquaintance with his patrons, if he has the qualities of a good dealer, is pretty likely to be successful.

BRIEFLETS.

The Exhibitors' Film Exchange, of New York, has been incorporated at Albany to manufacture, sell and rent moving picture films, with a capital of \$30,000. Incorporators: A. Pradel, 138 Third avenue; J. Rosett, 29 Liberty street; L. Rosett, 301 St. Nicholas avenue, all of New York.

The Moving Picture Co. of America Corporation Guarantee & Trust Co., has been incorporated in Delaware with a capital of \$600,000. Incorporators: F. A. Barnett, of Phila., Pa.; H. W. Schorr, of Phila., Pa.; S. D. Townsend, Jr., of Wilmington, Del.

The Hayes Lithographing Co., Buffalo, N. Y., have organized a special post card department, which is under the management of Ira E. Seymour. The Hayes Co. are widely known in the art lithographing field.

The Photo and Art Post Card Co., 95 Washington street, Chicago, have sent out a beautiful line of Thanksgiving, Christmas, New Year's and birthday subjects in lithographed colors and gold, richly embossed with frames and other relief embellishments.

The Drysdale Co., Chicago, have issued some very attractive cards of Indian subjects which are bound to win a great deal of favor.

Success in storekeeping comes through keeping the overstocks down, keeping the variety up, keeping the goods plainly marked, keeping the bargains attractive, keeping the public informed, keeping the store and its people clean, inside and out—and keeping at it all the time.

How to Expand Your Business.

¶ That is a subject which interests every live merchant in every part of the country, and if you are selling talking machines why would it not be well to add player-pianos?

¶ They blend harmoniously and you can increase your income very materially if you secure the agency for

The Angelus Piano

¶ Bear in mind the Angelus is the original piano player and with it it is possible to accomplish the most artistic results in piano playing.

¶ Musical expression is absolutely under the control of the performer.

¶ The Angelus possesses many features of advantage which places it in advance of any player created.

¶ We can explain this to you if you write us, and we can also show you how it is possible to increase the annual profits of your business without materially increasing your expense account.

¶ In other words, with the Angelus agency, your overhead expenses are not increased but your receipts will be growing all the while, for the Angelus has the power of attracting trade that is marvelous.

¶ Now don't put this off but let us take up this subject with you at once. It will pay you.

Wilcox & White Co.

MERIDEN, CONN.

WAITERS VS. PUSHERS.

Close Attention to Business Is Required if Success Is to be Attained—The Waiter Always a Pessimist—The Rusher, the Man With Faith—Wins Out by Advertising.

Constant study is necessary to keep a salesman at his best. If you want to succeed and get to the top of the list, devote all your thoughts to your business. There is plenty of room at the top without anybody falling off.

The world is full of waiters—not men who poise the festive tray on finger-tips and fire eatables at hungry guests; they are generally hustlers; we mean the waiters who get nothing but crumbs, alleged business men who never see a perfectly clear sky in the financial world.

Not long ago they were waiting until a later election day; then they waited until after the new year had made its appearance, then until the tariff question was settled. Now they will wait until the crops are harvested, and it'll be too late to do anything before they see how 1910 is going to open up.

By that time the papers will probably be talking about Taft's successor, and of course it will not do to act until that is settled!

Find a man who is everlastingly holding off, waiting to make sure his bread is buttered on both sides before he takes a bite, and you'll discover a kicker, you'll unearth a man who is always grumbling about business being slow, collections poor, the catalog houses getting most of the business, the jobbers grabbing more than their share and the manufacturers are charging too much.

The waiters are pessimists. Why not? If a man does nothing but pull back, if he hugs his bank-roll for fear it will get away and he'll starve to death, if he has no faith in this great country, he naturally looks at everything through darkened glasses and comes to thoroughly believe his own direful predictions.

Push—don't wait.

The pusher is a different kind of an individual. He is the one who makes business. He gets his stock in early and goes to work to sell it. The people mighty quick find out when he is around and know pretty well whether he is selling axes or brown sugar.

The pusher has faith.

He believes in this great country. He knows there is more money and business here than in any spot on earth and he is out to get his share of it by selling good goods quick. He realizes the vast resources of the nation, the great demands for goods at home and abroad, and is aware that the busy man will find trade if he looks after it. He doesn't wait for elections, for spring or summer, for tariff discussions to cease or for the members of the New York Stock Exchange to tell him that it is safe to do business. He just goes ahead and does it.

The pusher is an advertiser.

You'll see his announcements in the papers, written in an attractive, business-like, to-the-point manner. He doesn't believe that dull times afford the best opportunities to advertise. He is convinced that busy seasons offer him no particular attractions to reduce his outlay in such directions as an exchange puts it, he just knows it pays to advertise all the time—and he gets the business.

Be a pusher and eat sumptuously at the table—not a waiter, starving on the crumbs.

SOME BUSINESS REFLECTIONS.

The Pleased Purchaser—Following Up Sales—Grievances Just and Unjust—Special Letters and Personal Calls.

There is one man who knows a lot about your business and doesn't charge anything for imparting his knowledge. That fellow is the user of your article.

Are the goods that you sell talking in your favor or against you? One of the brightest sales managers in this country once made the statement printed in italic above. There is a lot of food for reflection in that short remark. The man who is pleased with your merchandise is usually willing to speak well of it. The man who is displeased with it is not only willing but anxious to condemn it.

DO YOU FOLLOW UP YOUR SALES?

Do you question your customers to know how their various purchases are meeting their requirements? More important still, do you get after the customer who has failed to come back to your store and find out why? If you do this do you employ patience and tactfulness in adjusting the matter to his entire satisfaction?

To some merchants this may sound like empty talk. If it does sound so it will be for one of two reasons, namely, because the merchant is already following a similar policy, or because he is too independent to entertain such a policy at all.

THE BROADER MAN SUCCEEDS.

The man who is broad enough to realize that he and his business are not infallible; that mistakes in his organization are possible; that flaws in his merchandise may sometimes exist; is far better prepared to grasp opportunity and win success than the man who fails to recognize these possibilities.

Self-confidence is all right in its place. Independence is an admirable quality when judiciously exercised. Still, these two factors have been known to drive business away from a store and make a splendid location a losing investment.

Just grievances should most certainly be recognized, and when the customer does not present them himself, the merchant should make some systematic effort to locate them. Even the unjust complaints should at least be tolerated, and in some instances it will pay the merchant to swallow his pride and make an adjustment which in his heart he knows to be an imposition.

It takes all kinds of people to make a world. The retailer will come in contact with most all of the different varieties at some time during his career. Still he is in business to make money, and, if possible, to do more business this year than he did last. False pride will stand in his way if he doesn't overcome it.

LETTERS AND PERSONAL CALLS.

Courteous special letters should be sent to those customers who fail to call as often as they should. And the effort should not end there. One of your representatives who knows the customer should call and find out why his trade is diminishing or has been entirely transferred, says Clarfeld in *The Iron Age*. All the effort in the world to get new business will not assure permanent growth unless the regular business is held.

THE FOLDING UMBRELLA.

A Handy Thing to Carry When You Are Going Traveling.

A suitcase alone is more or less of a burden to carry, and if you have an umbrella, too, you have more than anybody can carry conveniently, and in some circumstances the two might handicap you seriously, as, for instance, in boarding a train; but here was a woman going traveling and carrying both who when the time came was enabled to get rid of her umbrella completely and yet carry it along.

When this woman had come into the railroad station she set her suitcase on a seat and then calmly she unscrewed the tip of her umbrella, removing it entirely, and then she slipped a catch on the umbrella handle and doubled the handle back on the ribs, thus altogether reducing the umbrella's length by about a foot. Then she opened the suitcase and put her umbrella inside of that. Laid diagonally it went in easily; it was of the folding variety.

PERSISTENCY LANDED THE JOB.

Some years ago when ——— was city editor of the *New York Herald* he was frequently solicited by a persistent youngster who sought assignment as a reporter on the staff. Rebuffs more or less marked in no way disheartened the indefatigable applicant, who kept at it everlastingly. One inclement day, varying his custom of calling at the office, he telephoned from Newark, N. J., his home, making the stereotyped request, which the busy editor on the instant did not associate with his familiar visitor, but as his identity dawned on him he said impatiently, "Go to h——." Instantly the answer was flashed back, "Shall I get pictures?" The nimble wit of the tireless cub, who, on the spur of the moment assumed that finally he had been "assigned" to cover important territory, caught the astute editor, who detected ability and embryonic conception of a "beat," and reversing himself on the spot, directed him to call and later engaged him. The young man made good as a reporter and his advancement since in other directions has been so marked that in the last edition of "Who's Who" more space is given up to a description of his career than is occupied by his former superior, who is now one of the principal owners of a great metropolitan journal and a man of much weight and influence in the community.

THE ILLINOIS CHROMOPHONE CO.

The Illinois Chromophone Co., of Chicago, was incorporated recently with a capital of \$10,000 for the purpose of operating places of amusement.

VALUE OF WINDOW DISPLAY.

"Don't think the more money you spend the better your displays; 'tis often the case a simple cheap window properly arranged will sell more goods than an elaborate, expensive window. Use your brain and not any more money than you are compelled to in order to carry out your idea.

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to advantage and make easy money and big profits.

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It's The Shots That Hit That Count

THE man who does not succeed usually claims that Fate is against him, and sometimes it seems as if some unknown forces were combined to make success impossible for many men who are industrious.

Men who have had a long life of striving oftentimes find when old age comes stealing over them, that they are still poor, but let us go deeply into the causes which have militated against visible success, and we will find that their energies have been misdirected.

Now, misdirected labor is but wasted activity, and the plans of men will oftentimes miscarry, no matter how energetic, if the forces are not directed along the proper lines.

A marksman when engaged in target practice uses as much energy when he misses the bull's eye as his comrade does who scores a hit every time.

The only difference is one shot is well directed and the other is not.

The man who misses wastes just as much powder, energy and temper as the man who wins.

But, it's the shots that hit that count.

So, in the great game of life what a man does must be made to count, or it might just as well have been left undone.

Everyone knows some one among his little circle of friends who though always active is not successful.

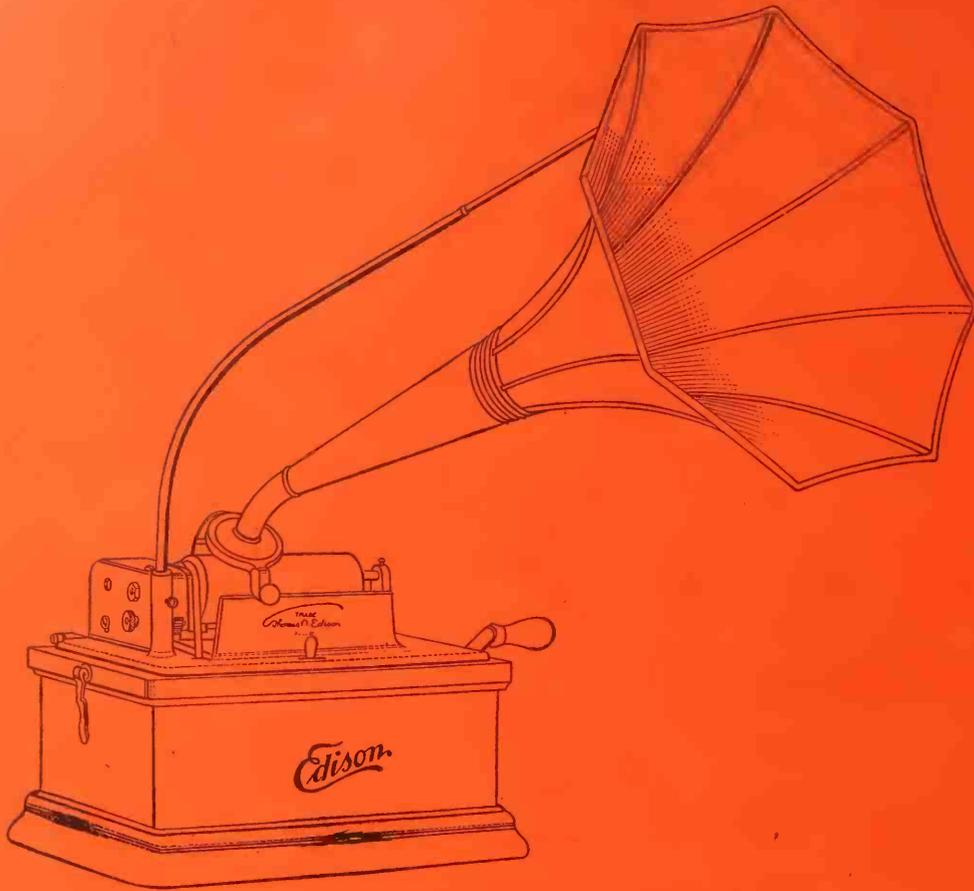
It's the case of the man who missed the target.

How to overcome this?

I should say there are two kinds of activity, one the kind that beats around the fields like an untrained dog, never lighting on the covey—that kind of activity that appears to be without purpose—that is not resourceful, that is not well aimed—that is without concentrative or executive energy. And another kind that goes straight to the target; activity that is aimed to hit, that is carefully thought out; activity wherein energies are conserved until the critical moment arrives and then the shot is fired, and a bull's-eye is scored.

And it is the shots that hit that count.

EDWARD LYMAN BILL.



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This should be the greatest selling instrument you have ever handled, for it exactly meets the requirements of the great mass of people who desire and can afford a better instrument than the Gem, and yet to whom the Standard was just out of reach.

This, together with the fact that it plays both Edison and Amberol records and is available for all the new records, should make it your "headliner" as a builder of new business. Order from your jobber to-day.

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