

The TALKING MACHINE WORLD



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



The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



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

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

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

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions.

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

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

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

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile.....W. H. Reynolds, 147 Dauphin St.

ARKANSAS

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

CALIFORNIA

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

FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.
Chicago.....B. Olshansky, 616 So. Jefferson St.

IOWA

Des Moines.....Harger & Blish, 707 Locust St.
Dubuque.....Harger & Blish, Security Bldg.

KANSAS

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

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 441 W. Baltimore St.
Baltimore.....Louis Mazor, 1423 E. Pratt St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 21-23 W. 6th St.

MICHIGAN

Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield....Morton Lines, 825 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 203 Washington St.

NEW YORK

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

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

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 639 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Philadelphia...Harmonia Talking Machine Co., 1321 Arch St.
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 168 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth....Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 2.

New York, February 15, 1910.

Price Ten Cents

IS THE SALESMAN BORN OR MADE?

Environment as Important a Factor in the Making of a Successful Salesman as is Heredity—Certain Principles Must be Incorporated in His Make-up in Order That He May be Successful.

All things considered, the most essential issue in the science of the distribution of merchandise to-day is the salesman.

Many people think that salesmen are like poets—"born, and not made"—forgetting, perhaps, that there are good and bad poets, as well as salesmen. However, we are willing to concede that a salesman may be born, but, like everything else on this mundane sphere, he can be made, and the manner in which he may be made, granting that the fundamental principles of salesmanship have been born in the man, is by associating his talents with those surroundings which will best answer for their further development. In other words, environment is just as important a factor in the making of a successful salesman as is heredity, as it is literally "up to" the man to place himself in touch with the live wires of trade in order to carry out the promises of his birthright.

Environment Most Important to a Salesman

Environment to the salesman who does things is everything. It means that he must know thoroughly all about his goods—not merely that they are the best values possible to sell at a certain price, but why they are. It means that he must know each step in their manufacture, why it was taken, and why another was disregarded, in order that the firm might offer a higher grade product or perhaps a cheaper and less attractive, but a more staple product for some special trade. It means that the salesman who is making full use of his environment must be able to converse fluently upon all these points, telling the buyer in every case the actual merits and weaknesses too, of what he is asking him to spend his good money for.

In order to get the most from environment, the salesman should move among a clientele who appreciate actual statements of facts in regard to merchandise bought and who accept the counsel of a keen business man who is looking out for the best interests of his customers, to this end making the frank and commendable statement that he desires continued reorders in the future.

The Salesman's Duties to His Customers.

To secure the greatest amount of benefit from environment, the salesman should associate himself with a firm that will back him up in these policies; a firm that will call a spade a spade, and one which will not countenance any desire of a salesman to load up the customer with such goods as would, in his judgment, prove to be "stickers."

The salesman who secures the largest amount of benefit from such an association is the one who always has in mind the purchasing proclivities of the ultimate customer in every case. It does not matter what the maker, the jobber or the dealer believes, if the salesman has honest convictions that another style of goods would prove more satisfactory to his customer than the one most favored by him, it is his plain duty to state his doubts and advise light orders on the line in question.

This is the sort of salesmanship which wins out in the long run, and it wins out because each season the salesman who employs these methods adds more names to his list of firms who swear by his judgment, and who cannot be swung over by a rival house, no matter what rosy trade propositions are made to them.

The buyer who is fortunate enough to be able to purchase through this kind of a salesman has practically added, without division of profit, another partner to his firm. He knows that he gets

a square deal. He knows that he does not have to waste his time or exercise his wits in any endeavor to pick a flaw in the goods presented to him, or watch for any concealed double meaning in a statement made. He knows that the salesman is O.K., and that his house will back up every statement or promise that he makes; and so he continues to give his orders to the firm and to the salesman who makes good—not most of the time, but all of the time.

No salesman can be successful unless these principles are included in his make-up, and if they are, he will find his orders grow hand-in-hand and keep pace with the success of those who buy from him; but environment rightly rounds off these basic principles of successful salesmanship, puts them in practical shape and on a working basis.

If, then, you salesmen, who are born with a high talent for your chosen profession, will place your talents in the proper environment, with the right goods owned by right people, you will receive a full realization of the golden promises of your birthday.

CONCERT FOR CLOISTERED NUNS.

A Great Treat Prepared for Them Through the Courtesy of O. K. Houck Piano Co.—Enjoy the Victor Machine and Records Immensely.

(Special to The Talking Machine World.)

Memphis, Tenn., Feb. 1, 1910.

The Sisters of the Good Shepherd and 150 of the young woman in their care enjoyed a very interesting concert recently through the courtesy of the O. K. Houck Piano Co. of this city. An exceptionally fine line of Victor records furnished the program, with Mr. Newburn acting as director.

The Sisters of the Good Shepherd are a cloistered order, only two members of the community ever leaving the convent, and these only on urgent business connected with the needs of the institution. So the outer world is an unexplored region. They know only such of its interests as may be brought to them. The superioress, Mother Good Shepherd by name, is a violinist of ability. Knowing this, a friend of the institution brought the matter to Mr. Houck's attention, and since they could not come to the concert, the concert was carried to the sisters.

Mr. Newburn placed the Victrola at the upper end of the big reception hall, which seats several hundred, and there the sisters and the penitents gathered to hear selections from grand opera sung by Melba, Farrar, Calve, Caruso, Scotti, Tetrizzini and others. There were a few catchy popular airs, especially for the girls, and good violin selections from Saint Saens' compositions, brought along for the especial pleasure of the superioress. For over two hours the musical treat was heard.

While the institution is conducted by a Catholic sisterhood and supported almost entirely by Catholic donations, its doors are open to every known denomination, and less than one-fifth of the inmates are Catholics.

The music-loving friend of the convent who had suggested the sending of the Victrola to the convent and the reporter stayed a little while after the concert. They sat at a dainty table in a room opening off the reception hall, and coffee and home-made cakes were served them. The three sisters did not eat. The rules of their order forbid their eating outside their refectory. They sat and talked of things out in the big world beyond their walls. More especially they talked of the work of the Catholic missionaries and the labors of their predecessors who have gone far into the depths of African forests; of the early American martyrs, Father Jougues and his fellow workers; of the Jesuit explorer who

advanced the lakes-to-the-gulf idea before Jamestown was a perceptible dot on the map; of Pere Marquette and his work on the upper Mississippi; of Father Junipero Serra and his long line of missions in California.

FOLLOWING UP CUSTOMERS.

What a Jobber Has to Say Regarding the Dealer Who Does Not See That Machines Sold by Him Remain in Good Order—How It Affects Sales—A Suggestion Worth Considering.

A progressive and successful talking machine jobber, located in the Middle West, while discussing subjects of interest in that trade recently, laid particular stress upon the fact that to be really successful the dealer should not get out of touch with the customer as soon as he had purchased an outfit and simply be content with sending him the list of new records each month when they came out.

"Even though the purchaser of a machine never buys another thing from the dealer, the dealer should make it a point to be sure that the machine is in good running order at all times," said the jobber, "for every machine sold acts as an advertisement, whether good or bad, depending upon the dealer himself. Did you ever live or visit in a neighborhood where there was a talking machine that wheezed and scratched and proved a source of torment generally for the neighbors? How many possible sales are killed by such a machine, those who would like to own a talker becoming disgusted with what they hear of the neighborhood pest and not being easily persuaded to put aside their prejudices and investigate the merits of a first-class machine, in good condition.

"The dealer who sells a machine that pans out as the one referred to and who makes no efforts to persuade the owners to have it put in good condition, or to fix it free if the trouble is slight, is simply throwing away money and trade. Though the care of machines after sale may cost him a little money, the effect on his trade will more than compensate him for the outlay.

"One dealer of my acquaintance has worked on the plan of having his salesmen call upon all those who have purchased machines from them at least once in every month or two and inquire if the machine is giving satisfaction; trying it out, if possible, with a new record. Besides adjusting many small troubles before they become serious, it has been found that the record sales have been considerably augmented through the judicious selection of records with which the salesmen test the machines. Needless to say that dealer has built up a strong trade in his particular territory."

TALKING MACHINES IN SCHOOLS.

Demonstration of Successful Methods Made at California Teachers' Convention—Outfits Now Used in Berkeley Schools.

At the recent convention of the California teachers, held in San Francisco, the teachers of the music section held a special session for the purpose of discussing the best pedagogic methods. One of the interesting features of the session was the demonstration of the method of teaching music through the medium of the talking machine, at present being used in the schools in Berkeley and which is said to be an unqualified success. Miss Victorine Hartley, of Berkeley, explained the system, playing a number of operatic selections for the benefit of the teachers. Miss Hartley, however, criticized the reproduction through the metallic horn, claiming that it distorted the music. The "talker" idea, however, was enthusiastically approved.

THE VALUE OF DIPLOMACY.

A Few Facts Gleaned by the Writer Regarding This Trade Winning Talent—Every Dealer Should Acquire It, for It Means Prosperity.

In order that I might not write theoretically, but stick close to facts in the preparation of this article, I made it my business to visit the different retail dealers in my native city, and, whenever possible to do so, analyzed their methods of doing business, their manner toward customers, etc., my one aim being to prove beyond the remotest semblance of a doubt that *diplomacy* is a valuable asset to the "talker" man. Whether or not I have been successful I will leave to the good judgment of my readers.

There are a number of stores situated on the same thoroughfare which brag of their courtesy to patrons, and verily it is no idle boast. I happened in at one of them on a day not so very long ago and was thrilled by the winning manner of the salesman who came smilingly to greet me. I did not purchase a record, yet he played everything I asked for, not only with willingness, but augmented the concert with little anecdotes of the talent, which, while familiar to me, were none the less impressive. After I had taken up as much of his time as I felt to be in keeping with good taste, I asked permission to remain while he waited upon other patrons who were awaiting their turns. The same was cordially granted, and during the hour I sat and watched his selling methods I became a staunch convert to *diplomacy*.

One old lady was particularly hard to suit. She had a cheap machine at home and very little cash to spend for records, and therefore determined to get her money's worth. Record after record was placed upon the turntable only to be greeted with contemptuous disdain. At last, however, by polite questioning, he determined just the character of selection she most admired. After that it was plain sailing. "Silver Threads Among the Gold," "Bell Brandon," "Juanita" and "The Golden Wedding" were rendered one after the other, and she purchased them all without a criticism. As she was paying her bill she remarked, with a break in her voice, "I'm afraid I've caused you a lot of trouble, but before now I have always had such a time in getting records to really please me. These that I have just bought from you are beautiful, and I thank you for your kind attention to a poor old woman."

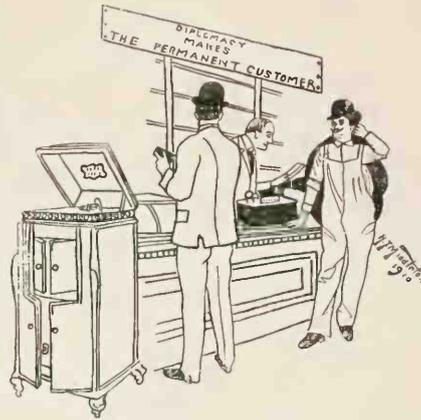
The young fellow took her cold, withered hand in his warm, brown one, and I thought, though I may have been mistaken, that I discerned a mist in his eyes as he answered, "It was a pleasure to wait on you, and I sincerely trust you will call again very soon. Come in and see us whether you care to buy or not. We will always be pleased to have you."

"Thank you, sir; thank you," she replied, and taking up her package she wended her way feebly out of the store into the busy street beyond.

Since my initial visit, at which time I witnessed the above, I have called quite frequently and always found the entire establishment bubbling over with *diplomacy*. Upon the occasion of my last visit I was honored by being ushered with much ceremony into the private sanctum of the proprietor.

"I want to congratulate you upon your splendid organization, Mr. Smith," I began.

"Yes," he interrupted, smiling, "my boys are all right. They either have to be or else find another job. I will not tolerate a salesman who is not willing to take a strenuous course in the study of *diplomacy*. No business, Mr. Middleton," he continued earnestly, "can be run successfully without tact, and in the 'talker' line, where we are coming into constant personal contact with our customers, to neglect it is to court ruin. I train my salesmen very carefully, and when their education is completed and they have absorbed my ideas they cannot fail to be competent and tactful. Here is a set of rules my men are requested to follow which I will be



EXEMPLIFYING DIPLOMACY.

glad to have you use if you care to do so. I think they should prove interesting to talking-machine dealers in general, for they preach a simple sermon of common sense in every line."

Taking the printed sheet from his outstretched hand, I read the following:

TEN BUSINESS COMMANDMENTS.

1. No matter what priced raiment your patron wears, give him the courteous attention he is entitled to.
2. You are not employed to snub or criticise, but to sell goods.
3. Be especially kind to the old and infirm.
4. Become familiar with the lives of the record talent in order that you may answer intelligently any question asked you upon this subject.
5. Dress neatly. You are expected to be in harmony with your surroundings. The satin beauty of the Victrola does not blend well with a soiled collar.
6. Keep posted on the subject of record numbers. A good salesman should be able to find what he wants without resorting to a catalogue, thus saving time, and time is money.
7. If you do not happen to have the record your customer asks for in stock send the boy for it on the run. You cannot afford to lose a single sale if it can be avoided by reasonable effort.
8. Cultivate the art of sizing up your customers. Learn to cater to their wants at once without playing a long program of selections they are not interested in or do not show an inclination to purchase. Find out their tastes, then sell them the goods.
9. Do not keep customers waiting. They will appreciate prompt service as much as anything you can give them. It will prove an attraction that will draw others into the fold.
10. Use your head. Some of the snappiest ads, ever printed in a trade journal were born in the fertile brains of ambitious and observant salesmen.

Of course, there is the other side, but why speak of it. I could tell you of impudent youngsters masquerading as salesmen, of grouchy managers, and a general air of pessimistic gloom, but it is unnecessary, because by investigation, most rigidly made, brought to light the cheerful information that when *diplomacy* is used to the best advantage *prosperity* results.

Diplomacy.
If you would be successful,
Put on your sweetest smile;
Lay in a stock of courtesy
Overspread with grace and style.
Make friends with Grouch and Know-It-All,
And when they've had their say,
Confront them with *diplomacy*—
You'll land 'em sure that way.

—HOWARD TAYLOR MIDDLETON.

ROBERTS PLEASING PUBLICITY.

The W. J. Roberts, Jr., Co., 715 Prespect avenue, Cleveland, O., have issued an extremely interesting little volume entitled "What This Victor Store Means to You." It contains exterior and interior views of Mr. Roberts' establishment,

in which a very fine line of Victors and Edisons are admirably displayed. The literary matter is right to the point—instructive and interesting. Literature of this kind is both helpful to the dealer in a local way and supplements the publicity efforts of the manufacturers most effectively.

VALUE OF A SCRAP BOOK

Of Interesting Clippings to the Merchant—
Many Valuable Suggestions Thus Kept at Hand—Much Time Thus Saved.

Few dealers have realized the importance of an index containing all information which would be of help to them, contained in the various trade papers to which they subscribe.

In every issue there is apt to be one or more articles in which you are particularly interested—in fact, trade papers are a mine of information; but in reading them it is impossible for one to remember every good thing unless he has some method of reference.

Papers are filed or laid away and when the time comes to use that particular information the paper has either been mislaid or the reader has forgotten in which issue the article appeared.

This means a loss of time going through a pile of papers, and you may not find it at all, thereby losing a valuable idea or an imperfect carrying out of a plan from memory. Trade papers, as a general rule, are read through hurriedly by busy men until something strikes them which they would like to dwell on a little later.

Wouldn't it be a hundred times better if each particular article were indexed so that you could lay your hands on it at any future time at a minute's notice?

The idea of which you retain but a faint recollection is brought before you in a clear manner once more, says the Sporting Goods Dealer. One index will serve to cover all papers, so that it will not be necessary to have more than one index for reference to everything he has been interested in in a trade paper.

Identification marks should appear opposite each item, showing in which paper it appeared.

If you don't care to go to the expense of a card index, a scrap book will answer the purpose just as well, although a card index is very easily made, as you can buy index card systems for about \$2.50 or you can make them yourself, cutting them from heavy cardboard about five inches wide and inserted in an ordinary candy box of suitable size. The division letters should be drawn on large enough so that they can be readily seen.

SPEAK GENTLY TO CENTRAL.

Copenhagen Telephone Exchange Catches All Angry Words on a Gramophone.

Exasperated telephone users who have been indulging in harsh language to the telephone girls have been brought to book by the telephone administration of Copenhagen.

At first the identification of the offenders was difficult. Then a gramophone apparatus was installed in the central exchange, on which all unseemly language was recorded.

Some of the worst offenders were then summoned to the directors' office. When they denied the charge they were convicted by an exact repetition in their own voices of their hasty remarks.

Telephone manners and language in Copenhagen are now greatly improved.

What if this plan should be adopted in New York?

SLEZAK A GREAT ARTIST.

It is apparent that Slezak is one of the great artists whose records will command a sale equal to the best efforts of any artist who ever visited this country. Slezak performances are an artistic triumph in every definition of the term, and the National Phonograph Co. are to be congratulated on securing the services of so great an artist.



Quality

That's the big idea behind the *Victor*, the thing that has made the *Victor* business what it is to-day.

Quality has placed the *Victor* in a class by itself—has put it above competition.

That's the kind of instrument you are handling, Mr. Victor Dealer.

Make use of this "quality" idea. It will help you to build up your business, to make the most sales and the greatest profits, to add to your prestige, to establish yourself firmly with music lovers and people of wealth and refinement.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

Full information can be obtained from the following Victor dealers:

- | | | |
|-----------------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------|
| Albany, N. Y. Finch & Hahn. | El Paso, Tex.W. G. Walz Co. | Omaha, Neb. A. Hospe Co. |
| Altoona, Pa. W. H. & L. C. Wolfe. | Galveston, Tex. Thos. Goggan & Bros. | Nebraska Cycle Co. |
| Atlanta, Ga. Elyea-Austell Co. | Grand Rapids, Mich. .. J. A. J. Friedrich. | Piano Player Co. |
| Phillips & Crew Co. | Honolulu, T. H. Bergstrom Music Co., Ltd. | Peoria, Ill. Chas. C. Adams & Co. |
| Austin, Tex. The Petmecky Co. | Indianapolis, Ind. Musical Echo Co. | Philadelphia, Pa. Sol Bloom, Inc. |
| Baltimore, Md. Cohen & Hughes. | Wulschner-Stewart Music Co. | Louis Buchn & Brother. |
| E. F. Droop & Sons Co. | Jacksonville, Fla. Carter & Logan Brothers. | J. E. Ditson & Co. |
| H. R. Eisenbrandt Sons. | Kansas City, Mo. J. W. Jenkins Sons Music Co. | C. J. Heppe & Son. |
| Wm. McCallister & Son. | Schmelzer Arms Co. | Penn Phonograph Co., Inc. |
| Bangor, Me. M. H. Andrews. | Lincoln, Neb. Ross P. Curtice Co. | H. A. Weymann & Son, Inc. |
| Birmingham, Ala. ... E. E. Forbes Piano Co. | Little Rock, Ark. O. K. Houck Piano Co. | Pittsburg, Pa. C. C. Mellor Co., Ltd. |
| Talking Machine Co. | Los Angeles, Cal. Sherman, Clay & Co. | Standard Talking Machine Co. |
| Boston, Mass. Oliver Ditson Co. | Louisville, Ky. Montenegro-Riehm Music Co. | Portland, Me. Cressey & Allen. |
| The Eastern Talking Machine Co. | Memphis, Tenn. E. E. Forbes Piano Co. | Portland, Ore. Sherman, Clay & Co. |
| M. Steiner & 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. | The Consolidated 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 Wurlitz, Ltd. | Spokane, Wash. Eilers 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. | St. Louis Talking Machine Co. |
| The Eclipse Musical Co. | I. Davega, Jr., Inc. | St. Paul, Minn. W. J. Dyer & Bro. |
| Columbus, O. Perry B. Whitsett 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 Hecht Music Co. | Jacot Music Box Co. | Toledo, O. The Hayes Music Co. |
| The Knight-Campbell Music Co. | Landay Brothers, Inc. | The Whitney & Currier Co. |
| Des Moines, Iowa. ... Chase & West. | Stanley & Pearsall. | Washington, D. C. E. F. Droop & Sons Co. |
| Harger & Blish, Inc. | Benj. Switky. | John F. Ellis & Co. |
| Detroit, Mich. Grinnell Bros. | New York Talking Machine Co. | |
| Dubuque, Iowa. Harger & Blish, Inc. | | |
| Duluth, Minn. French & Bassett. | | |

WITH THE TRADE ON THE PACIFIC COAST.

Despite Natural Post-Holiday Dulness January Trade Proves Satisfactory to Dealers—Stock Taking Over and New Goods Now Being Received—A. J. Pommer Buys Out the Pacific Phonograph Co.—Kohler & Chase Now Handling Only the Columbia Line—Lauder Records in Demand—Personal Items of Interest—New Concern in Tacoma, Wash.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 29, 1910.

After the phenomenal business of December even an ordinarily busy season would seem rather tame, and the talking machine business this month has been rather quiet all over the Coast, and as much so here as anywhere else. Such a reaction, however, always comes in January, and as the past month has been much better than the same month of last year, and as good as almost any January on record, there is no feeling of disappointment. A little season of quietness has, in fact, been very welcome to most dealers, who had sold out most of their goods and needed a little time to take stock, replenish their lines, and prepare for the new season's business. Stock-taking is now about over, and while many shipments of new goods were considerably delayed on the way, they are now coming in rapidly. At the same time, several changes have taken place in the local trade, and the line-up for the new year is a little different from that of last season.

The outlook is very satisfactory in all parts of this territory. Sales in the country districts have been very large for the last year, and every machine placed in the country generally brings out additional inquiry, besides the increased demand for records which every machine sold involves. The general prosperity of both city and country leads dealers to look for even a larger distribution of talking machines this year than last.

The most important change made of late is the purchase of the business of the Pacific Phonograph Co. by A. J. Pommer, a former piano dealer of Sacramento and various other places on the Coast. When Mr. Pommer sold out his piano business in Sacramento to Sherman, Clay & Co. a short time ago it was thought that he would retire from active business life, and the new move has been a distinct surprise to the local trade. The Pacific Phonograph Co., started last year as an outgrowth of the wholesale talking machine department of Kohler & Chase, with an agency for the Edison line, has made good progress under the management of C. M. Jones, and is now one of the leading jobbers on the

Coast. There had been no previous intimation that Kohler & Chase were disposed to give up their interest in the enterprise, but they were doubtless persuaded that they could devote their attention more profitably to the piano and retail lines. The lack of space in the new building for a wholesale stock was also a factor in this decision, the stock of the Pacific Phonograph Co. having always been kept in Oakland. Mr. Pommer has transferred his headquarters from Sacramento to that city, taking charge about January 15. He will continue the business under the same name as before. Mr. Jones is now at work on the books, but as soon as the details of the transfer have been completed will probably move his headquarters to Oakland.

Kohler & Chase have disposed of all the old lines in the talking machine department and are now handling Columbia goods only, this department being virtually a branch of the Columbia Phonograph Co. F. R. Anglemier, formerly with the Columbia branch on Van Ness avenue, is manager of the department, and is well satisfied with the manner in which the year has opened. The Columbia goods were prominently featured in the opening recitals in the new Kohler and Chase building at the first of the year, giving the department a fine send-off, and Mr. Anglemier believes that the location is about the best for the purpose in the city. He has a fine display of Grafonola machines, and says the Regent machine has made a great impression. Mr. Beck, who took charge of the retail department of Kohler & Chase some months ago, after being with the Columbia for many years, is now handling Columbia goods for Kirk, Geary & Co., the distributors in northern California.

W. S. Gray, Coast manager for the Columbia Phonograph Co., has just returned from Los Angeles, where he combined business with pleasure and went to see the aviation meet. The company's main office and distributing headquarters are still on Van Ness avenue, and will remain there indefinitely. The placing of this line with Kohler & Chase has opened a retail outlet which could hardly be surpassed, and the present location serves all purposes of the wholesale business quite well for the present. The new year has

started in well for the wholesale department, and the new Grafonola machines give the company a stronger hold than ever on the high-class trade. They are in constantly increasing demand, and it has been hardly possible to keep a supply of all the different models of this machine.

Several dealers here made a feature of Harry Lauder records during the visit of that vocalist



BACIGALUPI'S LAUDER WINDOW.

a couple of weeks ago, but the great hit was made by Peter Bacigalupi & Son, who gave up their window entirely to a display of these popular records. The Lauder concerts were a great success all over the Coast, and the sale of the records has been enormous. Mr. Bacigalupi reports considerable improvement in the wholesale business, and is now shipping out goods on new orders, as several delayed shipments are arriving.

Harry Lauder appeared in Oakland this week and dealers there are calling attention to his records. Sherman, Clay & Co. are giving some strong advertisements to his records in the Victor line, and having a good run on them.

Andrew G. McCarthy, manager of the talking machine department of Sherman, Clay & Co., has just returned from Los Angeles, where he witnessed the aviation meet. He states that the company's southern talking machine distributing point, which closed the year with practically everything sold out, is now getting in plenty of goods, and has had a very satisfactory January run. He is well pleased with the outlook, and believes this year will be far ahead of last in the talking machine line.

D. Blaine, an Edison dealer of San Luis Obispo, Cal., is now in San Francisco.

Mr. Hansen, formerly with Lyon & Healy in Chicago, and later with Sherman, Clay & Co., is now manager of the talking machine department of the H. Hauschildt Music Co.'s new store in San Francisco. He says that for a new store the business this month has been extremely gratifying.

The Caldwell-Thornburgh Piano Co., which recently opened a new store at Whittier, Cal., have put in a talking machine department, and are giving weekly recitals with high-class machines and records.

The Goodale Phonograph Co. are a new firm of Tacoma, Wash. They are capitalized at \$500,000, the parties interested being F. C. Goodale, A. H. Garretson, F. E. Coombs and Geo. Trust.

COLUMBIA ACTIVITY SOUTH.

H. A. Yerkes, manager of the Columbia Co.'s wholesale department, states that W. H. Hightower, Galax, Va., will take on the Columbia line for his chain of stores throughout the State. Also that the E. E. Forbes Piano Co., Birmingham, Ala., had just placed an order for 10,000 indestructible cylinder records, to go forward in one shipment immediately. The Forbes Co. are doing an excellent business in Columbia goods,

What a Successful Jobber Means

Our success of 1909 has spurred us to greater activity to increase our facilities to better care for dealers' orders. Every practical device known to the Modern Talking Machine House is in use here to assist in despatching orders quickly, completely and in factory condition.

LEST YOU FORGET.—The promptness with which your jobber fills your orders and the quality of the goods sent is a great factor in deciding whether your customer will come back to you or go somewhere else for his next purchase.

We point with pleasure to our hundreds of successful dealers who buy from us year in and year out, because they can depend on our service and quality. Send us your orders and share in our success.

EASTERN TALKING MACHINE COMPANY

Victor Distributors

177 TREMONT ST., BOSTON, MASS.

Edison Jobbers

THE HIGH LIVING CRUSADE.

Effect Upon General Trade as Noted by a New York Jobber—Possible Talking Machine Customers Made Over-Cautious.

A well-known talking machine jobber located not a thousand miles from New York, in discussing the way the business had panned out thus far in 1910, stated that while the trade had been fairly good as a rule, it was his opinion that the present crusade in the daily papers upon the high cost of living had a decided effect upon the talking machine business as well as on other lines that might be classed as luxuries rather than necessities.

"While we all realize that the cost of living has advanced and continues to advance, we do not as a rule believe that it is an indication of a coming depression, but rather to the contrary. In many instances, however, that have come to my notice the newspaper crusade has had the effect of giving unthinking people the idea that a panic at least is approaching. This belief is strengthened by the recent failure of several stock concerns in Wall street, whose downfall was felt chiefly by the speculators rather than the general public.

"The daily papers naturally seize upon anything that will make sensational reading for their readers and enlarge upon any available matter, such as the boycott of the meat trust and the government investigations. The family who have planned to buy a talking machine or a piano, especially if they are depending upon salaries, are naturally uncertain and alarmed as to what the outcome will be, and as a matter of precaution put any surplus cash away until the atmosphere clears up.

"Of course we realize that the above idea is a wrong one, but nevertheless the effect is real, and it is to be hoped that the situation will change before any real damage is done. With all the various industries of the country active and the money situation loosened up, there should be no reason why the present year should not be a record breaker, despite the alarmists, whose work every talking machine dealer should make every effort to combat."

NEW FORM OF MUSICAL BED

Shown by a Paris Dealer—Soothing Music Provided at Night and Discordant Janglings in the Morning—Offers Great Possibilities.

A furniture dealer in Paris is showing a novelty in the form of a bed, which is an improvement on a similar one which attracted attention at the last Paris world's fair. It is to all appearances an ordinary bed, but the weight of the body upon it sets a clockwork in motion, and this operates a music box, which gives forth soothing melodies. The lullabys which it plays are supposed to induce sleep. By means of a dial at the head of the bed, the person who occupies it fixes an alarm for next morning. This produces, when the hour arrives, discordant sounds, to which the person in the bed must pay heed, because failure to rise within five minutes after the noise has begun will cause the bottom of the bed to fall out.

It would seem that the proper thing to do would be to substitute a talking machine for the music box and have suitable vocal selections at night and loud yells in the morning.

CONVENTION OF INVENTORS.

First Gathering of Its Kind Scheduled to be Held in Rochester, N. Y., in June—Exhibition of Patents and Models.

The first convention of inventors in the United States will be held in Rochester, N. Y., June 12 to 18, inclusive, according to the present plans. Some of the most prominent inventors in the country in various fields are expected to be present, including Thomas A. Edison, Nicola Tesla and others. A special feature of the convention will be an exhibition of patents and models of all

kinds, and all arranged in groups according to the various trades to which they apply. It is to be expected that there will be a number of patents relating to talking machines on exhibition. The spaces for the exhibits will be free.

BLACKMAN CO. SECURE PATENT

Upon Their Well-Known and Popular Record Tray—Find January Business Very Good Considering the Time of Year.

The Blackman record tray, which is so well known in the trade, and which many talking machine dealers find well-nigh indispensable in the systematic arrangement of their record stock, is now securely protected by United States letters patent issued on December 28, 1910. The trays themselves and the convenience they afford are too well known to require comment.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., in discussing the business thus far in the new year, stated that his company had no complaint to make, especially for the month following the holidays. Mr. Blackman remarked that the only cloud on the business horizon was the possible effect of the present crusade against the trusts and the high price of living, which, while not really indicating danger, nevertheless will very likely frighten some possible talking machine customers and cause them to hold on to their money for a while longer. However, Mr. Blackman is not worrying in the slightest degree and does not pose as an alarmist in any sense.

JOS. JUNGBECKER A VISITOR

To the United States as the Representative of Jos. Zimmermann, Needle Manufacturer.

Josef Jungbecker, representative of Jos. Zimmermann, the talking machine needle manufacturer of Aachen, Germany, has been visiting the trade in the United States during the past couple of weeks. Mr. Zimmermann is one of the largest

manufacturers of needles in the world. His policy is to produce products of quality, and the Condor needle is known and appreciated wherever high-class talking machines are used. Mr. Jungbecker is not a stranger to the United States, as he was over here some seven years ago. He is a gentleman of pleasing address and a well-equipped business man, who understands the needle situation thoroughly. It is probable that before his return to Europe he will select some establishment to take charge of the output of the Zimmermann needles in this country.

ELLIS HANSEN TO EUROPE.

The Well-Known Designer of Victor Window Displays Leaves on a Two Months' Vacation to Denmark.

Ellis Hansen, well known as the designer of the Victor window displays, and who has been connected with prominent houses in the talking machine trade, left last week for his old home in Copenhagen, Denmark, on a two months' vacation. On his homeward trip Mr. Hansen will visit Berlin, Paris and London, and look over the window advertising field in these progressive trade centers. Mr. Hansen was accompanied by his young son.

SELL PRIZE ORCHESTRION.

Marin & Co., Stockton, Cal., recently sold for cash the large Wurlitzer concert orchestrion which took the first prize at the Alaska-Yukon-Pacific Exposition last year. The instrument will be installed in a local picture theater.

M. W. Waitt & Co., the enterprising piano dealers of Vancouver, B. C., are among the progressive talking machine dealers of the Dominion. They are consistent advertisers and trade developers, and as a result are paying close attention to the talking machine department of their business, and have built up a splendid following in British Columbia.



¿Quiere Vd. que le dé una lección de inglés?

Es tan fácil aprender el inglés con el sistema I. C. S. y además el conocimiento del inglés es muy útil en los tiempos modernos.

El sistema I. C. S. para la enseñanza de idiomas por medio del fonógrafo facilita el aprendizaje de un idioma extranjero, y tiene que interesar notablemente á miles de personas. El vendedor de fonógrafos que no tiene los equipos I. C. S. para aprender idiomas, de seguro que está descuidando un medio rápido é infalible de aumentar sus negocios. El nuevo equipo I. C. S. para aprender idiomas, que cuesta \$35 oro, es una maravilla. Representa el arte más elevado en la enseñanza de idiomas y encierra un método que ha merecido la mayor recomendación de miles de personas competentes para hablar con autoridad sobre el asunto. Las Embajadas de España, Francia y Alemania en Washington, así como los principales Colegios han recomendado cordialmente el método I. C. S. para enseñar idiomas.

El equipo I. C. S. para aprender idiomas consta de un fonógrafo "Gen" Edison, hecho especialmente para estudio de idiomas; una bocina pequeña; un tubo auditivo con banda para la cabeza; una acitera y 25 fonogramas de conversación para enseñar la pronunciación, que se garantiza ser absolutamente correcta con la entonación é inflexión propias. Además de esos fonogramas de conversación mandamos también cuadernos de estudio para aprender la teoría de los idiomas. El nuevo equipo es á la vez el mejor y más barato que se ha ofrecido, pues su precio es únicamente de \$35 oro americano.

Si Vd. desea aumentar sus negocios, escriba hoy mismo pidiéndonos detalles.

International Correspondence Schools
Box 918, Scranton, Pa.



EDWARD LYMAN BILL, - Editor and Proprietor
J. B. SPILLANE, Managing Editor.

Trade Representatives: **GEO. B. KELLER, W. T. DYKES,**
L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN,
AUGUST J. TIMPE, R. W. SIMMONS.

Boston Office: ERNEST L. WAITT, 69 Summer St.
Chicago Office: E. P. VAN HURLINGEN, 166 Wabash Ave.
Philadelphia: Minneapolis and St. Paul:
R. W. KAUFFMAN. ADOLF EDSTEN.
St. Louis: San Francisco:
CRAS. N. VAN BUREN. S. H. GRAY, 88 First St.
Cleveland: G. F. PRESCOTT.
Cincinnati: JACOB W. WALTER.
London, England, Office:
69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

Published the 15th of every month at 1 Madison Ave. N.Y.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.

ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

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

NEW YORK, FEBRUARY 15, 1910.

THERE is no denying the fact that January trade was not up to the expectations of many who were anticipating that the year would start off at lively pace.

But pray tell us what January has been pulsing with business life and vitality!

As a matter of fact during the holidays all reasonable efforts are made to dispose of merchandise, particularly such special creations as talking machines, and the people having gone into their reserve funds about as far as they cared to go. Naturally when the first of the year swings around the prospects are not over brilliant for immediate business until they have recovered and got started again along new lines.

The sales of high priced machines has kept up wonderfully well, and there is no probability that there will be the slightest shrinkage in the demand for these particular creations.

On the contrary, it looks as if the growth would be continuous and expanding.

At least that is the way it looks to the man at The World masthead.

February has commenced in much better form and there are plenty of indications at hand showing that the month will be fair in a business sense.

Trade in the East has shown considerable improvement, and the Eastern jobbers and dealers are talking more optimistically than they were a couple of weeks ago.

A survey of the trade situation in the Middle West proves that business in that section of the country is going on increasing steadily in volume.

In fact, there are towns in that specially favored section where no depression has ever been noticeable in a business way.

In the South conditions are steadily improving, and on the Pacific Coast a strong sales creating element is in evidence, and there is every reason to believe that the year will be a satisfactory one in a business sense.

THEN, too, as an encouraging force, it might be well to say that a number of talking machine men have regained confidence in the trade and are going ahead with business plans in a larger way than they did last year.

That is the only thing for men to do, for it is in truth the day of scientific salesmanship, and the limit in this direction is a long way off.

It cannot be successfully denied that the talking machine business is to-day but little understood, and is therefore not regarded in the light which it should be.

A good many men who are selling talking machines to-day do not fully appreciate the product which they are offering.

They do not understand that the development of the talking machine has not been in any sense accidental, that inventive minds have delved for scientific principles to be embodied in its construction.

They do not appreciate the fact that the greatest commercial talents known to the world have been drawn to contribute to the success of the modern talker.

They do not appreciate the fact that millions of dollars have been expended to produce a perfect machine and that back of these splendidly organized manufacturing departments are systems perfectly arranged which take high rank with the best industrial organizations of the day.

They do not understand the concentration that has been focused upon the talking machine situation to have brought it up to its present position.

NOW, these facts must be understood before a dealer or salesman can feel the true interest and inspiration in his work.

The present development of the talking machine industry is convincing evidence of the splendid genius of its founders.

The skill which they have shown in perfecting and building up the present system is remarkable, and the business to-day extends to the progressive representatives opportunities which should make the business attractive.

It is the up-to-date business for the up-to-date man, and it will furnish adequate reward for the conscientious efforts of able and trained minds.

THE men who have watched the growth of this industry believe in it, and the steadily increasing demand for the machines of the better grade indicate that the product is steadily creating an army of friends among those who are best able to judge of artistic merits.

Always striving for perfection, the talking machine has reached a point where it supplies the demand of discriminating people for a perfect entertainer and instructor.

Now, in order to be in harmony with the creation itself, men must understand it.

Understand its functions—understand what it represents in thought and skill—in mental and inventive power.

When a man does this he will have a respect for the business in which he is engaged.

He will have a respect for the men who have made the industry possible—for, as an exponent of the spirit of the age, the talking machine stands in a class by itself.

It has passed through all the stages, from a

toy to an entertainer and instructor second to none in the mechanical field.

From humble beginnings it has evolved through scientific development until it is to-day the most versatile of all musical entertainers.

Think of this, talking machine salesman, when you are exhibiting the wares and possibilities of your product.

Think of what the machine represents and it will help you to interest and impress your customer, and you, yourself, will be gaining an added respect for your profession.

THE pessimist is always with us.

Go where we will, seek any trade or profession, and we will find a class of men who can always see a future dark with fearful happenings—most of which never reached beyond an imaginative stage.

To-day we will find a lot of men who predict chaotic conditions as the final outcome of the rising tide of living cost and the growing greed of the men who through combinations control the necessities of life.

Well, there may be some dark days ahead—we cannot tell.

But the most of us can rest safely in the belief that when we have troublous conditions we always find men who are amply fitted to successfully guide the Ship of State through perilous waters.

We never have everything to our liking in this busy work-a-day world of ours.

There always have been problems since time began.

Even the old cave dwellers were not entirely satisfied with their lot, and probably there is an element in human nature which prohibits perfect satisfaction ever dwelling long in the human mind.

If we were satisfied progress would cease; but one thing is certain, the man who always plans business wisely, acting with due conservatism, is going to be far better off than the man who hangs back and waits to be pulled along with the crowd.

It is the active, aggressive man—the man who fully realizes that there are business possibilities around him—who will reap the business harvest of 1910. Just remember that.

IT is a mistake to think that the man with a natural aptitude for learning will easily outstrip his fellow. In one or two lines of effort, such as music and drawing or painting, only those with a native talent born with them will succeed.

But often in every-day callings a man considered dull will do far better than his brilliant neighbor, who loafs because it is easy to learn, gets a taste for loafing, and loafs a little too long.

In a world crowded with purposeless people, drifting aimlessly about, and taking whatever opportunity offers for a little advantage, getting ahead is not a difficult matter.

The man of purpose is marked. His fellows see that he means to get ahead, and they let him.

The way that is closed to the idler is open to the determined and industrious. Other men see that he is bound to have what he is after, and, wanting more than anything else a leader, they get out of his way, and wheeling in behind him, follow him, to pick up what crumbs of his prosperity they can without too much effort.

TRADE IN THE SAINTLY CITY.

Both Wholesale and Retail Business Good During January—Excellent Columbia Co. Report—E. D. Easton a Visitor—St. Louis Talking Machine Co. Report Heavy Sale Red Seal Records—Give Machine to Bazaar—What Other Houses Are Doing.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 1, 1910.

The retail trade for the month of January has been quite active, and the wholesale business is picking up daily. The year starts off with all indications that it will be a lively one throughout.

E. B. Walthall, manager of the Columbia Phonograph Co., reports that January business was very flattering, the sale on Grafonolas being big in both the retail and wholesale departments. F. G. Cook, for the past several months traveling for the Columbia Phonograph Co. out of St. Louis, has returned to Chicago, and he has been appointed floor manager of the Chicago store. Chas. Kauffman, formerly of Chicago, but who for the past three years has been on the traveling force of the Los Angeles office of the Columbia Phonograph Co., has accepted a similar position with the St. Louis branch.

The local offices of the Dictaphone Co., now located in the Wainwright Building, will be moved to the local store of the Columbia Phonograph Co. shortly.

President E. D. Easton, of the Columbia Phonograph Co., accompanied by his daughter, and W. C. Fuhri, western district manager, accompanied by his wife, all were visitors here recently. Mr. Easton and daughter left for Cincinnati. Mr. Fuhri left on an extensive western trip, going to Denver, Salt Lake City, El Paso and other points.

During the stay of the Boston Opera Co. here Manager Walthall furnished one of their highest grade Columbia graphophones with a quantity of records to F. Constantino, the great tenor, who sings exclusively for the Columbia Phonograph Co., and Mr. Madrones, one of the leading basses of the company, who also is a Columbia artist, for use in their apartments at the Jefferson Hotel while here.

The samples of the disc records made by "Gipsy" Smith for the Columbia Phonograph Co. have been received, and all who have heard them pronounce them the best sacred records ever made. The sale of them should be large locally, as thousands here have heard and admired the famous evangelist's voice during his several weeks of sermons at the Coliseum here some time ago.

The St. Louis Talking Machine Co. report that the sale of records, following the heavy machine purchases in December, has been phenomenal. The Red Seal records have the call. The advertising campaigns undertaken by this concern during the past two months have been the largest ever conducted by them. They "plunged" heavily on the Boston Opera Co.'s engagement at the Olympic Theater, reproducing a large cut of the photograph of Alice Nielsen listening to the Victrola; and during Mme. Tetrazzini's engagement at the Coliseum a very large cut of her photograph was reproduced in all the daily papers.

The St. Louis Talking Machine Co. presented the Saint Philomena's Bazaar with one of their Victor machines. Mme. Tetrazzini sang for the benefit of this bazaar. The Victor Victrola is uninterruptedly enjoying its great popularity, and several orders in special finishes, which were delayed because of the factory not being able to catch up with its orders, are awaiting delivery by the St. Louis Talking Machine Co.

O. A. Gressing, manager of this firm, recently returned from a trip South, and reports dealers as just about recovering from their tremendous holiday and January demands. Many were caught unprepared and now are stocking up heavier than ever for this time of the year. L. A. Cummins, traveler for this firm, feels very happy over having closed in one week four 40-10 accounts, and in a short talk with your correspondent informed him that 1910 is starting out

stronger for him than any previous year, and Mr. Cummins has been in the talking machine business for more than seven years.

E. S. True, credit man for the St. Louis Talking Machine Co., is mourning the death of his father-in-law, which occurred at Hannibal recently. S. H. Johnson, of the same concern, has been busily engaged conducting Victrola recitals at the Liederkrantz Club, the Wednesday Club, and the Kenwood Springs Country Club.

Mrs. Clara Harrington, well known in the trade as Miss Goetz, and for many years head saleslady for the St. Louis Talking Machine Co., is the happy mother of a bouncing girl baby. The remainder of the St. Louis Talking Machine Co.'s staff are very insistent that this young lady be named "Victrola Harrington."

The Silverstone Talking Machine Co. make favorable reports on their business for January.

D. K. Myers, the Zonophone jobber, states that he had a nice trade during January and that his record business was large.

The Koerber-Brenner Music Co. report that their January business was very satisfactory.

The Thiebes-Stierlin Music Co. report having had a good trade during January, and that the demand for high-priced machines was good.

Miss Sadie Rosenblatt, in charge of the talking machine department of the J. H. Buettner Furniture & Carpet Co., states that business for January was good, and that the call for high-priced machines was excellent. Their record trade was heavy.

VALUE OF PERSONAL LETTER.

Excellent Means of Centering Attention on a Special Subject—How One Concern Uses the Personal Letter in Calling the Attention of Their Customers to the New Records.

A personal letter as a means of centering attention on a special article is an excellent means of publicity. Many people are apt to receive booklets, or lists of records, without analyzing them carefully, whereas if some special feature of the list—such as one or two particularly striking records—were referred to in a personal letter, the recipient would be apt to become not only interested in the records referred to, but in the entire list, and this means business.

The Standard Talking Machine Co., of Pittsburg, Pa., are old-time believers in this idea, and have been sending out to dealers a specially prepared letter, which they have asked them to send out to their customers with the monthly list of new records, as a personal letter, mailing it with a two-cent stamp. The letters are written in a colloquial vein, always to the point, and no one who receives them will fail to look them over.

This is a very excellent and effective kind of publicity, and we wish the jobbers and dealers would utilize the personal letter idea to a larger extent. Of course the personal letter is of no avail when sent out as a circular with a one-cent stamp attached. People throw this kind of literature in the waste basket. If a letter, however, is couched in an interesting vein and properly stamped it will certainly bring results.

CORPORATION TAX REPORTS.

Statements Must Be Filed by March 1—Effect to be Watched Closely.

By March 1 of this year the statement of earnings and condition of the corporations of the United States must be in the hands of the Federal authorities appointed for the collection of the corporation income tax. These statements, which the provisions of the tax law require to be in great detail, undoubtedly will prove a revelation in the case of more than one corporation. In some cases they will be much better than anyone except the inmost insiders ever dreamed, and in others they are bound to provide considerable disappointment for the holders of their securities. What effect they will have in causing a readjustment in the stock market remains to be seen.

Just like
a slot machine

Drop in your order and you get the goods right off.

That's the kind of service we give our dealers—no delays, no excuses.

Something the matter with your jobber if you don't get your goods promptly. You can't afford to wait for them, and make your customers wait too.

If that's your case, it would be a wise move for you to get in touch with a new jobber. Better for you to give your business to another jobber than for your customers to take their trade to another store.

We want your business and will take care of it. When you place your order with us you can rest assured that it will get prompt attention—goods are always shipped the same day the order reaches us.

Try us. Look over your stock and see if there isn't something you need in Victors, Victor Records, Victrolas, record cabinets, horns, fibre cases, needles, extra parts or accessories of any kind.

Or send us your next rush order and see how quickly you get the goods.

Write us to-day for our catalogue and our booklet, "The Cabinet That Matches" and we'll send them by return mail.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



It takes a REAL tenor to sing both Italian and German Opera. Read what Reginald De Koven, in the New York World, says of

Leo SLEZAK

The Greatest of all Grand Opera Tenors



Mr. DeKoven, after a recent performance of Tannhauser at the Metropolitan Opera House, New York, said:

"Not since Jean de Reszke has a tenor compassed both Italian and German Opera with the absolute distinction that Slezak displayed last night."

It took us a long time to find the greatest living tenor to sing for the Edison Phonograph—but

we found him at last in Slezak.

You couldn't ask for a bigger boost for your Phonograph sales. And from now on, Grand Opera should be the biggest and most profitable end of your Record business.

Write your jobber about the Slezak and other Grand Opera Records today.

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

It takes a REAL sound reproducing instrument to render Grand Opera as it is meant to be played. And such an instrument is

The AMBEROLA

The newest Edison Phonograph



It is the only instrument of the cabinet type that renders Grand Opera as it is rendered at the Manhattan and Metropolitan Opera Houses, New York—because it is the only instrument of this type that plays both Edison Standard and Amberol Records.

It combines all the beauty of tone reproduction of the Edison Phonograph, with a cabinet as beautifully finished as that

of the most expensive grand piano.

There is a certain class of your customers that will not be satisfied with anything but the very best! And as long as this is true you can't sell them anything that offers less than the Amberola. The Amberola offers all that any other sound reproducing instrument *can*—and more. Take your full profit on the Amberola. Write your jobber today.

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



SOLID WOOD (NOT VENEERED)

The

MUSIC MASTER WOOD HORN

is the only horn built of **SOLID WOOD** and retains all the original elasticity of the wood that is used in its construction, thereby giving a greater resonance of tone than is possible with any other horn on the market.

All other wood horns are made of veneered wood and the great amount of glue used to hold them together retards the sympathetic vibration, which is so necessary to the faithful reproduction of music, rendered from talking machine or phonograph records.

HAVE ONE SENT ON APPROVAL

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

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

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

WITH THE INDIANAPOLIS TRADE.

Business Good During January, Especially in Records—Travelers Exchange Territory—Wulschner-Stewart Co. Buy Stock of Indiana Phonograph Co. from Trustees—Picture Show Business Improves—Some New Regulations—Other News of Interest in the Talking Machine Trade for the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 6, 1910.

The talking machine business, and particularly the record business, has been pretty good during the last month. Many of those who bought machines at the holiday time are now laying in their supply of records. Most of the dealers report that their business during January has been satisfactory, as compared with January of last year.

The Columbia Co. have been having a good business with records. The leaders during the

month were the McCormack records and the Gypsy Smith records.

H. A. Zerkle, Chicago representative of the Columbia Co., was a recent caller at the Indianapolis store. It was Mr. Zerkle's first trip into this territory, his regular territory being Wisconsin. A short time ago, however, Mr. Zerkle and H. H. Myers, whose regular territory is Indiana, were joking and one proposed to the other that they exchange territory for one trip. The exchange was made. Mr. Zerkle was well pleased with his trip in Indiana and found business satisfactory.

The stock of the Indiana Phonograph Co., which has been in the hands of Charles Craig, trustee, has been sold through Mr. Craig to the Wulschner-Stewart Music Co., and the latter succeeds the Indiana Phonograph Co. as jobbers of Edison machines, which the Indiana Phonograph Co. handled exclusively. The stock was owned by Squire Bros., who came from Jasonville, Ind., about two years ago. It was placed

in the hands of a trustee at the request of the creditors, and Mr. Craig says the creditors will come out in good financial condition. The Wulschner-Stewart Co. will begin at once to move the stock to their large new piano and musical instrument store in North Pennsylvania street. It is said that the invoice of the stock bought from the Indiana Phonograph Co. ran about \$10,000. It is understood that Mr. Craig will continue to handle Edisons in a retail way. He was the proprietor of the Indiana Phonograph Co. before Squire Bros. took charge of the business. The Wulschner-Stewart Co. have engaged Mr. Barringer, who until recently was with Benell Bros. at Detroit, to take charge of their talking machine department. In addition to Edisons, the Wulschner-Stewart Co. handle Victors.

A large electric sign on top of the new home of D. Sommers & Co., in West Washington street, was toppled over by the wind last week. The sign had not fully been completed. It was merely by chance that results were not more serious when it fell. Laborers had been working on it just a few minutes before the accident occurred. This company handle Columbia machines.

The Kipp-Link Co., wholesalers in Edisons, are enjoying a satisfactory business for the start of the year.

The picture show business in Indianapolis has been improving rapidly. Several conditions have led to the growth in business. In the first place, the convention of the United Mine Workers of America has been on in Indianapolis for some time, and in addition to that the prices of food-stuffs and other commodities have been going so high that many people cannot afford to attend the high-price theaters.

Taking advantage of the situation, Mr. Criswell, who owns the Vaudeette, a ten-cent picture house in East Washington street, has opened up a large five-cent show in West Market street, near the Indiana traction and terminal station. The new place is known as the Royal, and a Columbia machine is used to draw the crowd. The seating capacity is 200 and there is a seven-piece orchestra. One of the new features is that there is a change of program every day. In most of the houses the program is changed only twice a week. Mr. Criswell is the man who started the movement to have the theaters opened on Sunday. His plan was to come within the Sunday law of Indiana by having one-third of the proceeds devoted to charity, and when the regular charity organizations refused to take the money a charity organization was formed among the showmen.

Mayor Shank, the new executive of Indianapolis, recently issued an order shutting off electric pianos in public houses. Since that time there has been a heavy demand from these places for talking machines, which the Indianapolis dealers have been filling.

Superintendent Hyland, the new police chief of Indianapolis, has indicated that he will not take steps to close the picture shows on Sunday. The administration is going after the Sunday saloons, but they fail to see anything very bad about the Sunday picture shows. Mr. Hyland said he had investigated and had found that the Indianapolis shows had turned over about \$500 to charity in the last two months. He did not think that this was a bad showing. "They are innocent amusements," he said, "and, while I do not take the stand that they will continue to run permanently on Sunday, I will say there will be no interference with them at the present time."

Building Inspector Winterrowd has notified all moving picture show managers that they must remove all vaudeville features except illustrated songs. He says the vaudeville features belong to legitimate theaters, and the moving picture theaters, he explains, are not constructed according to the city ordinance. Mr. Winterrowd says the places will have to comply with his order or close. It will not hit any of them very hard, as the most of them do not have vaudeville features, aside from the illustrated songs.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Post-Holiday Trade Steady but No Unusual Activity Apparent—Roller Skating Craze Hurts Talking Machine Trade in Some Districts—The General Feeling on the Copyright Question—Friendly Discussion Invited—Croydon Marks Returned to Parliament—The Latest Gramophone Records—A Strong Month of Edison Advertising Campaign Planned—The Excellent Clarion Record List—New Beka Records—New Canadian Tariff Regulations—Other New Records of the Month—Live Columbia Co. Advertising—The News of the Provinces—Satisfactory Reports the Rule—Other Talking Machine News of the Month.

(Special to The Talking Machine World.)

London, Eng., Feb. 5, 1910.

Trade has not been such during the last week or two as to call for any special enthusiasm; but there is no sign of depression by any means. In the chief cities things are taking a middle course, inasmuch as while trade is not so bright as it perhaps might be, a steady average of sales is being maintained. It may be that a slight reaction after the Christmas rush was only to be expected, and this possibly is the case, since, at the time of writing, an improvement is noticeable. Remarkably good business, however, prevails in the country districts, where the demand for records of the latest titles is usually pretty heavy. Not a little due to the fact, I suppose, that the new skating rink and cinematograph entertainments are only conspicuous by their absence. Certain it is that such places have opened up of recent months quite a new and novel form of enjoyment for the masses in our large cities, so much so as to affect talking machine sales to no inconsiderable extent. There has been, too, a lessening of devotion and energy on the part of cycle dealers handling the goods of this industry in conjunction with roller skates. Their attention has been diverted by merely a craze of the moment, so to speak, and because such puts more profit in their pocket than that from the sale of records, etc. Some are neglecting this business—a business, I venture to say, which will survive the skate craze for all time. But many are up against their own interests in thinking that a bird in the hand is worth two in the bush. It is sometimes, but not in this case, as must be obvious to every dealer who will give the matter a second thought.

Copyright Report Arouses Interest.

The full report of the copyright committee's findings as affecting this industry, which appeared in The Talking Machine World of last month, contained not a few exclusive items which have aroused the liveliest interest among members of the trade. My report covered the ground pretty fully, and from certain opinions conveyed to me it is looked upon as the best summary yet presented. While the interest in this matter of copyright covering mechanical reproduction is quite unabated, there is a noticeable absence of hostility against the reforms suggested, except in that manufacturers of records regard the freedom of action proposed to be vested in the authors of musical compositions as tending to produce a baneful effect by the certain establishment of monopoly. A general feeling exists in favor of a fixed percentage on sales, or a stipulated royalty as obtains in the United States. In view of the general election, some considerable time must necessarily elapse before any copyright bill can be presented in the Commons; there is the question of the lords and the budget to be dealt with first, and as, from the state of the parties, it is generally recognized that the government's position is somewhat precarious, a dissolution in the near future being

quite possible, further delay in presenting the copyright bill may result. In the meantime, with a view to obtaining the desired modification as outlined above, manufacturers of records and perforated music rolls would do well to see that their respective M. P.s are sufficiently posted in details, and induced to give their support to an amendment having for its object the prevention of any monopoly clause in the bill to be passed by Parliament.

Opinions Invited on Tariff Reform Question.

The pertinent question of tariff reform, one of the chief planks of the Unionist platform during the present general parliamentary elections, received the support of a good majority at a recent meeting of piano men, called together at the instance of the Pianoforte Manufacturers' Association, Ltd., to discuss, as a matter of vital trade consequence, the question of tariff reform as affecting their business. The following resolution: "That this meeting of the piano, organ and allied trades is firmly of opinion that a duty upon foreign imported pianos, organs and component parts would greatly benefit the industries concerned, in that it would secure to the manufacturer his rightful position in the home market and enable him to compete upon fair terms in the colonial and other trade centers, and by so doing provide regular and remunerative employment for those engaged in the trade," was duly put and declared carried. Put to a meeting of talking machine traders, would such a resolution pass? That is a question I do not propose to answer, because whatever my personal opinion may be, this journal's policy is in such matters entirely independent. But it is not out of place to open a friendly discussion upon the matter, and with that end in view I invite the opinion of my readers. It is true a tariff bill is not likely to be introduced in the next Parliament, but just how long that Parliament will last is in question. The present state of the parties leads one to believe that another general election is not only possible but very probable within twelve months, in which case the fight must center around tariff reform versus free trade. In some trades there certainly exists a very strong plea for protection, in others just the reverse. In this industry a general feeling exists that a 10 per cent. duty (which the conservative party suggest) would have little or no effect on retail prices. Take, for instance, our imports from Germany. During 1908 we imported records to the value of £103,100, and £63,600 worth of machines. Supposing a 10 per cent. duty was levied upon these, who will pay? If the makers, then up must go the retail price, since their margin of profit, especially on records, is not sufficient to provide for any inroads in the shape of tariffs. And then, if the retail prices were increased, in view of the fact that there are equally as good records made in England at competitive prices, who would buy the imported article at an extra cost? Not many, for sure. It therefore follows that the burden would fall upon the shoulders of the exporters' agents, who, in order to maintain their business, would necessarily have to pay the 10 per cent. duty out of their own pockets. And assuming the eventual adoption of a 10 per cent. duty, whether or not it would affect prices, importers and foreign exporters have to bear in mind that such a tariff is not likely to remain at 10 per cent.; it is almost bound to be increased sooner or later. Result—exit record or "made in England." Such is the argument put forth by the protectionists. Maybe there is something in that, but what have my readers to say upon the matter? Opinions from either school should be addressed to our London office.

Largest Order for Prince Graphophones.

The opening of the new year was pleasantly

signalized to the Columbia Co. by the receipt of the largest individual order for the improved Prince graphophone yet received.

Congratulations.

Croydon Marks, director of the National Phonograph Co., Ltd., and Mr. Edison's personal representative in England, has been again returned to Parliament by a big majority. He belongs to the old Liberal school, and is a staunch free trader.

Melba; Ancient History; and Press Errors.

Madame Melba returns to Europe by the steamship "Orvieto," leaving Perth, West Australia, on January 31. She had a rousing reception throughout the seventy towns visited, and took leave of her admirers in Perth January 20. This year Madame Melba is booked for a big Canadian tour, which will furnish a splendid opportunity for dealers to make big money in the sale of Victor records. And, by the way, that reminds me that our esteemed contemporary, the London and Provincial Music Trades Review, is again a little behind the times in its reports and knowledge of talking machine matters. In its last issue it says: "In March, 1907, while Madame Melba was in New York, she made some Gramophone records, for which she received a cash bonus of 10,000 guineas; in addition she receives royalties on the records sold. No wonder the public has to pay a guinea for each record!" Comment is needless.

Strong Gramophone Record List for February.

Described as one of the strongest and most popular lists of recent times is the February issue of Gramophone records just to hand. It includes, as will be seen, the first supplementary issue of celebrity records, of which there are three well recorded and popular titles sung by great artists. The following is the complete list, and my readers will agree that they are all good, especially from a sales point of view: "Falka" selection 1 (Chaussaigne), and "Yeoman of the Guard," selection 2 (Sullivan), by the band of H. M. Coldstream Guards; ballet music, "Faust," No. 5, "Les Troyennes," No. 6, "Variation du 'Miroir' (Gounod), and ballet music, "Faust," No. 7, final, "Dance de Phryné" (Gounod), by French Symphony Orchestra; "Forward, March" (Doppler), by the Black Diamonds Band; "A Song of Sleep" (Lord H. Somerset), and "I Hid My Love" (Guy d'Hardelot), John Harrison; "Last Night" (Kjerulf), Evan Williams; "Four Indian Love Lyrics" (Amy Woodforde Finden) (a) "The Temple Bells," (b) "Less Than the Dust," "Kashmiri Song" ("Pale Hands I Loved") and "Till I 'Wake," Stewart Gardner; "The Lute Player" (Ahlitsen), Robert Radford; "When the Stars Were Young" (Rubens), Mme. Kirkby Lunn; "In Springtime" (Newton), Miss Perceval Allen and Robert Radford; "The Mariners" (Randegger), Miss Perceval Allen, John Harrison and Robert Radford; "We Parted on the Shore," Harry Lauder; "Chant sans Parles" (Tschalkowsky), the Renard Instrumental Quartet. New Celebrity records—"Giorni poveri" ("Il Trovatore") (Verdi), and "Chanson Boema" ("Carmen") (Bizet), Mme. Maria Gay, and "Barcarolle" ("Contes d'Hoffman") (Offenbach), Miss Geraldine Farrar and Sig. Scotti—a beautiful record, truly.

Month of Special Edison Advertising Planned.

A big advertising scheme of a very original nature has just been initiated by the National Phonograph Co. in the interests of their dealers throughout the United Kingdom. "Edison Month," as it is called, means a month of free advertising for those traders willing to co-operate with the company by complying with a simple condition having reference to stock. During Edison month large advertisements will be placed in all the great Lancashire daily newspapers, covering Manchester, Liverpool, Blackburn, Bol-

FROM OUR LONDON HEADQUARTERS—(Continued).

ton, Preston, and other chief cities, and these advertisements will feature principally Amberol goods. Those dealers carrying a representative stock have their name and address inserted free of charge, and this stipulation is very reasonably insisted upon, because it would be useless to advertise a dealer who had, for instance, only a Gem machine to show a prospective purchaser of a "Home." Lancashire month covers January 20 to February 19, inclusive, and I am informed that the scheme has started in right well there, the principal traders having taken up the matter with enthusiasm. Following this month, the next district to be touched will include Bristol, Swansea, Cardiff, and other important Welsh towns located thereabouts, while other districts will be taken in turn. The company are supplying plenty of free literature to back up the free advertising, and all they ask in return is that dealers will properly entertain and demonstrate the Amberol goods to those who go to them in response to the advertisement invitation. The company naturally expect that the large expenditure involved will be fully justified by the greatly increased sales of Amberol goods which their dealers will experience, and it only remains to add that never before has such a unique and entirely unselfish advertising scheme been inaugurated to the advantage of talking machine retailers, who cannot fail to appreciate it.

Old Favorites in March List of Twin Records.

Some old favorite titles and topical selections figure in the Twin record list for March, just issued, and my advice to dealers is, get it!

Some Excellent Records in New Clarion List.

From the current issues of Clarion records it would be difficult to particularize any specially good records, as they are all well up to the average good quality maintained by the Premier Mfg. Co., but the following call for mention: Double-disc phono records—"Visions of Salome" and "Ciribiribin Waltz," by the Premier Bijou

Orchestra; "Christmas Day in the Army," descriptive; "Is Anybody Looking for a Widow?" and "Now I Have to Call Him Father," sung by Miss Kitty Curtis; "Do Leave a Little Bit Behind" and "Incidents" by Charles Denton; "All Waiting for a Girl" and "Settle Up and Settle Down," by Willie Bourke; "A Little Bit of Crackling, John," by Miss Kitty Curtis, and "With My Little Wigger Waggen," by Charles Denton. Miss Kitty Curtis also gives us the same songs on the cylinder records, as also does Charles Denton, excepting "With My Little Wigger," and Stanley Kirkby gives a fine rendering of "Call Me Back Again."

W. Manson Appointed Manager.

W. Manson, who has guided the destiny of the Twins since birth with such excellent results, is to be congratulated upon his appointment as manager of the British Zonophone Co. He is an able business man.

Meeting of Metzler & Co. Creditors.

A private meeting of the creditors of Metzler & Co., Ltd., manufacturers and importers of musical instruments, publishers, etc., Great Marlborough street, London, W., was called by the liquidator, F. Davis, and after some discussion adjourned.

The February Beka Records.

February Beka records to hand are as follows: "Harry Lauder Memories," Part 1 and 2, by the Beka London Orchestra, comprise excerpts from eight or nine of Mr. Lauder's most catchy songs, well played and well recorded, which may also be said of "Tom o' Devon" and "Three for Jack," sung by Harry Thornton; "The Promise of Life" and "The Children's Home," Miss Eugenie Ritte; "To Old Bombay" and "To the End of the World With You"—Hebrew minstrels—The Big Four Quartet; and a splendid Meister record, "Faust and Mephistopheles Duet," Part 1 and 2, sung with exceptional merit by G. Wigley and H. Thornton.

R. Smith Still an Active Factor.

Sales Manager R. Smith, recently connected with H. Lange's Successors, Ltd. (in liquidation), advises me that he retains association with the Favorite record and Klingsor machines, under the new regime, at 45 City Road—a fact which can only point to the company's advantage, in that Mr. Smith's extensive knowledge of this trade must tend to enhance and further the ever-increasing sales of the Favorite and Klingsor goods.

Fire in Orchestrelle Co.'s Warehouse.

An outbreak of fire occurred recently at the Orchestrelle Co.'s warehouse in London, which, before being subdued, did considerable damage to a number of Pianolas and perforated rolls of music.

America Out-Hustled.

A remarkable instance of a youthful undertaking came to light in the bankruptcy court the other day. Two boys, age 15 and 16, exactly 18 months ago started in business as piano and organ dealers under the name of Nelson Bros., at Paisley, and according to a statement of affairs just filed it appears the venture resulted in a deficiency of £92, although an accountant had supervised recently.

Canadian Customs New Preference Rules.

The following new customs regulations were issued at Ottawa on December 17, dealing with amended certificates of origin on invoices for Canada: (1) To be entered under the British preferential tariff, and (2) under treaty or convention rates.

1. British Preferential Tariff—"From and after February 1, 1910, the country of origin in respect of each imported article shall be specified on the margin opposite to such article, or elsewhere, on the invoice thereof, when the articles are for entry in Canada under the British preferential tariff. A certificate of origin, as hereinafter set forth, is prescribed to be written, print-

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEENTo T. M. the KING and
QUEEN OF SPAIN

HIS MASTER'S VOICE



To H. H. the KHEDIVE OF EGYPT



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

ed or stamped on the face or back of all invoices of articles for entry as aforesaid. Such certificate shall be made and signed by the exporter personally, or on his behalf by his manager, chief clerk or other principal official having knowledge of the facts to be certified to, and shall contain the following statement of facts, viz.: "That each article on this invoice is bona fide the product or manufacture of a country entitled in Canada to the benefits of the British preferential tariff, and specified on the invoice as its country of origin, and that each manufactured article on the invoice in its present form ready for export to Canada has been finished by a substantial amount of labor in such country, and not less than one-fourth the cost of production of each such article has been produced through the industry of one or more British countries." Goods for entry under the British preferential tariff are to be invoiced separately from other goods. The invoice forms for entry under the British preferential tariff in Canada remain as heretofore prescribed, except as to the above certificate of origin, the surtax certificate being, however, dispensed with on preferential invoices.

2. Treaty or Convention Rates.—"When articles the product or manufacture of any country are to be entered at the customs house in Canada under treaty or convention, the country of origin in respect of each such article shall be specified on the margin opposite such article, or elsewhere on the invoice thereof. A certificate of origin, as hereafter set forth, is prescribed, to be written, printed or stamped on the face or back of all invoices of articles for entry, as aforesaid. The certificates shall be made and signed by the exporter personally, or on his behalf by his manager, chief clerk or other principal official having knowledge of the facts to be certified to, and shall contain the following statement of facts, viz.: "That each article on this invoice is bona fide the product or manufacture of the country specified on the invoice as its country of origin. That each manufactured article on the invoice in its present form, ready for export to Canada, has been finished by a substantial amount of labor in such specified country of origin, and not less than one-fourth the cost of production of each such article has been produced through the industry of said country."

The certificate of value and of origin on invoices for entry under treaty or convention rates may be combined, as set forth in the forms. Copies of these new regulations, with the new forms attached, may be obtained on application to the High Commissioner for Canada, 17 Victoria street, London, S. W.

Strong Zonophone Record List.

Zonophone factors and dealers are in the fortunate position of being able to rely upon a good strong list of selling titles each month, and the latest issues are well up to the mark in that respect. I would bring the following under the notice of my readers: 12-inch, "The Secret to be Happy," splendidly rendered by Mme. Edna Thornton; "Ship Ahoy" and "I Want to go to Idaho," by Fred Vernon; "I Used to Sigh for the Silvery Moon" and "The Light of Day," by H. Payne, and "What Hear I?" from "Il Trovatore," sung by Miss Yarrow and H. Thornton.

Active Columbia Publicity.

I am in receipt of some very effective advertising literature from the Columbia Co., and from which it is evident that dealers in Columbia and Rena discs are given every assistance in making the most of the big demand promoted by such a fine list of pantomime titles as the company have issued. Particularly useful, I should say, are the series of window cards which have been put up in various striking colors, giving thereon in bold lettering the name of a pantomime success—a separate card for each. Any dealer can have a parcel of this advertising matter free upon request.

A remarkably strong list of Columbia and Rena 10-inch and 12-inch records is that for the

month of February. Here are a few choice selections from each impression: Rena 10-inch double—"The Swan," 'cello solo by Jean Schwiller, and "Andante," from Quartet No. 1, by the Lufsky Instrumental Quartet; "Funeral March" (Chopin), organ solo, by A. W. Ketelbey, and "Dead March in Saul" (Handel), organ solo by A. W. Ketelbey; "Pantomime Pickings," on two records, Nos. 1 and 2 and 3 and 4, by British Guards Band; "Heva-Hiva-Hoi!" and "Jonathan Jones," sung by Edgar Coyle; "Molly O'Morgan" and "Ship Ahoy!" sung by Harry Fay; "Night of Stars and Night of Love" and "Estudiantina," duets sung by Ethel and Mary Williams. Rena 12-inch double—"Softly and tenderly Jesus is Calling," duet sung by I. Gillette and F. C. Stanley, and "O Holy Night," sung by Thomas Chalmers; "Mary of Argyle" and "Drink to Me Only With Thine Eyes," sung by David Bispham; "Scarf Dance" and "Chanson Triste," by Prince's Orchestra. Columbia 10-inch single—"Harvest Moon Waltz," by Casino Orchestra; "Alpine Violets," violin, flute and harp trio; "Why Does England Want a Bigger Army?" by Arthur Leslie. Columbia 12-inch single—"Woo Thou The Snowflake," by David Bispham; "Village Belles," by Prince's Orchestra, and "Serenade Coquette," by Haydn Orchestra.

Edison Records for March.

Some particularly good things are offered dealers in the current Edison impressions for March, of which the following are complete lists:

Standard Records—13937, "Le Cid Overture" (Thomas), National Military Band; 13938, "It's a Wonder What Little Things Lead To" (Scott and Burley), Billy Williams; 13939, "Brown Wings" (Rogers), Stanley Kirkby; 13940, "On the Go March" (Pares), Alexander Prince; 13941, "One Day She Helped Herself to Father" (Godfrey & Murphy), Miss Florrie Forde; 13942, "The Hot Cross Bun" (Collins and Terry), Arthur Osmond; 13943, "The Canary's Love Song" (Seymour, with whistling), Joe Belmont; 13944, "Take a Wife" (Moy), George Formby; 13945, "With Sword and Song March" (Mohr), National Military Band; 13946, "Bonnie Keel Laddie" (Nunn) (Tyneside selection), J. C. Scatter; 10317, "La lettre de Manon" (Gillet), Sousa's Band; 10318, "I'm A-goin' to Change My Man," Miss Marie Dressler; 10319, "Hunting Song" (Bullard), Stanley and Gillette; 10320, "Laverne—Waltz Caprice" (Henton), H. Benne Henton; 10321, "When I Am Away from You" (O'Connor), Manuel Romain; 10322, "Sun of My Soul" (Ritter), Anthony and Harrison; 10323, "Irish Blood" (Mack), Miss Ada Jones; 10328, "Four Little Sugar Plums" (O'Connor), American Symphony Orchestra; 10330, "What Makes the World Go 'Round?" (Williams and Van Alstyne), Miss Ada Jones and Billy Murray; 10331, "Falcon March" (Chambers), New York Military Band.

Amberol Records—12141, "Mignon," selection (Thomas), National Military Band; 12142, "The Farmer's Boy" (King), Stanley Kirkby; 12143, "Poor Aunt Jane" (H. E. Darewski, Jr.), Miss Florrie Forde; 12144, "Bonnie Scotland," Alexander Prince; 12145, "The Inharmonious Blacksmith," Arthur Osmond; 12146, "The Dear Little Shamrock" (Jackson), Miss Carrie Lanceley; 12147, "The First Time I've Been in Love" (Murphy and Lipton), Jack Pleasants; 12148, "The Blind Boy" (Moore), Jean Schwiller; 12149, "We're All Waiting for a Girl" (Murray and Godfrey), Billy Williams; 12150, "Florentina March" (Fueick), National Military Band; 365, "Roses," waltz from suite; "Rose of Shiraz" (Ellenberg), Sousa's Band; 366, "Put on Your Old Gray Bonnet" (Wenrich), Frederick H. Potter and chorus; 367, "Do They Think of Me at Home?" (Glover), Manhattan Mixed Trio; 371, "There Were Shepherds" (Buck), Edison Mixed Quartet; 372, "White Wings" (Winter), Manuel Romain; 373, "Fanasie on Themes of Léonard and Paganini," Michael Banner; 376, "Dreams" (Strelezki), Miss Elizabeth Wheeler; 377, "American Students' Waltzes" (Missud), New York Military Band; 378, "Davey Jones' Locker"

(Petrie), Gus Reed; 379, "Nearer, My God, to Thee" (Johnson), Knickerbocker Quartet; 381, "Balmy Night" (Zieherer), Vienna Instrumental Quartet; 384, "King Karl March" (Unrath), New York Military Band. Following upon the well-merited success and enthusiasm engendered by the first issue of grand opera selections on the Amberol record, the announcement of a supplementary list for March will be welcomed by trader and user alike. This list contains five titles comprising excerpts from some of the well-known operas, as follows: B178, "L'Africaine-O Paradiso" (Meyerbeer), Florencio Constantino, tenor; B179, "Ernani-Infelice" (Verdi), Luigi Lucenti, bass; B180, "Cavalleria Rusticana-Vio lo Sapete" (Mascagni), Ester Ferrabini, soprano; B181, "La Tosca-E lucevan le stelle" (Puccini), Riccardo Martin, tenor; B182, "I Puritani-Suoni la tromba" (Bellini), Ernesto Caronna, baritone, and Luigi Lucenti, bass.

Gramophone Co. Lose Appeal.

Gramophone Co. versus Magazine Holder Co. This was a case in which the plaintiffs alleged that defendants had infringed a certain cabinet design, which defendants denied. Justice Warrington gave judgment against the Gramophone Co., who appealed. Their lordships' reserved judgment just handed down is in effect dismissing the appeal (Lord Justice Moulton dissenting), with costs.

Provincial News of the Month.

I gather from reports received that talking machine trade conditions throughout the provinces are satisfactory, all things considered. Of course, the reaction which temporarily follows a busy Christmas has in some quarters damped the enthusiasm of a few dealers, but a pleasant indication is the remarkable energy which the majority have shown in pushing the pantomime song hits for all they are worth. There is usually something to specialize upon when trade seems somewhat depressed, and judging by the large orders for panto. issues sent to London, provincial factors and dealers are not slow to recognize and make the most of an opportunity thus presented to further their record sales. In Lancashire, too, the leading dealers in Edison goods have the benefit of a month's free advertising by the National Phonograph Co. (as reported elsewhere in this issue), and have expressed their appreciation of such a sales-making scheme in a very practical manner by putting in additional stock in preparation for the demand which this advertising idea must produce. In most of the provincial centers of industry the Cecil Zonophone machine has won great popularity, and at headquarters I learn that it is as much as they can do to keep ahead of demand. In records, dealers, both up North and further South to the Midlands, have found a ready sale



The
STROH
VIOLIN

A new instrumental possessing a VIO LIN TONE of great beauty and remarkable power, which will appeal to all music lovers.

The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

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

GEO. EVANS
(Successor to CHAS. STROH)
94 Albany St., Regents Park, London, Eng.

for the Rena, Twin and Zonophone titles, which, I may say, appear to be gaining ground everywhere. Encouraging reports of increased provincial business reach me from T. Graff (National Phonograph Co.) and Mr. Manson, of the Twin and Zonophone companies, both of whom have recently returned from extensive trips covering the chief centers. Robinson's, of Manchester, report that while there is no great rush, they are, in common with others, experiencing a steady stream of trade, which gives time to attend to customers' requirements without haste. November and December business was about equal in volume to that of 1908, and future prospects appear to be fairly bright.

Edison-Bell Depot in Liverpool Burglarized.

Some Liverpool members of the burglar fraternity have been busy at the Edison-Bell depot in London Road, and among the goods stolen were a number of Edison-Bell records. Well, those chaps evidently knew they were on a good thing, and one can now imagine them having a good time as a result of their wise choice.

In the Midlands the fact that general business conditions have been undisturbed by labor or other troubles has had a most beneficial effect upon talking machine and record sales, with the result that dealers are having a very busy time even now. The Edison lines are selling extremely well in this district, as also are the Twin and Zonophone products.

T. Edens Osborne's Encouraging Report.

Thos. Edens Osborne, the enterprising Belfast trader, writes a very encouraging report of business conditions in Ireland, where he is the chief distributor of Edison, Gramophone and the Zonophone products. During the past year Mr. Osborne's trade in these lines has been so much on the upward trend that he has found it absolutely necessary to devote more time to the development of this branch of his extensive business, and in consequence has had to relinquish the cycle department, which occupied no small part of his attention.

PHONOGRAPHS IN CHINA.

American Machines Regain Popularity at Swatow—Interesting Report.

(Special to The Talking Machine World.)
Washington, D. C., Feb. 2, 1910.

Consul Albert W. Pontius, of Swatow, tells as follows how the trade in American phonographs was re-established in that part of China:

"The American product was, of course, the first talking machine imported into Swatow and vicinity. For a few years there was no opposition, and then the cheaper machines of German and French manufacture began to appear. The difference in price appealed to the Chinese, and for several years the local market was flooded with the cheaper and inferior machines. Lately there has been a change, the Chinese buyer realizing that the saving of a few dollars gave him a machine which for durability and general satisfaction could not compare with the American make. Consequently the latter machine is now again in favor and demand. The machines of different manufacture range in price from \$4 to \$80, and all of this stock is imported from Hong Kong. It might be well to add that practically all of the foreign imports to this place come from that port.

"The moment you say, 'I wonder what people will think,' you admit the superiority of the judgment of others.

"You've got a brain of your own or you couldn't comprehend what all this is about. You've got judgment of your own or you wouldn't agree or disagree with what you are reading right now. You possess the ability to think for yourself, otherwise you wouldn't know whether you agree or disagree with what is printed here.

"Why not exercise that brain? Why not put some confidence in that judgment? Why not rely on those thinking powers to steer the ship of Self?

"Being natural isn't hard. Trying to be unnatural is. Thinking your own thoughts is much easier than thinking what you think the other fellow thinks. And there's so much more satisfaction in being one's own self than there is in trying to be somebody else.

"Be true to yourself. Believe in yourself. What others have done you can do. You were made a part of the great Scheme of Things because there is work for you to do. Do it! Don't worry about what somebody else will say when you take off your coat and dig in. Just dig! Dig like forty! And, above all—

"Make sure that you are you. Be yourself!"

INITIATIVE NECESSARY

For the Salesman or Merchant Who Would Succeed in the Talking Machine or Any Other Business.

In a very interesting little paper called "Tips" issued occasionally in the interests of dealers by the Edison Business Phonograph Co. Jerome B. Fleischman preaches this very excellent sermon:

"Don't govern your thoughts and actions according to the other fellow's standards.

"Think for yourself. Make your own brain get busy. Make it record its own impressions. Make it create its own impulses and ideas.

GRANT PRELIMINARY INJUNCTION.

The Victor Talking Machine Co. Secure an Injunction Against a Disc Talking Machine Having a So-called Feeding Screw.

On January 12 Judge Lacombe of the United States Circuit Court for the southern district of New York granted a preliminary injunction in the case of the Victor Talking Machine Co., Camden, N. J., et al., against the H. Schroder Hornless Phonograph Mfg. Co., New York, restraining the defendant from infringing claims 5 and 35 of the Berliner patent, No. 534,543. The defendant's machines, which the court enjoined.

BEKA RECORD

THE BEST DISC IN THE WORLD



The Largest and Most Comprehensive Repertoire in

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

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to
Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agents for British India, Ceylon and Burma:
THE TALKING MACHINE & INDIAN RECORD COMPANY
15 Eiphinstone Circle, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:
O. RÜHL, 77 City Road, LONDON, E. C.

had two different styles of so-called "mechanical feed" devices attached to the machines connected with the tone arm carrying the reproducer.

Horace Pettit, counsel for complainants, contended that as the machine was constructed and operated in accordance with the claims of the patent in suit the addition of the so-called screw-feed mechanism did not relieve the machine of infringement, which so-called feeding mechanism was placed there, not for useful purposes, but to evade the patent. Complainants' counsel also contended that the machine would work better without the so-called screw-feed device than with it. The defendant company was represented by James C. Chapin, who filed opposing affidavits and vigorously opposed the motion. The case was argued before Judge Lacombe on January 7, and on January 12 the court granted the motion for preliminary injunction, the injunction writ being served upon the defendant January 20.

A GOOD ONE FROM GEORGIA.

Bradford County Farmer Saves Hay by Giving His Cows a Musical Diet by Means of a Talking Machine—The Wonderful Results.

A waggish correspondent at Athens, Pa., writes to the Philadelphia North American giving an amusing story of an alleged dairy experiment there, as follows: Some real poet has said, "Music hath charms to soothe the savage, bust a rock or split a cabbage." But it is without profit to follow the ramifications of this worn subject. The single narration of what is being done in Bradford County by musical dairymen to increase the flow of milk by keeping a talking machine going while the cows are being pailed gives quite enough food for quiet thought.

The author of this bright idea is at present unknown to fame. Posterity will probably lay a laurel chaplet on his brow and a huge milk pail at his feet, but the present knows him not. Facts are, however, stubborn things, and the plain tale from this Bradford County hills is sufficient.

It takes money by the pail to keep cows going at this season of the year. Hay is \$15 a ton, and none to be had, for every farmer that has any to sell, and he is that old friend legion, is holding out for a higher price. Feed is at an unusual altitude, and farmers have been feeding their cattle ever since the middle of July, and many haven't enough fodder to last through. They will have to buy hay soon themselves, and then the shoe will pinch the other foot—but the cow won't feel it.

But to return to the farmer near Towanda who bought a talking machine and three dozen

records for about what a couple of tons of hay would cost and set the machine up in the stable. The cows were driven in and given a bit of hay, and then the music was turned on. Not ragtime, such as might have precipitated a cow dance, but something dignified and soothing. Such tunes as "I'm Called Little Buttercup," "Shall We Gather at the River," "If the Milk Supply Runs Short?" "You'll Never Miss the Water Till the Well Runs Dry," "In the Shade of the Old Apple Tree," "Comin' Through the Rye," "Oh, That We Two Were Maying" and "When the Corn is Waving, Annie Dear" being selected with an eye to business that showed evidences of real genius. There was one old cow that had a far-away look in her eyes as she gazed down the road toward town when "Love Me and the World is Mine" was played that made me imagine she was dreaming of her calf-love days. Strange to say, the herd ate very little hay while listening to the music, but gave a full allowance of milk.

Having talking machine recitals for the cows is to be continued to make sure of results, and if the test holds this dairyman sees much money in giving concerts to his neighbor's herds, or else establishing record exchanges at which each farmer owning his own machine can exchange records every two weeks at a nominal cost, only using the tried and proven best milk-producing discs. Canned music, even at 35 cents per can, is a sight cheaper than any cow food in these parts.

VICTOR NUMERICAL CATALOG

Of Both Domestic and Foreign Records Sent Out to Dealers—Conveniently Arranged in Two Sections—Lists of Foreign Records.

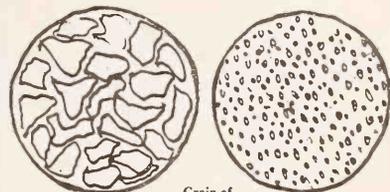
Following the issuing of the new Victor record catalog for the use of the public last week, the Victor Talking Machine Co. have just issued the numerical list of records for dealers' use exclusively, which, for convenience, is divided into two sections, domestic and foreign.

The first section of the list is a numerical arrangement of the records which appear in the Victor record catalog of February, 1910. The second section is a numerical arrangement of records in other than the English language, available for the domestic trade, excepting Chinese, Japanese and Korean records. The contents are as follows:

Spanish catalog, which contains Spanish, Mexican and Cuban records; Italian catalog, which contains records in the Italian language, as well as any instrumental selections that are intended for the Italian trade; Scandinavian catalog, which contains all Norwegian, Swedish, Danish and Finnish records, both vocal and instrumental; Slavonic catalog, which contains Bohemian, Hungarian, Russian, Polish and Hebrew records, both vocal and instrumental; Gregorian catalog, which contains Gregorian and Sistine choir records; French catalog, which contains all records in French and French-Canadian; German catalog, which contains all German records; Hawaiian catalog, which contains all Hawaiian records, both vocal and instrumental, and the Portuguese catalog, which contains all Portuguese records.

The separate foreign catalogs, nine in all, are also enclosed with the numerical list. They are neatly printed and admirably edited.

Don't Buy Needles Wasting Records



Bad Needles

Condor Needles

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

Consequence:

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

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

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

Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY



MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK

E. SAUERLANDT

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

MILWAUKEE'S TRADE GLEANINGS.

Excellent Report Regarding Trade—Presence of Opera Company Big Help in Sales of Records—Kunde's New Quarters—Larger Quarters for Gimbel Bros.—Miss Gannon Becomes Owner of McGreal's Retail Business—McGreal's Wholesale Trade Active.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 6, 1910.

Indications are that the best February talking machine business in the history of the Milwaukee trade is now opening up. Both wholesale and retail lines are showing unusual activity and dealers are more than optimistic over the prospects for the entire year of 1910. Despite the fact that a record-breaking business was received in Milwaukee and about the State during the holiday period, the month of January exceeded all expectations.

"We are more than pleased with the manner in which the wholesale trade is keeping up," said William Schmidt, manager of Lawrence McGreal's wholesale department. "Dealers met with such a brisk holiday business that their stocks were well cleared out and they are forced to order heavier at this time of the year than is usually the case. The new Edison Amberola is taking exceptionally well with the trade and the only trouble is that we are unable to get them fast enough to supply the demand."

"The retail business, while not as heavy as it was during the holiday period, is more than satisfactory at the present time," said Miss Gertrude Gannon, present owner of Lawrence McGreal's retail business. "The demand for Victrolas is still unabated and we are more than pleased with the excellent demand that is existing for high class goods." Miss Gannon has been the owner of her brother-in-law's retail business for several months, while Mr. McGreal is now devoting his entire time to his wholesale business.

The appearance in Milwaukee of the National Grand Opera Company and the later arrival of several individual grand opera stars has increased the local sale of grand opera records to a wonderful extent. Prior to and following the recent appearance of Mme. Tetrzini, the records of the Italian singer's bird-like voice were ready sellers.

During the time that interest was aroused in Mme. Tetrzini, J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., had several cards in his display windows announcing the fact that "Mme. Tetrzini sings here to-day, 2 to 5 p. m." This brought big crowds to the store to listen to the special afternoon concerts. These afternoon concerts at the Hoeffler Co.'s parlors are proving decidedly successful and are resulting in an increased sale of both records and machines. Mr. Becker has a good word of advice for the talking machine salesman when he says:

"Whenever possible, a talking machine salesman should make it a point to attend grand opera and hear the artist the records of whose voice he is daily selling. In the first place it is highly educational to the salesman himself, and in the second place it is sure to help him in his business. People like to have a salesman who is posted in opera and I find that it pays me to attend all grand and light opera productions that appear in the city.

"The Victor light opera records are great sell-

ers and they have awakened a new interest in the record buying public," continued Mr. Becker. "Any number of our customers have purchased complete sets of the Victor grand and light opera records. One afternoon we sold four complete sets. The new records of Harry Lauder are in big demand and people tell us that these records are wonderfully true to life."

The north half of the McGreal retail talking machine store, now owned by Miss Gertrude Gannon, has been leased to Prof. Jack La Mont, a well-known dancing master of Milwaukee. A partition has been erected and Prof. La Mont has spent nearly \$16,000 in making the place into one of the most pretentious cafeterias in Milwaukee. Lawrence McGreal has moved his wholesale offices from the first to the third floor, where his wholesale parlors are now located. The wholesale warerooms now occupy the entire fourth floor.

The downtown Milwaukee store of the Columbia Talking Machine Co., now owned by A. G. Kunde, has been moved from 413 to 516 Grand avenue. The location is still of the very best and excellent quarters have been secured at a greatly reduced rental. "Although our moving cut into the trade somewhat of late, business is very good," said Mr. Kunde. "Demand for both machines and records is keeping up well and the prospects are bright. Our store is located in the heart of the downtown retail district and I can see no reason why prospects should not be of the very best."

Roy J. Keith, of The Talking Machine Co., of Chicago, and A. H. Gibbs, of the Wurlitzer Co., of Chicago, called upon the Milwaukee trade recently.

Walter J. Augustin, the enterprising young talking machine dealer of Fond du Lac, Wis., who recently opened a new store at Oshkosh, Wis., was in Milwaukee this week. Mr. Augustin's Oshkosh store is one of the finest in the Northwest and he has been meeting with an exceptionally good trade in the few months that the establishment has been open. Other out-of-town dealers who were recent Milwaukee visitors includes: Messrs. Lenroot and Schultz, of the Lenroot & Schultz Co., of Antigo, Wis.; H. J. Ebenreiter, of Plymouth, Wis., and Frank Schultz, manager of the Wisconsin Music Co., of Madison, Wis.

News has reached Milwaukee that William P. Hope, traveling representative of the National Phonograph Co. in Wisconsin and Upper Michigan territory, is on his way to Milwaukee. Mr. Hope is returning from a highly successful trip to the Michigan copper country.

One of the leading features of the recent annual reunion banquet of the Rose Marching Club, of Milwaukee, of which Mayor David S. Rose is the head, was a phonographic reproduction of the private conversation of some of the members of the club who took the trip south with the organization last year. The interesting records were made and reproduced under the direction of Lawrence McGreal, a member of the Rose Club.

The announcement that the entire sixth floor of Gimbel Bros. department store at Milwaukee will soon be given up to the piano department of the store and that the present piano quarters on the second floor will be remodeled and given over to the new talking machine department of the store, has created considerable talk in Milwaukee talking machine circles. The acoustics

of the new department are of the best and it is said that no expense will be spared in making the department into one of the finest of its kind in the city.

Milwaukee talking machine dealers are interested in the agitation that is taking place in this city for the licensing of moving picture show operators. The plan has been adopted in Chicago and it is expected that it will be tried in this city.

The agitation at Janesville, Wis., concerning the movement started by most of the leading business men of that city for the abolition of the use of talking machines in front of the moving picture shows is still going on. A petition signed by several business men aiming to protect the moving picture show people in the use of the talking machine was promptly laid on the table in a recent session of the common council.

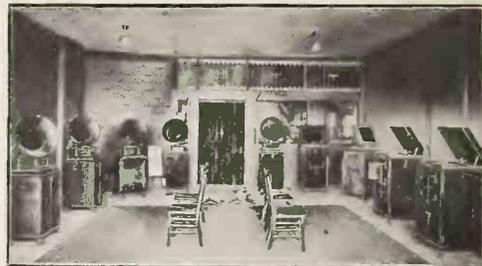
FITZGERALD'S HANDSOME QUARTERS.

The Well-Known Los Angeles Talking Machine House Have Handsomely Equipped Quarters.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 5, 1910.

The accompanying views are of the Victor department of the Fitzgerald Music Co., which has recently established its new home at 523 South



FITZGERALD'S DEMONSTRATION ROOM.

Broadway, Los Angeles. The department occupies the entire fourth floor of the building and has a special feature of sunlight which comes



PORTION OF RED SEAL RECORD.

through the art glass skylights above. The pictures show one of the demonstrating rooms and a portion of the Red Seal room.

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.

TELEGRAPHIC ADDRESS: "PUCKAWO"



Our Famous "Puck Phonograph."

TALKING MACHINE JOBBERS MEET.

Hold Executive Session in Philadelphia—Planning for Convention in May—Many Important Matters Discussed—Entertained by Victor Officials—Enjoy Theater Party.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 8, 1910.

A meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Bellevue-Stratford Hotel, this city, on Saturday last, when a number of matters of interest to the members of the association were taken up by the committee and discussed at length. Those present at the meeting were: President, Perry B. Whitsit, Columbus, O.; Secretary J. C. Roush, Pittsburg, Pa., and the following members of the committee: Louis Buehn, L. Buehn & Bro., Philadelphia; J. Newcomb Blackman, Blackman Talking Machine Co., New York, and L. C. Wiswell, Lyon & Healy, Chicago, vice J. F. Bowers. Lawrence McGreal, Milwaukee, was unable to attend, owing to the death of his little son, the mascot of the association, Master Jack McGreal. Messrs. Blish, Wurlitzer and Taft were kept away by business.

One of the chief subjects discussed at the meeting was the coming convention to be held at the Chalfonte, Atlantic City, July 5, 6 and 7. A number of interesting features are being planned for that occasion, and the details will soon be ready for publication. The factories are preparing to support the jobbers in a hearty manner, and it is expected that the next convention will be the most successful yet held.

The report on association matters for the past year was most pleasing to the members. Much good has been accomplished, one of the chief results being the better understanding that has developed between the jobbers and the factory people, enabling them to work together in complete harmony. The factories have shown their willingness at all times to receive a committee from the jobbers' organization and to consider and discuss any matter that may be brought to their attention. On every occasion an agreement has been reached that has proven satisfactory to both parties.

Several applications for membership were received and acted upon by the committee. The growth in this direction has been steady and sure.

At the close of the session at the Bellevue-Stratford, the members of the committee visited the plant of the Victor Talking Machine Co., in Camden, where they were received by the officers of the company and extended every courtesy. Here a conference was held with the factory heads, and several matters adjusted in a satisfactory manner, after which the jobbers were entertained at dinner by General Manager Louis F. Geissler, followed by a theater party given by Henry C. Brown, advertising manager of the company.

NEW EDISON STORAGE BATTERY.

Given Practical Tests in West Orange and Proves Entirely Successful—Result of Many Years' Work—Its Many Uses.

Last month the first practical test of the new storage battery upon which Thomas A. Edison has been experimenting for years was made in West Orange, N. J., before a number of prominent electrical engineers and traffic men. The battery was placed in a specially designed street car, lighter than those now generally used on trolley roads, and proved an unqualified success, the car attaining a speed of 15 miles per hour without difficulty. The battery will run a car for 150 miles under ordinary conditions. Mr. Edison has been experimenting with his storage battery in a small street car on 500 feet of track at his factory, but the above test was the first of sufficient importance to attract traction men. As the battery was found practicable it will mean that trolley wires will be done away with. It will also go far, it is claimed, toward solving the

problem of industrial aerial navigation. At last accounts Mr. Edison, who is now in Florida, was equipping a large launch with a battery and contemplated making an early test to determine its usefulness in that direction.

DOUBLE-FACED SOUND RECORD SUIT.

Taking of Testimony in Litigation Over the Petit Patent Now Owned by Victor Co. and in Which the American Graphophone Co. Are Defendants.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 7, 1910.

About two years or more ago the American Graphophone Co. were proceeded against by A. N. Petit, brother of A. D. Petit, proprietor of the Edisonia Co., Newark, N. J., now in the experimental laboratory of the Edison Phonograph Works, Orange, N. J., for alleged infringement of the so-called "double-faced sound record" patent. Mr. Petit had assigned a half of the patent to F. M. Prescott, now retired from the business with a comfortable fortune. This arrangement led to complications in the courts when litigation was in hand to enforce the patent rights, especially in Europe, as the assignment conferred manufacturing privileges upon Mr. Prescott, who is said to have disposed of this property abroad.

Further interest is added to this interesting story when the Victor Talking Machine Co., Camden, N. J., acquired the patent from Messrs. Petit and Prescott, and at once a motion to intervene was made by the company and granted by the Circuit Court of the United States, New York City, about two months ago. This brought the Victor Co. and the American Graphophone Co. face to face again in a patent suit, which is now starting on its interesting career.

Saturday last C. A. L. Massie, of Mauro, Massie, Hill & Scott, counsel for the American Graphophone Co., New York, was here taking

testimony, his special work being the cross-examination of the Victor Co.'s expert. This hearing of witnesses will take some time before the record can be made up, and issue will not be joined and the suit placed on the calendar for trial before the fall. The double-faced record patent is No. 749,092, and is dated January 5, 1904. Considering the importance of the duplex record in the markets of the world at the present time, this litigation will be followed with as much interest as that of the Berliner and Jones suits.

COLUMBIA CO. IN PORTLAND, ME.

Re-enter the "Talker" Field in That City—Take Over Stock and Business of the Maine Phonograph Co.—J. W. Dunn, Manager—Occupy New Quarters at 545 Congress Street.

(Special to The Talking Machine World.)
Portland, Me., Feb. 7, 1910.

When H. A. Yerkes, manager of the Columbia Phonograph Co.'s wholesale department, was here last week he completed the transfer of the Maine Phonograph Co.'s stock, business, etc., to a local Columbia Co. In other words, the Maine Co. ceases to operate and the Columbia Phonograph Co. re-enters the field, and will make a specialty of carrying stock and acting as a distributing center for jobbers in this State and upper New Hampshire. The new store of the Columbia Co. is at 545 Congress street, in premises formerly occupied by the Bailey Music Co., and the place is spoken of as the best equipped talking machine establishment in the city. The change dates from February 3, and John W. Dunn, formerly of the Maine Phonograph Co., will be the manager.

The National Phonograph Co. were among the concerns elected to membership in the Association of American Advertisers at the recent annual meeting of that organization held at the Hotel Astor, New York.



THE THORN NEEDLE

A Profit Maker for the Dealer

YOU SHOULD SELL THEM BECAUSE—Everyone buys them because the Idea appeals to them. They are a wonderful improvement over any other Wood Needle. The Tone is rich in quality, soft and distinct.

EASY TO HANDLE. NO CHANGE IN REPRODUCER REQUIRED.
ONE NEEDLE PLAYS FROM TWO TO EIGHT RECORDS. FREE FROM ALL SCRATCHING,
WITH NO WEAR UPON RECORD.

The Locust Spine and the Hedge Thorn

are perfect wooden needles, the point of which is composed of the most compact cellular structure known as wood fiber. This furnishes the wearing material, and the Thorn Needle Holder gives the rigidity that carries the vibration to the sound-box.

To Play Thorn Needles



Press the thorn into the Holder until the point projects about one-eighth of an inch; break off the large end and place holder in sound-box, just as you would a steel needle. The sound-box pressing against the Holder will keep the point in place. Some records reproduce better when the point is longer, but remember that the shorter the point beyond the holder the greater the volume. Place the point lightly on the record. After playing, remove the holder and press the point out.

Thorn Needles, per package of 100.....	Retail.
Thorn Needle Holders, each.....	35c.
	25c.

LIBERAL DISCOUNTS TO TALKING MACHINE JOBBERS

The Talking Machine dealer who does not sell Thorn Needles overlooks a great opportunity. They will make him more profit than any other accessory that he has to sell. Send us a trial order to-day, and we will include with same a quantity of circulars, which, if you will distribute among your trade, will prove to you more forcibly than anything that we can say that you should push the sale of Thorn Needles. We have been successful in the sale of them among our retail trade, and we know what we are talking about. Don't put it off. Order to-day.

J. W. JENKINS' SONS MUSIC CO.

Distributors of Victor Talking Machines and Edison Phonographs,
KANSAS CITY, MO.

The Double-Disc is a



A year ago we were cheerfully taking the responsibility for the introduction of the Double-Disc record to the American public. As you probably very well remember this was done in the face of the most violent protests—not from the dealer, (nor from the public, by a long sight)—but from our manufacturing competitors.

We mention this now again only to emphasize the fact that there simply is neither place nor excuse for a single-face record in the United States in 1910.

Please bear in mind that it was not merely the *novelty* of the Columbia Double-Disc that did the business. *A better record on each side than on any single disc—that's*

Columbia Phonograph Co., Gen'l,

COLUMBIA Innovation



What did it, the quality of the record itself. The *tone*, that the buyer could prove by *hearing*; the *durability*, that the buyer could not possibly mistake if he had ever had any experience in playing disc records.

The COLUMBIA DOUBLE-DISC is everything that a talking machine record ought to be—in quality, in tone, in durability, in price, in popularity and in profit for the dealer.

Let us remind you once more that exclusive Columbia selling rights are still open in some localities. Have you written about it?

Tribune Building, New York City

REVIEW OF MARCH RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

Some twenty-two Amberol records and five grand opera records are to be found in the list put forth by the National Phonograph Co. for March. They are admirably diversified, covering instrumental and vocal domains, and are well worthy the consideration of dealers. Those of especial interest are O Paradise, from "L'Africaine" (B178), sung by Constantino, the famous tenor, who is now singing with the Boston Opera Co.; Infelice, from "Ernani" (B179), sung by Lucenti, the well-known basso; Voi le Sapete, from "Cavaleria Rusticana" (B180), sung by Ferribani, soprano; Elucevan le Stelle, from "La Tosca" (B181), sung by Riccardo Martin, the admirable tenor of the Metropolitan Opera House, and Luoni le Tromba, from "I Puritani" (B182), sung by Caronna, baritone, and Lucenti, basso. These form a very valuable addition to the Edison Amberol grand opera list. Other numbers which merit special mention in the January Amberol list are "Badinage" (369), which is played with great charm and brilliancy by Victor Herbert and his orchestra; "Fantasie of Themes of Léonard and Paganini" (373), played by Michael Banner, the celebrated violin virtuoso, with a completeness of technique and coloring that commands approval. Two numbers by Harry Lauder, which, of course, will be greatly in demand, is "The Bounding Sea" (12119), and "When I Get Back to Bonnie Scotland" (12132). These are sung in Lauder's inimitable style. In the list of Edison Standard records Victor Herbert and his orchestra have given us a splendid number in the "Hungarian Dance in G Minor" (10324). Sousa's Band is heard in Gillett's charming "La Lettre De Manon" (10317). A saxophone solo, played by Mr. Henton, entitled "Laverne Waltz Caprice" (10320) is a number that will be greatly admired for the beauty of its tone and the perfection of its recording. Other numbers which will be greatly in vogue are Ada Jones' song "Irish Blood" (10323), and Marie Dressler's singing of "I'm a Goin' to Change My Man" (10318). Marie Dressler's humor is spontaneous and infectious, and there are few better singers of coon songs than she. In the Standard list Harry Lauder is represented by that charming and pathetic song of his, "I've Loved Her Ever Since She Was a Baby" (13918). Throughout this list for March there are a number of quartets, duets, humorous talking records, band and orchestra numbers, which should win a large share of popularity.

* * * *

Thomas Chalmers, whose records are always artistically sung, is represented by the Toreador song from "Carmen" and the Porter song from "Martha" (5604) in the March Zonophone list, issued by the Universal Talking Machine Manufacturing Co. Two other high class standard numbers are those sung by Elizabeth Wheeler, "Tosti's Serenade" and Hatton's "Good Bye, Sweetheart, Good Bye" (5608). Ada Jones, Len Spencer, Arthur Collins and B. G. Harlan have some excellent numbers of a popular character, while Billy Murray, Henry Burr and Arthur Collins maintain their old-time reputation in this special line. The Zonophone Concert Band and the Zonophone Orchestra are represented by four numbers (5600-5601-5602-5603)—5602 being of especial merit.

* * * *

A feature of the March list of records of the Columbia Phonograph Co. is a series of religious records by Gipsy Smith, the famous evangelist, who is known the world over. These are twelve-inch double discs (A5146-A5147 and A5148). They represent this great preacher and baritone singer at his best, and will doubtless be greatly in favor in religious communities and in the homes where Gipsy Smith is so much admired for his great labors. Another capital twelve-

inch record is the violin, flute and harp trio, "Star of Love," played by Stehl, Henneberg and Schutze, and "Woman's Vows" (A5149), played by Prince's Orchestra. A ten-inch record of exceeding merit is Nevin's "Rosary" and Wallace's "Sweet Spirit Hear My Prayer," the first-named sung by Merle Tillotson, and the latter by Mrs. A. Stewart Holt. The ten-inch list throughout contains many of the popular songs of the day as well as instrumentals, which undoubtedly will have a large market. In the two-minute and four-minute indestructible cylinder records a number of Standard compositions, both instrumental and vocal, are listed. They are admirably diversified, and as they appeal to all kinds and conditions of purchasers, they make an admirable list for dealers to stock from.

* * * *

The Red Seal records listed in the Victor Co.'s March list are especially notable for three records covering the entire Act V. of "Faust." This includes the prison scene, Part I. and Part II. (89033, 89034), sung by Geraldine Farrar and Enrico Caruso, and the prison scene, Part III. (95203), sung by Geraldine Farrar, Journet and Caruso. Marcel Journet, the famous basso, who recently made a flying trip to this country for the express purpose of making Victor records, is represented by three splendid numbers—Air de Phanuel, from "Hérodiade" (74152), Chanson Militaire from "Le Chalet" (74153), and Air de Sommeil, from "Philemon et Baucis" (74154). Journet and Caruso are represented by Solo Profugo from "Martha" (89036). Slezak, the distinguished tenor, is represented by Celeste Aida from the well-known opera of that name (64113), the Pastorale, from "The Prophet" (64112), and Hildach's "Spring" (64111). This is an excellent showing of records made by celebrities, and in recording and general excellence they present the very best there is in the Victor laboratory. Other vocal numbers of especial excellence in the general list are three numbers by Harry Lauder (6008-6009-6011), which represents the famous Scotch comediau at his best; a tenor solo, "In the Garden of My Heart," by Reed Miller (5765); "Gems from the Belle of Brittauy," by the Victor Light Opera Co., which adds another success to the credit of this very clever organization, and the Hallelujah Chorus from "The Messiah," sung by the Victor Chorus, assisted by Sousa's Band. This is an inspiring record which will undoubtedly find innumerable admirers. In the instrumental line the Symphony Orchestra of Paris is represented by the Faust Ballet music (58021) played with great charm and splendid color effects; a medley from "The Dollar Princess" (5756), and Grieg's Albumblatt (5763), played by the Vienna Quartet. The ever-popular Sousa Band has made three numbers for this month, "Florentine's March" (5764); "Amina," an Egyptian serenade (31771), and a "Siamese

Patrol" (5766). In these numbers this organization is heard at its best, and in view of the fact that it is now on a transcontinental tour, dealers can get an idea of the value of the Sousa records when stocking up. Thirteen double-faced records are to be found in the March Victor list, all of them of merit.

BALTIMORE HAPPENINGS.

Laurie Succeeds Silverstein as Manager of the Columbia Store—Silverstein Opens for Himself—Business Reports Continue to be of a Most Satisfactory Nature—What the Leading Dealers Report.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 6, 1910.

There have been several important trade changes the past month in local talking machine circles, which have resulted in the bringing of a new manager to the Baltimore branch of the Columbia Phonograph Co., and the launching of a new retail store for handling the Columbia and Victor machines. Through this shift, T. Allan Laurie has become manager of the Baltimore store of the Columbia Co. as successor to Morris Silverstein. Mr. Silverstein, as stated last month, has left the employ of the Columbia Phonograph Co., and is now conducting a retail business of his own at 116 North Howard street, under the firm name of M. Silverstein & Co. He is handling both the Victor and Columbia machines and records, and reports that his first two weeks of business indicate that his venture will be a most successful one.

Mr. Silverstein was connected with the Columbia Phonograph Co. for ten years, and came to Baltimore about two months ago as local manager. Previous to that time he held a similar position with the firm in Louisville, Ky. Mr. Laurie has been with the Columbia people for about 12 years and, before coming to Baltimore, represented the firm in various capacities in Europe. His last position before coming to the United States was in charge of the London office, and before that he was a traveling representative, during which time he looked after the interests of the company in Paris, St. Petersburg and other important cities of the other European countries. While Mr. Silverstein has his new store fixed up in a very neat manner, he contemplates a number of other improvements which, he says, when completed, will make his talking machine headquarters second to none in the city.

Reports from all the talking machine houses show that business has kept up to a very desirable standard during January, beating most of the months of 1909, except December. Again the high-grade machines and records have held the center of the floor. They have been in greater demand than ever, and this demonstrates

AN EDISON ENTHUSIAST IN PORTO RICO.



The accompanying illustration pictures the interior of C. Frederickson's demonstrating room, an Edison dealer recently established in San Juan, Porto Rico, W. I., for which The World is indebted to the Edison Phonograph Monthly.

In placing his initial order, which ran into four figures, Mr. Frederickson said the products of the National Phonograph Co. would score big in San Juan, and they have. There is a big future in that country for phonographs.

that the buyers are being trained more and more to the superiority of the higher class instruments and records. The new Harry Lauder records just from the Victor headquarters have made an instant hit, while the same may be said of the Columbia records containing reproductions and selections by McCormack, the famous Irish tenor. Sanders & Stayman report a large sale of these.

E. F. Droop & Sons Co. have had a good month with the Edison and Victor lines, while the same statements are made by the Hammann-Levin Co., 419 North Howard street; Petits, 318 North Howard street. In the straight Victor line, Cohen & Hughes, H. R. Eisenbrandt's Sons and William McAllister & Sons make satisfactory reports. D. J. Crowley, 214 West Saratoga street, announces that the retail distribution of Edisons has been very encouraging for the month.

THE TRADE NEWS FROM BOSTON.

Victor Dealers Welcome Exchange Proposition—Will Freshen Stocks—Department Stores Hard After Business—Success of H. F. Miller & Sons' New Victor Department—Eastern Talking Machine Co.'s Good Report—Original Columbia Window Displays—J. N. Blackman a Visitor—Other Items of Interest.

(Special to The Talking Machine World.)
Boston, Mass., Feb. 10, 1910.

Victor dealers throughout the city are looking anxiously forward to the coming Victor exchange, feeling that it will relieve them of a great strain, freshen up their stocks and make things very much better all around.

The various department stores are making especial efforts to create new business. The Jordan Marsh Co., in their recently enlarged and remodeled rooms, has been experiencing a very gratifying increase in business.

At the Siegel store opportunity has recently been made in the unusually good window space for a big display of the Indestructible records and Edison goods. Business in this department is reported as particularly good, especially on the February records. The sound-proof rooms help a great deal here.

Henry F. Miller & Sons are more than ever gratified at the results in their newly added Victor department. Additional outside salesmen were put on this month and business in the department has improved with each week of the new year. The opportunity for the display of Victrolas, etc., on the retail piano floor is made the most of, and they add quite a good deal to the appearance of the floor. This company has noticed an unusual call for grand opera records and will make a "play" for this trade to a great extent.

At the Eastern Talking Machine Co. this month business in the Amberola is reported as excellent, and the Victor trade is holding up remarkably. General Manager Taft has just returned from a two weeks' visit to the different factories in an effort to get his shipments more promptly. He reports the outlook everywhere as most promising. At the last meeting of the Eastern Talking Machine associates, papers of general interest were read by Wholesale Manager Chamberlain and Retail Manager Freeman. It was decided to have a minstrel show next month, and S. H. Brown was made chairman of the committee on arrangements.

Unusual praise ought to be given to the window dressers at the Columbia Phonograph Co.'s store for the excellent taste and genuine artistic ability shown recently in the window displays. They have made good use of the Library table style, the Grafonola and other styles, with large portraits of the various grand opera stars who have been appearing in Boston. A large pastel painting of Constantino in one of his characters attracted much attention. The business on grand opera records has been trebled within the past year at this store, and since the Library Table style came in, the total volume of business has taken a big jump.

In the Oliver Ditson Co. talking machine department there is shown a steady upward climb in the volume of sales. Here nothing but the victor goods are handled by Manager Winkelman. In fitting up this department General Manager Bobzin made it a point to have everything artistic and in keeping with the quality of the goods and the class of customers, with the result that his trade is among what is called "the elite." The Victor exchange is being awaited here with interest.

Only the fact that their department is not larger prevents the talking machine department at Houghton & Dutton's from showing a still larger volume of business, as the new year has opened up surprisingly well and there is a call for a better grade of goods. This department will probably be moved soon to another part of the store where it will have more room to grow. Once again the return of Harry Lauder has proven a good thing for this store, as his records have been in great demand since his first appearance in Boston.

J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, paid a flying visit to Boston last week and called upon several jobbers.

The Roxbury Graphophone Store, 1227 Tremont street, which is under the management of R. A. Dinsmore, ranks among the third largest graphophone stores in this city, and the business is steadily expanding. Mr. Dinsmore was the

manager of the instalment department of the Columbia Co. in Baltimore, Md., for over three years, and during that time he built the income of the department from \$210 a month to \$6,600 a month by means of outside canvassers. In the Boston office of the Columbia Phonograph Co. he also developed their business to very large proportions, and with this vast experience it is hardly necessary to say that he is making an excellent record for himself.

It is said by those who know Mr. Dinsmore that he has one of the best records of any instalment man in the business, for he built an instalment business where the goods were sold on time at an advance of 10 per cent. and made 10 per cent. cover all losses and the cost of collections. That is certainly something to be proud of. During the fourteen months that Mr. Dinsmore has been in business for himself he has not lost an outfit sold on time, and has not had a customer move that he was not able to locate. The instalment business is a profitable one when done by a man who knows the game. It requires concentration, however, and attention, and this is something that is not given this department by many talking machine men.

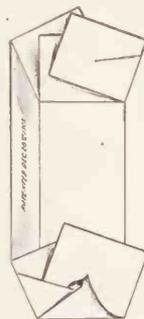
The Victor Talking Machine Co. have now two suits pending against the Sonora Phonograph Co., New York, for alleged infringement of the Berliner and other patents in connection with the latter's concealed horn cabinets.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES

BY USING
THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
2.	2 Records.	\$6.00	60 lbs.
3.	3 Records.	7.50	73 "
4.	4 Records.	9.00	87 "
5.	5 Records.	10.50	105 "
6.	6 Records.	12.00	118 "

NOTE.—Price less than 1,000 same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

FREE SAMPLE of Tray with Label to who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by
BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

TIMELY TALKS ON TIMELY TOPICS

It has been a source of complaint for a long time on the part of dealers that when popular songs are "hits" the manufacturers are so far behind in supplying the records it not infrequently happens the demand either lessens or fails entirely before the stock can be placed on sale. In the compilation of the monthly lists, as a rule, the records are not ready for delivery under three months. A song "hit" is rather evanescent, consequently if the call is maintained for three months even at a fair rate it is an exception. That is, music in lighter vein, not to say "frothy stuff," is of about this caliber. As soon as a song sells its records are also in the same category, and therefore dealers have wondered and inquired why they should not be placed in a position to "make hay while the sun is shining," as it were. To remedy this long-standing trouble the National Phonograph Co. have informed Edison dealers that when a "hit" materialized they would advance the date of sale thirty days. This is a decided advantage and one that the trade will appreciate. The particulars of this announcement appear elsewhere in this issue of *The World*, and the National Co. are to be felicitated upon what is considered a wise move and good policy.

Another subject that will rivet the attention and arouse the interest of the trade will be the action taken by the Victor Talking Machine Co. against the so-called "mechanical feed" machines. In a motion to show cause why a temporary injunction should not be issued against a company manufacturing and selling such an appliance, argued in the Circuit Court of the United States, New York City, January 9, Counselor Pettit, for the Victor Co., contended that such a device was constructed to evade the Berliner patent, and therefore it was an infringement of that basic invention. Judge Lacombe, before whom the argument was made, and who is more intimately informed on talking machine litigation than any other justice on the Federal bench, granted the enjoining order on the 21st succeeding, pending final hearing. Other judges have arrived at the same conclusion, incidentally to be sure, concerning devices that have been made to circumvent the Berliner patent; and it seems the "mechanical feed," which was undoubtedly originated for a like purpose, may share the same fate.

Concerning copyright records—rather, records on which copyright music has been reproduced—scarcely a ripple is noticeable on the surface of trade affairs. The Columbia Phonograph Co., General, and the National Phonograph Co. have given formal notice that a small increase, to conform with the royalty paid, will be made on such records. The Victor Talking Machine Co. have not made any statement whatsoever in connection therewith, while the Universal Talking Machine Mfg. Co. will make no extra charge, so far as known, for their Zonophone line. Dealers do not seem to be disturbed in the slightest, and perhaps this is occasioned by the fact that so few records of this kind have appeared on the market since the copyright act went into effect on July 1.

As was predicted in *The World*, the record manufacturers are not inclined to accumulate a lot of this stock and take chances on its sale. As the royalty is collected on the goods "manufactured," naturally extra caution and the best of judgment as to the popular possibilities of selections are being exercised before a number is listed. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., who has given the subject close study and taken a prominent part in discussions bearing on copyright legislation, here and abroad, displays no hesitancy in declaring that his company "will not record anything unless it proves itself a good seller in advance." In other words, it is up to the publisher to first make a market for the song, when the record may follow.

Of course, it is well known also that not every song lends itself readily or successfully to reproduction on the records, while it may command a wide sale in sheet music form. This is also taken into consideration. In brief, the way of the copy-right owner, so far as the use of his property is in demand for the records, is not altogether strewn with roses or lined with prospective wealth. To be sure, a change in their favor may occur in the future; but as the matter now stands they were much better off under the old law, when the advertising benefits and general publicity exploitation was estimated as no small factor in increasing the popularity and sale of music publications, either grave or gay.

The recent daily newspaper advertising of the Amberola by the National Phonograph Co. is not only high class—cleverly and forcibly written—but should be convincing, as it is impressive in tone and quality. To quote a recent advertisement will suffice to prove the truth of this assertion in part as follows: "Compare the external beauty of the Amberola with that of the highest grade piano, and you will find it even more charmingly designed and just as beautifully finished. Consider the lifetime of study required to become a proficient piano player. You need no musical training whatever to enjoy the Amberola. Now compare the Amberola with a player-piano. Anyone can operate a player-piano, but when all is said and done, it gives you nothing but piano music. The Amberola gives you all the best music of all kinds. It is the limitless entertainer." A clean line cut, treated with emphasis, so that it stands out clear and conspicuous, is an added attraction. Such advertising is hard to beat, as it will certainly attract the attention of readers intelligent enough to appreciate the descriptive merit of desirable articles. These remarks are by no means detractory of what the other companies are doing along similar lines for their own products. It is only recognition of excellent work, which the trade should not overlook. Few lines of business create a market for the jobber and dealer and then hand it over for their benefit.

In the last issue of "The Voice of the Victor," published by the Victor Talking Machine Co. exclusively for the information of Victor distrib-

uters and dealers, a four-page supplement, devoted wholly to extracts from the January issue of *The World*, is included. The unique collection embraces news reports, comment, correspondence, etc., which *The Voice* precedes with this significant remark: "From one single issue of *The Talking Machine World* we have clipped the following evidence of the enormous success of Victor dealers in every section of the United States." Further remarks would be superfluous. That *The World* is acknowledged the trade medium par excellence—it has no equal anywhere, at home or abroad, in its chosen field—goes without saying.

Ferretting out idle or disused machines in a community is a "stunt" every live dealer should not lose sight of. It is not every owner who keeps his interest sustained by making additions to his collection or library of records. The reasons are easily understood. Nevertheless, it is good business on the part of the dealer to keep close track of his customers, and when their interest appears to flag have a salesman call and find out if anything is wrong. If the machine needs overhauling, perhaps a proposition satisfactory to both sides may be arranged that will bring the party to the store again. Or possibly a short talk on new records may serve the purpose. Some of the leading dealers in the country have formulated plans of their own—often original—that "turns the trick." A careful canvass may also reveal machines that have been laid aside and which may be brought back again into usefulness to the owners and profit to the dealer.

The sale of Hebrew records grows apace, and all the manufacturing companies are giving special attention to this branch of the business. The recording laboratories are especially solicitous about the artists who render the magnificent Jewish sacred music, anthems and folk songs. Their services are eagerly sought, and special attention is given them personally. One of the great artists in this class, known probably only to his own people and the recorders, is Jubelier, spoken of as the "Caruso of the East Side." New Yorkers who know their home city can only fully appreciate what this eloquent title means. It is on the mysterious East Side where the Hebrews from the old-world countries first find their homes and abiding places. Here singers, actors and professional men, who ac-

The whole business world is your field in selling the Edison Business Phonograph

Every business office, no matter how small or large, no matter what the nature of the business, needs an Edison Business Phonograph.

The Edison Business Phonograph is the greatest business appliance of the age. It cuts the cost of letter writing in two. It saves half the dictator's time, half the transcriber's time, and all of the time in which the stenographer is ordinarily occupied in taking dictation.

Phonographic dictation is coming into wider use every day. And many of the most prominent firms, in all branches of business, are using the Edison Business Phonograph right now.

It is practically without competition in the field and every Edison dealer can reap a harvest in profit from this new industry.

Many of the most prominent Edison jobbers are not only handling the Edison Business Phonograph, but are using it with great success in their own offices.

Get in now and take your share of the profits while the game is young. Write for particulars to the

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

ONE OF MANY

Mr. Dealer:—

You will receive many just such letters as the following if you handle B. & H. FIBRE NEEDLES and instruct your customers as to their use.

Evanston, Ill., Jan. 16, 1910.

B. & H. Fibre Mfg. Co.,
35 West Kinzie Street, Chicago, Ill.

Gentlemen :—Some three years ago we derived much enjoyment from a talking machine, which we purchased at that time.

We soon discovered however, that the records were **deteriorating** so rapidly that some were becoming **absolutely intolerable**. We were obliged to abandon old records faster than we could afford to buy new ones.

We became discouraged and the talking machine was consigned to the attic.

Upon hearing of the invention of the fibre needle we decided some nine months ago to investigate. We were so delighted with the results that we indulged in quite a number of records and a **\$200 machine** as our Christmas present for the family.

We now have the satisfaction of having **eliminated** the **metallic quality** of the tone, and we are happy in the knowledge that each new record is a **permanent** addition to our collection for the records actually **improve with use**.

We feel under great obligations to you and wish to express our gratitude for the pleasure we would not have had but for the invention of the fibre needle.

Very truly yours,
Dr. C. S. BIGELOW.

This is one of many letters we have recently received and some of the biggest dealers in the country are getting like communications every day. We know this because they are shown to us. Handle FIBRE NEEDLES, follow our instructions, and you will speedily get into the letter-receiving class also. Futhermore, every letter will have meant the sale of a high grade machine and many high priced records to someone you have not hitherto been able to interest.

“B. & H.” FIBRE MFG. CO.

33 W. KINZIE ST., CHICAGO, ILL.

quire the highest standing in their separate walks of life are born and live under often the most discouraging conditions. Nevertheless, talent flourishes and not infrequently finds its fullest fruition. Well, to make a long story short, Jubelier finds his habitation and home there, and in addition to being a fine musician and a composer of ability, he is also a man of means and property, being the owner of a theater among other tangible things in this world's goods. As a vocalist of high degree, the laboratory experts are happy to make any engagements he finds time to make with them for records; and as he is a polished gentleman withal, naturally his visits are welcomed in a social way.

I. DAVEGA, JR., GENERAL DISTRIBUTOR

For Zonophone Line of Goods in Greater New York—Davega Buys Adjoining Property to be Devoted to Talking Machine Business.

I. Davega, Jr., New York, has become the general distributor of the Zonophone goods in Greater New York. The business of Mr. Davega has grown so rapidly that he has purchased the property next door to his place, on 125th street, New York, on which he will erect a building to accommodate his talking machine business. This department, under the management of Joseph Schwartz, is developing a fine trade.

COMPLAINANT FILES APPEAL.

(Special to The Talking Machine World.)
Cincinnati, O., February 8, 1910.

A transcript of the record from the Federal Circuit Court, at Grand Rapids, Mich., was filed Saturday in the Circuit Court of Appeals in the case of the Victor Talking Machine Co. against The Duplex Phonograph Co. This involves a patented improvement in talking machines. The bill was dismissed in the court below and the complainant takes the appeal.

When this despatch was shown Horace Pettit, general counsel of the Victor Co., he said: "The appeal is to the United States Circuit Court of Appeals of the Sixth circuit, taken by the complainant, from the decision of Judge Knappen, filed in the United States Circuit Court for the Western district of Michigan, Southern division, on December 27, 1909, holding that the Conn patent, No. 624,301, dated May 2, 1899, for an improvement in double sound boxes for use in connection with a double horned machine, was not infringed by the defendant's double horned machine."

TRADE FABLE

No. 4

Dan Smith was strong for the ragtime stuff, and, whether on piano or banjo, could tear off yards of that sort of swift music without turning a hair; in fact, it had become more or less of an ingrowing habit. Of course, when he secured a position as salesman in Jones' talking machine store he carried his taste for the ragtime tunes with him, and when he was demonstrating a machine it was simply his pie to ring in "A Hot Time in the Old Town," "A Georgia Camp Meeting" or some similar high-brow selection.

Now, while Dan could handle chatter like unto the original Mr. Bull, of Conn., and could deliver a selling spiel that would make a Coney Island barker seem like an old inmate of the deaf and dumb asylum, nevertheless there were far too many instances where he failed to connect with the order, though he ground out the ragtime records until his arm was tired from winding the machine.

Finally the boss called Dan on to the carpet and breaks it to him gently but firmly that his job is not located on the rock of ages, and that he'll either have to make a whole heap of noises like taking orders or the grand razzoo for his. The boss incidentally converses with him a la Dutch uncle, and wises him up to the fact that while there are some people who dote on the real classy rag, there are also a few who are so depraved in their tastes that they actually prefer music of more serious nature, even unto the classic stuff of the great composers, dead ones like Verdi, Wagner, Bethoven, etc.

Dan, he gets sore and starts home in a frame of mind wherein he wouldn't take sass from a cop. He's gone about a block when he butts into a friend of his with two tickets for the evening's opera in his kicks, and who invites Dan to hear the famous tenor and soprano earn their summer spending money. Nix on the opera for little Daniel; he wouldn't go to hear Caruso if that star killed a live super every show. Cut the comedy and shove over a pass for Williams & Walker. The friend's persuasive powers are strong, however, and to end the argument Dan finally consents to be tortured for the evening.

Dan sees the curtain of the first act of Aida rise with the expression of a man drinking soda water in a rathskeller and immediately gets his

little hammer out. Same expression continues until, with the rapt attention of the audience to encourage him, the tenor's voice rings out in the famous aria. Who is that clapping so enthusiastically in the center of the parquet? By the whiskers of Dowie, it's our friend Dan, and that aria is the only thing he knows how to whistle on the way home.

Next day every customer was first regaled with the aria from Aida, with ragtime running second, and in the evening Dan's salesbook showed more grand opera records sold during that one day than for the previous six months put together. Getting hep to himself, a grand opera recital by Daniel Smith, Esq., took place every morning, and he soon learned just what was what in the high-brow melodies. Sales increased, and he soon tumbled to the fact that, while class will not descend to buying ragtime, the other crowd was afraid, acting the bonehead by declining to be impressed with the operatic selections. Then, too, Dan doped out the discrimination stunt and pulled it off successfully nine times out of ten.

When the month was up the boss presented Dan with a cigar. (You can't get around the significance of that move; it shows approval, yet coppers any chance of the recipient asking for a raise at once.)

"Daniel Smith, Talking Machines and Records" is the sign over the door of the newest store in — * * *

Moral—You can't suit everybody with pie; some people like corned beef and cabbage.

ZONOPHONE LINE WITH BEACH CO.

Bridgeport Dealers Have Secured the Agency and Will Feature Them in a Big Way.

(Special to The Talking Machine World.)

Bridgeport, Conn., Feb. 11, 1910.

The F. E. Beach Co., of this city, have acquired the agency of the Universal Talking Machine Mfg. Co. for this and surrounding territory. They propose to inaugurate an active campaign for the Zonophone goods and will advertise them extensively.

BRIEF AND TO THE POINT.

Some opportunity will come at some time to every man. Then it depends upon himself and upon what he shall have made of himself what he makes of it and what it will make of him.

A man must make up his mind, if he is going to succeed, that when he takes the other man's dollar he must give back to him an honest return.

The man who is his own best friend has few others.

The man with the big opportunity to-day is the man in the ranks.

The men who would borrow and spend lavishly may mean well, but the signboard where their road diverges is marked plainly "Disaster."

If you want to know what a dollar is worth try to borrow one.

Anyone who has no faith in this country, and who disputes its right to grow greater and stronger, isn't going to make much progress himself.

Anyone can write an advertisement for a mark-down sale, but it takes experience, study and time to write an advertisement for each day which will sell goods at regular prices.

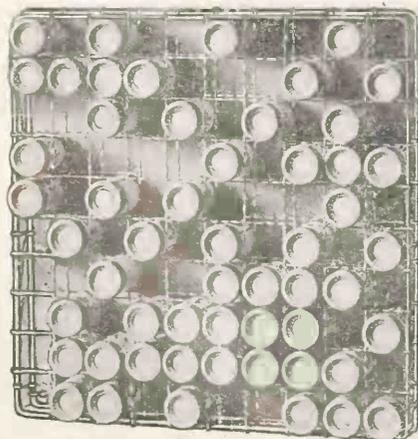
PLAYED HIS FUNERAL MUSIC.

Albert Gayer, a blacksmith at the neighboring town of Berea, made the half-joking remark one day that should he die he wanted no singing at his funeral, but only the music from his phonograph. At the time he was in full health. Two days later he was caught in the flywheel of a gas engine and instantly killed. At his funeral his own phonograph played the funeral dirge, as he had requested.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., was in Chicago last week on business.

Extra Profit from Record Sales is Possible

By Selling Record Buyers the HEISE SYSTEM WIRE RACKS



Just the thing for the home. Small Racks for 100 and 150 records made upon the same plan as our store Racks which have proven so popular with dealers.

Compact, convenient and durable. Get in a line in time for fall trade. They mean more record sales, for owners want to see them filled.

Write us for interesting information.

We will supply Convincing Printed Matter for Dealers.

The 100 Space Racks ^{like} cut in half doz. lots, \$15
The 150 Space Racks ^{erated} " " " \$20

Send to your jobber or us for complete Catalog of racks for store use.

SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: The R. S. Williams & Sons Co., Toronto and Winnipeg

WORLD'S FAIR IN NEW YORK.

Scheme for Big Exposition in 1913 Is Launched—Chas. H. Koster Off to Interest Foreign Countries—Some Interesting Details.

The promoters of the New York World's Fair for 1913 launched their scheme recently when information was sent out as to the plans and scope of the exposition. The fair is to be held in commemoration of the 300th anniversary of the settlement of Manhattan by the Dutch. The World's Fair Co. is incorporated as the New York Advancement Co. Last week Charles H. Koster, one of the vice-presidents, started on a trip around the world by way of San Francisco as a Foreign Commissioner.

Mr. Koster took with him a strong letter of introduction and endorsement from Assistant Secretary of State Alvey A. Adee at Washington, a letter of authorization from the New York World's Fair Co. and a trunkful of literature. He will visit San Francisco, Hawaii, Japan, China, Philippine Islands, Borneo, Malay Peninsula, Burmah, India, Ceylon, Egypt, Italy, Bavaria, Germany, Netherlands, Belgium, France, England, Scotland and Ireland.

It is expected that the municipal, State and Federal governments as well as foreign nations will participate. It should be the greatest of all world's fairs as befits the size, wealth and dignity of Greater New York. The site is to be within the city limits.

The first and only world's fair held in New York was a notable success in 1853 in the once famous Crystal Palace on the site of what is now Bryant Park, and at it every nation was well represented. In the early '90s large sums of money were spent and more than \$2,000,000 was subscribed to locate the world's fair of 1893 in this city, but Chicago was selected by the Federal Government after a contest that became political history.

For figures on attendance a sound basis is furnished by statistics of other world's fairs.

At Philadelphia in 1876, with a population of 700,000, there was an attendance of 10,000,000, or fourteen times its actual population.

At Chicago in 1893, with a population of 1,250,000, there was an attendance of 27,000,000, or twenty-one times its actual population.

At Paris in 1900, with a population of 2,500,000, there was an attendance of 55,000,000, or twenty-two times its actual population.

At St. Louis in 1904, with a population of 600, thirty times its actual population.

The company states that a careful and conservative estimate of cost of construction, improvements, etc., from this date and up to the opening of the New York World's Fair may be figured as follows:

For seventeen palaces of exhibits	\$5,105,000
For a number of smaller buildings	500,000
For grounds and improvement of same	2,500,000
For pre-exhibition expenses	1,500,000

Total

\$9,605,000
The officers of the fair are: President, James F. Graham; vice-presidents, Samuel Verplank Hoffman, Dr. Gustav Scholar, W. O. Homan, Charles H. Koster, Col. Arthur MacArthur, Tunis G. Bergen and Hugh McElroy; secretary, George N. Moran; treasurer, James McCaldin; auditor, M. A. Smith; foreign commissioner, Charles H. Koster.

UNIVERSAL CO. ACTIVITY.

Richard Pribyl on Road for This Concern—Silverman Making Good in Metropolitan District.

On February 5 Richard Pribyl, formerly with the Victor Talking Machine Co., Camden, N. J., left for a selling trip through the Middle West for the Universal Talking Machine Co., now of Philadelphia, Pa. Manager Macnabb, general manager of the company, will be in New York a couple of days in the week, and Louis Silverman, who has established something of a reputation as a salesman in this section, will continue to look after the metropolitan district, where he is so well known. Mr. Silverman has recently

established a number of new Zonophone jobbers, and within the next month he will add a few prominent firms in this territory to his list.

FOR PATENT COURT.

Move for One Where Appeals May Be Heard.

(Special to The Talking Machine World.)
Washington, Feb. 8, 1910.

At a meeting of the committee on patents, representatives of the American Bar Association, the Chicago Bar Association and the Washington Bar Association the passage of the bill providing for the establishment of a patent court of appeals in Washington was urged.

Robert S. Taylor, of Fort Wayne, Ind.; Arthur Steuart, of Baltimore, and Joseph Edson, of Washington, were the representatives of the American Bar Association. C. C. Poole came from Chicago. Walter F. Rogers, S. T. Fisher and W. W. Dodge were present from the Washington Bar Association. Commissioner of Patents E. J. Moore was also present and advocated the passage of some measure that would establish a final court of appeals in patent cases. Such a court would be heartily welcomed in the music trade industry and by every industry throughout the country. The time and expense now involved before a patent is finally declared valid is beyond all reason.

NEW EDISON GRAND OPERA RECORDS.

When the National Phonograph Co. complete the construction of their new Grand Opera catalog it is going to be an imposing structure. In the April list they have supplemented their present four-minute catalog of 33 splendid numbers by the following five selections, all of which will be recognized as being among the most popular and tuneful of operatic selections; Freischütz—Grand Air d' Agathe (French), by Marguerita Sylva; Carmen—Romance de la Fleur (French), by Florencio Constantino; Romeo et Juliette—Valse (French), by Blanche Arral; Hamlet—Brindisi (Italian), by Ernesto Caronna, and Tannhäuser—Blick Ich Umher (German), by Walter Soomer. Another supplement of five records will be added in the May list and the same number will be added each month indefinitely.

WHERE TO BUY POST CARDS.

Talking machine dealers handling side lines should remember that the coming summer promises to be the best season post cards ever had, so get in early with your new cards. No racks are complete without local views. If in doubt where to place your order for view cards write the National Colortype Co., Cincinnati, O., whose announcement appears on page 54, for their samples. They are the first makers of the hand-

colored cards in America, old enough to know good cards and young enough to skilfully prepare them.

NATIONAL CO.'S BUSY PLANT.

The National Phonograph Co.'s factory at Orange, N. J., is working from 7 a.m. on Monday until midnight on Saturday these days. Sales Manager F. K. Dolbeer spent the week of February 7-12 in Baltimore, Washington and the nearby cities visiting the trade. Mr. Dolbeer spoke most encouragingly of business conditions from a manufacturing standpoint, stating that since the first of the year the company has experienced the utmost difficulty in keeping up to a satisfactory schedule of machine and record shipments. This he described in great measure to the advent of the Amberola and to the great number of combination attachments which were sold during the holidays. The Amberola situation, he said, was only slightly improved, for while the schedule was daily growing better the influx of new orders is so large that the improvement as yet is scarcely perceptible.

HARGER & BISH GET HOPKINS' STOCK.

Harger & Blish, Des Moines, Ia., have purchased the entire wholesale stock of Edison phonographs and records carried by Hopkins Bros. Co., of that city. This stock, combined with their own, makes them among the largest Edison and Victor jobbers in the United States doing an exclusive wholesale business.

NEW CONCERN IN LOUISVILLE.

The Talking Machine Co. is the title of a new concern which has just opened at 210 W. Market street, Louisville, with A. Montenegro, Jr., as manager. They are handling the Victor and Edison lines.

The property of the bankrupt Leeds & Catlin Co. at Middletown, Conn., was sold by auction on Feb. 10.

The Utica Cycle Co., Edison jobbers, of 117-119 Columbia street, Utica, N. Y., have been succeeded by A. F. Ferriss and William Harrison, of the same city.

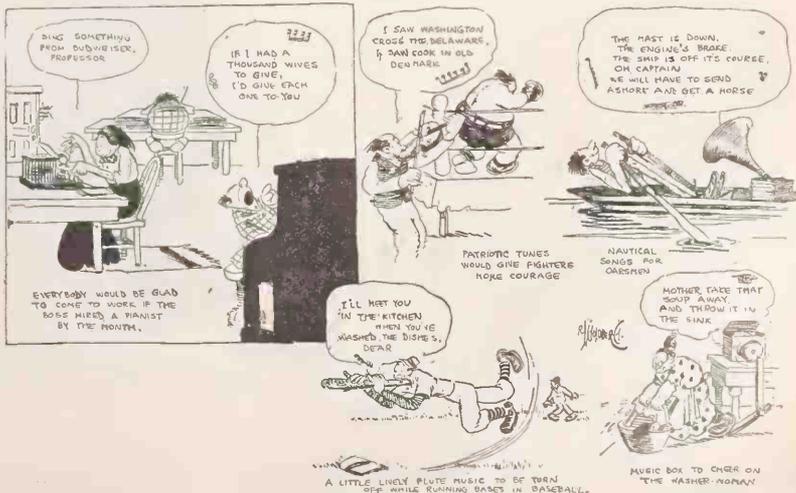
The Milner Musical Co., 25-27 West Sixth street, Cincinnati, O., have been reinstated as active Edison jobbers.

"Can you tell me why it is," asked Mr. Henpeck in a lapse in the conversation of his spouse, "that when they speak of their native country it always is the fatherland, but when they speak of the language they invariably call it 'the mother tongue'?"—New York Press.

"MUSIC HATH CHARMS TO SOOTHE THE SAVAGE BREAST"

Coach Rice, of Columbia, Will Put Piano and Phonograph in Training Quarters of Rowing Crew.

(R. L. Goldberg in The Evening Mail.)



COMPARISON

me



means COLUMBIA



THERE are two classes of people in your own legitimate territory to whom you can talk the GRAFONOLA "REGENT"—or rather let it speak for itself: (1) The people who have in mind the possibility of owning a high-grade hornless talking machine and (2) the people who can appreciate good music and can afford to have it in their homes but have never even *considered* the purchase of any kind of talking machine.

The first class is of course smaller than the other, *yet it is ready at this minute to talk business.* The basis of all our advertising of the three Grafonolas has been *comparison.* We have argued as strongly as we knew how that the prospective purchaser owes it to himself to make *comparisons* before he purchases, and that once the comparison is made he is sure to own a Grafonola. We are having it proved to us every day, too—people are *making* those comparisons, and the dealers who offer the Columbia Grafonola are receiving the benefit.

Now those other people—those who have never even considered the desirability of owning a talking machine, and yet appreciate good music and can afford to gratify their desires: Figuring on the basis of a town of 25,000 inhabitants; it is safe to say that there are 200 families among those 25,000 inhabitants where a demonstration of the Grafonola "Regent" in particular, because of its absolute novelty, would be a real event. What are *you* going to do about those 200 prospects?

The Grafonola "Regent" *alone* is a sufficient reason for securing the exclusive Columbia selling rights in your territory, if they have not already been signed up. Think what it means to control your territory, for the sale of this one instrument alone, not to mention the complete Columbia line. Write us about it.

Columbia Phonograph Co., Gen'l

Tribune Building

New York

CONVENTION OF OHIO DEALERS.

Discuss Matters of Trade Interest and Comment Upon Growing Demand for High Class Records—Officers Elected.

(Special to The Talking Machine World.)

Columbus, O., Feb. 7, 1910.

About sixty enthusiastic dealers attended the convention of the Ohio State Association of Talking Machine Dealers at the Great Southern Hotel, this city, last Wednesday. Various matters of trade interest were discussed at the convention.

The dealers expressed themselves as being particularly pleased at the great and increasing demand for grand opera records and high-class machines, which they believe is due to the great campaign of education being carried on by the big companies through the medium of newspapers and magazines all over the country.

Among those present at the meeting was W. H. Hug, traveling representative of the National Phonograph Co., and who, with Perry B. Whitsit, the well-known jobber of this city, entertained the visiting dealers at a dinner and "smoker" in the evening. At the close of the dinner Mr. Hug read a paper by C. E. Goodwin, manager of salesmen of the National Co., treating of the work and policy of the company and the growing popularity of the phonograph. It was listened to with interest.

The following officers were re-elected: A. C. Jacobs, Wapakoneta, president; G. A. Doerzbach, Sandusky, vice-president; W. H. Snyder, Columbus, secretary; A. C. Williams, Zanesville, treasurer. The next convention will be held in Toledo the second Wednesday in August.

"POLK MILLER" RECORDS IN DEMAND.

The seven "Polk Miller" records which the National Phonograph Co. placed in the hands of their trade on January 3 for immediate disposal have proven tremendous sellers. It was expected, because of the character of the selections, that the demand for them would be purely local.

SALESMAN WANTED.

We want a man who is familiar with the Edison and Victor lines. We don't expect a man to know it all, and we don't want him to think he does. The salary is not large to begin, but promotion is sure if you make good. If you are willing to dig and get at the bottom of things, write a letter telling who you have worked for; how long; what salary you want, and your age.

Address "Opportunity," care Talking Machine World, 1 Madison avenue, New York.

FOR SALE.

In Southern California. A well-established piano and talking machine business (Columbia, Victor and Edison Agencies). Beautiful store, located on main business street of prosperous city. Favorable lease. The most attractive opening for music dealer to take advantage of ideal conditions of climate and livelihood. Address "California," care The Talking Machine World, 1 Madison avenue, New York.

\$ WANTED FOR SPOT CASH \$

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

Send full particulars to
BUYER

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

TRAVELER WANTED.

Wanted, traveling representative for large Victor and Edison jobber. Must have experience. State salary wanted and reference in first letter. Representative, care The Talking Machine World, 1 Madison avenue, New York.

but such has not proven to be the case. While quite naturally, since they are plantation melodies, they have been in greater demand in the South, still the North has taken to them very kindly, while some sections of the West cannot get enough of them. One Kansas dealer, in a burst of enthusiasm over the manner in which he was disposing of them, wrote to the factory recommending that one thousand more selections of the same order be catalogued.

The four Amberol Masonic records that were included in the same special list have also proven to be good sellers. They are quartet records with organ accompaniment covering hymns used in three different degrees of Masonry—Entered Apprentice, Fellowcraft and Master Mason Degree. The National Co. expect that the sale of these records will increase as the fact of their being on the market becomes better advertised.

INTRODUCE ROYALTY STAMPS.

The German Gramophone Co. Take Important Step Which Has Caused Considerable Discussion.

(Special to The Talking Machine World.)

Berlin, Ger., Jan. 31, 1910.

The German Gramophone Co. introduced somewhat of an innovation on January 1 when they began to place royalty stamps upon all discs covered by ordinary copyright, though they have never had any dealings with the writers of the words of the songs. The royalty they arbitrarily fix at 2-17 cents, or 3 per cent. of the selling price of the record.

Dealers, however, are rather shy about taking to the new proposition of the Gramophone Co. owing to the fact that there is at present a suit before the courts, on appeal, wherein a firm of music publishers seek to recover from a disc manufacturer for having manifolded the words of a song the music of which was not copyrighted. The dealers naturally feel that when the courts decide on the question it is plenty time to tax the records and do not see how the Gramophone Co. can refund the royalty charges if the courts decide that the discs are not subject to royalty. Meanwhile other manufacturers continue to issue records without royalty stamps and dealers continue to buy them. The final outcome will be awaited with interest.

BERNHARDT RECORDS SOON READY.

Announcement was made by the National Phonograph Co. in the February 1 issue of the Edison Phonograph Monthly that the five records which Sara Bernhardt is making for them cover extracts from the roles in which she has scored the most emphatic successes of her remarkable career—"L'Aiglon," "Phédre," "Cyrano de Bergerac," "La Samaritaine" and "Les Bouffons." These selections are splendidly chosen to give the wonderful actress the widest possible range for the display of her talent and versatility. The records are due to reach this country very soon and ought to be in the hands of the Edison trade in the near future.

AMBEROL RECORDS IN CHINESE.

On January 25 the National Co. sent out to their trade a four-page folder in Chinese, with introductory in English, describing nine different selections in Chinese, of which twenty-two records cover one selection, eleven another, six each cover two more, and so on down. These records were made by four of the most prominent Chinese actors in the country, one of whom it will be recalled was killed in a recent war of the Tongs in New York's Chinatown. The records were made in response to a demand of the trade in various sections of the country where the Chinese are found in numbers, especially in Chicago, New York, San Francisco and the Coast cities.

BECOMES MANAGER OF ROSS & SONS.

E. A. Neff, traveling representative of the National Phonograph Co. for Texas, resigned his

position on February 5 to accept the management of the firm of W. H. Ross & Son, Edison jobbers, of Portland, Me. Mr. Neff, who has long been connected with the talking machine business, has been a member of the National Co.'s traveling staff for the past four years and was regarded as one of the most efficient of their road men.

MUSICAL INSTRUMENT DISPLAY.

Special Sections to Be Set Aside for a Display of American Musical Instruments at the Exhibition to be Given in Berlin Next Summer.

R. H. Sexton, who is in charge of the section devoted to music and musical instruments at the American Exposition to be held in Berlin, Germany, during the months of June, July and August, 1910, informs The World that it has been determined to set aside one or more sections of the limited space at disposal for a representative exhibit of music and musical instruments, for both a collective and individual display. He added: "The Emperor's Hall, located in the balcony, is now being assigned, several leading music concerns having made application. The balcony (where the fine arts will be shown) is especially suited for the musical display sections. It is also proposed to arrange for a collective exhibit in one of the sections to enable those desiring special displays to group with others in one space in charge of a special representative and by prorating the expense arrange for an exhibit with very small cost."

PROPOSITION STILL IN ABEYANCE.

Because of manufacturing congestion the National Phonograph Co. have been compelled to postpone the nature and plan of their Amberol attachment proposition, which they had originally figured on giving to the trade not later than March 1. Their record molding plant is being taxed to its capacity day and night to take care of the regular output, so that it has been absolutely impossible to prepare for an abnormal demand. To increase the output and expedite the plan they are installing additional molding apparatus, which ought to be in operation within a week at the latest.

THORN NEEDLE FOR TALKING MACHINES.

Dealers will doubtless be interested in the advertisement of the J. W. Jenkins Sons Music Co., Kansas City, Mo., which appears elsewhere in this issue, in which they bring the Thorn needle to the attention of the trade. This specialty is highly spoken of, and the Jenkins Sons Co. have many letters from users testifying to its excellent reproductive qualities. They will be glad to take this Thorn needle subject up with jobbers and dealers, and state they feel assured that a big and profitable trade will result. As dealers and jobbers are in business for this purpose, it will pay them to consider this proposition of the J. W. Jenkins Sons Co.

A wizened little man charged his wife with cruel and abusive treatment. His better half, or in this case better two-thirds, was a big, square-jawed woman with a determined eye. The judge listened to the plaintiff's recital of wrongs with interest. "Where did you meet this woman who, according to your story, has treated you so dreadfully?" his honor asked. "Well, Judge," replied the little man, making a brave attempt to glare defiantly at his wife, "I never did meet her. She just kind of overtook me."

Cummings, Shepherd & Co., Edison jobbers, of 700 Houston street, Fort Worth, Tex., have been succeeded by D. Shepherd & Co., with headquarters at 310 Main street, that city.

The Utica Cycle Co., Utica, N. Y., are now occupying new quarters in that city at 117-119 Columbia street.

If a salesman will consider all points which come up in his vocation from the other fellow's point of view, he will find it helpful.

PRACTICAL SUGGESTIONS AND COMMENTS

PROBLEM OF DISPOSING OF OLD RECORDS.

One of the greatest bugbears of the talking machine jobber and dealer is the danger of overstocking records and the subsequent accumulation of old records which frequently represents a large amount of tied up capital. A western Victor dealer has solved the problem of disposing of old records in the following unique manner, which scheme might be adopted by other dealers: The record numbers on the front of his record bins (in which pieces of cardboard are held in little tin slips, making them very readily removed) are marked on white, blue and red papers. The white paper designates his regular salable stock, but when a number becomes dropped, he takes out the white paper, putting in a blue one. When he considers he is overstocked on a certain record he places a red card in the holder, and offers his employes a small commission on the sale of red records and double as much on the blue label records. It is surprising to see what energy the salesmen will use to work off what is considered undesirable stock. The buyer will come in, pick up a catalog, and ask to hear some of the records, with which he is familiar, when many of these red and blue label records are better and far more musical, and they would be glad to buy them, if the clerks would take the trouble to play them. This dealer states that the red and blue labels have done wonders for him. He has a report put on his desk each morning showing the previous day's record sales, with the reds and blues marked, and his salesmen take great interest in having this list as large as possible.

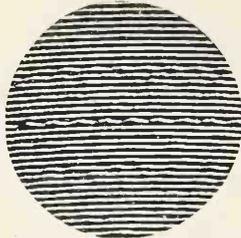
PROPER SPEED FOR PLAYING.

The Victor Talking Machine Co., in a recent announcement, stated: "The perfect reproduction of Victor records (provided you are using a new needle) is absolutely dependent upon the turntable revolving at the proper speed. Every dealer knows if the speed is slow the pitch is low, while the pitch is high if the turntable revolves too fast. Recent changes in the method of recording necessitate a corresponding change in playing Victor records, and you will therefore obtain the best reproduction by adjusting the Victor to seventy-eight revolutions of the turntable per minute."

PROCESS OF RECORDING SOUND.

James E. Jones, of Sandusky, writes to The World making inquiries anent the modus operandi in transmitting sound to a disc. In this connection we may say that when sound is recorded by a talking machine the vibrations are caught in a bell-mouthed horn and poured through its little end, like water through a funnel, into a round box, the size of a five-cent

box of blacking, filled with air. The outer lid of the box is a diaphragm of mica but 4-1000 of an inch thick, or about the thickness of a sheet of writing paper. Attached to the center of this diaphragm by a dainty dab of cement is a delicately adjusted needle or stylus. When a sound wave is poured through the receiving horn against the cushion of air the diaphragm and the stylus attached to it are caused to vibrate in exact accord with the wave. The vibrations of the stylus are traced upon a plastic disc which revolves at a fixed speed in contact with its point, making an irregular spiral line. When the disc is filled with this spiral record it is called a "master record." It is hardened by a secret process, after which endless copies may be taken from it by another secret process. When one of these copies is placed in a talking machine and the stylus is caused to retrace the spirals, it vibrates exactly the same number of times per second as it did in making the lines. These vibrations are communicated through the diaphragm to the air cushion, thus repeating the sounds which were poured into the horn. Why? Well, some day after they have learned a great deal more about acoustics than any one now knows, perhaps the talking machine experts may find out. Meanwhile the greatly enlarged photograph of a small section of a talking machine record printed herewith by courtesy of



the Victor Talking Machine Co. shows all that the inexperienced eye can hope to see of the mysterious tracings, may be found interesting. Those simple lines happen to be a photograph of a song by Melba. If the record were placed in a talking machine it would become the song itself in the living voice of the prima-donna.

MAKING AN AEOLIAN HARP.

In answer to a correspondent who asks how to make an Aeolian harp that will play in the wind we may say that the accepted plan is as follows: "An Aeolian harp should be made to fit into a window so that the sash may be adjusted to cause a strong breeze across the strings of the instrument. Make the box of thin dry

pine, the top piece or sounding board of extra clear stuff, about three-sixteenths of an inch thick. Sides and bottom can be one-quarter of an inch; length two inches shorter than the width of your window; width ten inches; depth two and one-half inches. The ends should be of hard wood, and thick enough at one end to hold the eyes or studs for fastening the wires or catgut strings. At the other end the wood should be thick enough to hold a set of violin keys, if you use catgut; or iron piano pins, if you use wire, which should be steel. Two bridges of hard wood are glued diagonally across each end, for the strings to rest on. If steel wire is used, a round wire should be inserted on each bridge, so that the sounding wires will not cut the wood. The tuning should be harmonic, or, say, thirds, fifths, and octaves. Make about four holes in the sound board, one inch in diameter under the strings."

WHAT GOLD MOULDED MEANS.

Discussing this subject the editor of the New Phonogram made this statement in answer to an inquiry: "The phrase 'Gold Moulded' grew out of the use of gold in making the original moulds from which our records are now made. By a special vacuum process, pure gold is deposited on the wax masters, the process being similar to electroplating, the difference being that the gold passes through the air and is deposited electrically on the wax master, while in electroplating the copper is deposited electrically through a solution. A brass mould is afterward cast around the wax master with its coating of gold, the gold becoming a part of the mould and the wax master being removed. In this way, the gold forms the lining for the moulds. Therefore, the name."

TRUE PRODUCTION OF TONE.

X. Y. Z., Hoboken, Asks—"Am I getting the true reproduction from my cylinder machine? How can I tell at what speed the mandrel should run to get the same effect as when the record was made?"

Place a small piece of wax at end of the mandrel. If you cannot see this wax distinctly stick a small piece of white paper on to it. Then set your machine going and when you have speeded it so as to count the piece of wax make 40 revolutions in 15 seconds you have found the speed to get the best results.

GENERAL BUSINESS STEADY.

Record Demand Strong—Cabinet Machines Still Have the Call—Victor Co. Plant Trying to Catch Up with Orders—Other Reports.

Business is moving along steadily, and a slight improvement is noticeable. The demand for records continues in full force, the majority of the orders being for the high price lines. The same is also true of the Victrola, Grafonola and Amberola cabinets. Dealers advise the manufacturers of the latter goods that a splendid trade may be expected for them for months to come. So far as the Victrola is concerned the factory has not been able to catch up on back orders, and it now looks as if the Victor Talking Machine Co. will be obliged to make another substantial addition to their cabinet-making plant if they expect to keep within gun-shot of the demand for the best seller which has ever appeared in the talking machine field.

The Columbia Phonograph Co., general, in speaking of the situation, said: "Business with us is in a very satisfactory condition. Our plant is running capacity, and the demand for our best grade records and highest price machines is active. We expect a splendid trade in all parts of the country, judging from advices from our exclusive jobbers and dealers."

National Phonograph Co. said: "There is no abatement in the demand for goods. We are swamped with orders for the Amberola and Amberol records. The Slezak records are making a high mark on sales, and the trade write us they are great sellers."

The New York Talking Machine Co.: "We have no complaint to make of trade.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"
Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

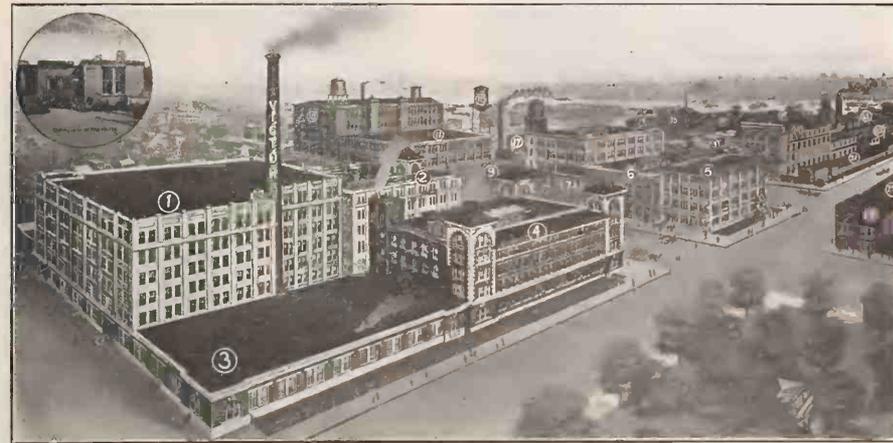
BIRD'S-EYE VIEW OF THE VICTOR PLANT.

Readers of The World Can Get an Excellent Idea from the Picture Herewith Presented of the Magnificent Manufacturing Headquarters of the Victor Talking Machine Co., Camden, N. J. —Among the Best Equipped Plants in Any Industry in the World.

To one who has never had the opportunity of visiting the manufacturing headquarters of the Victor Talking Machine Co., in Camden, N. J., no simple description in cold type can give an adequate idea of the immensity of the plant—of the number of buildings, large and small, extending over several city blocks, required to house the various departments, making up this great industry.

We are able to print, however, in this issue of The World, the latest bird's-eye view of the Vic-

tor plant, together with all the buildings being grouped together in the picture—although in reality the structures number 10 and 12 in the picture, are actually two blocks from the rest of the buildings.



tor plant, together with all the buildings being grouped together in the picture—although in reality the structures number 10 and 12 in the picture, are actually two blocks from the rest of the buildings.

These illustrations demonstrate impressively the tremendous growth of the Victor business in recent years when we consider that the little picture on the upper left hand corner gives a view of the first factory shown in connection with the present plant.

There are perhaps few businesses in the world that parallel the growth of the Victor institution.

It has developed by the production of values that appeal to the great music-loving public of the United States and by an energetic organization of able men who are alert in the production of new ideas and such improvements as keep their product ever to the front.

The various departments of the factories are indicated by numbers and are as follows: 1. Machine factory; 2. Machine factory; 3. Power plant (4,000 horse-power); 4. Record factory; 5. First and second floors—executive offices; third and

fourth floors—recording laboratory; 6. Storage building; 7. Window display and printing departments; 8. Cabinet factory No. 1; 9. Lumber dry kilns; 10. Warehouse and shipping department; 11. Assembling department; 12. Cabinet factory No. 2; 13-13. Lumber yards; 14-15. Record Material storage department; 16-16. Coal yards and docks; 17. Cabinet factory heating plant; 18. Supply tank for automatic sprinkler system; height, 16 ft. (tank capacity 100,000 gallons); 19. Experimental laboratory; 20. Victor Lunch Club; 21. Veneer warehouse; 22. Lumber dry kilns.

TRADE NEWS FROM CINCINNATI.

Business Opens Well—Meeting of the Ohio Talking Machine Dealers' Association—Nichols' Good Columbia Trade—Joseph Krolage's Close Call—New Victor Record Catalog Pleases—Grand Opera Helps Sales of High Class Records—Milner Publicity.

(Special to The Talking Machine World.)

Cincinnati, Feb. 3, 1910.

The reports of the dealers and jobbers for January indicate that business was unusually good, particularly in the high-class goods, which seems to have the call. The greater part of the month's business developed after January 15, which is due to the buyers of Christmas goods wanting new records. Collections are reported to be uniformly good.

The Ohio Talking Machine Men's Association had a called meeting at Columbus yesterday and one of Cincinnati's representatives was Jacob Salm, of 538 Main street. This city was shy on delegates, which fact was noticed at the convention. There were the usual number of good talks on how to increase the sales of talking machines and what to do to bring it into more prominence.

Manager S. H. Nichols, of the local store of the Columbia Phonograph Co., reports a very satisfactory trade for January; in fact, it has kept pace with the increased business shown in previous months, and considering the large quantity of goods which could not be shipped on account of shortage of stock, it showed a very material increase over January of 1909. Grafonolas,

high grade disc and four-minute cylinder graphophones. Fonotipa and four-minute indestructible records have had a large sale. February promises to show the same increase and prospects for the future of Columbia products are brighter than ever. E. D. Easton, president of the Columbia Phonograph Co., paid a visit to the Cincinnati store on his return trip to New York from a tour of inspection of the offices and reported increased business all along the line.

Manager Joseph Krolage, of the J. C. Groene Co.'s talking machine department, had a close call from death last week. On Sunday he was operated upon for appendicitis which gave him instant relief and he is now reported to be on the road to recovery. For many months Mr. Krolage has been ailing in health and it was only a week ago that he realized the nature of his condition. He is in a private hospital on Walnut Hills. It will be four or six weeks before he will be able to return to his desk. The Groene Co. had a fairly good month in its talking machine department, the patronage being evenly distributed.

J. E. Poorman, Jr., 639 Main street, yesterday stated the trade conditions were most encouraging, particularly in Zonophones.

John Arnold, 507 Elm street, expresses himself as being well pleased with the new Victor record catalog, which he believes will materially aid in the sales of his house. He had a big demand for Edison Amberola machines and said the Edison grand opera Amberola records were much in demand last month.

The Wurlitzer Co. report a very satisfactory business during January. The various musical

affairs given and the grand opera company which has visited Cincinnati stimulated the interest of the public in the better class records, and as a result Victrolas have been sold, which can be traced directly to this cause. A feeling of optimism prevails among the dealers in this section. They have had a very satisfactory winter business and prospects look very bright. The Rudolph Wurlitzer Co. have taken advantage of the Victor window displays, and in connection with these shows have used newspaper advertising very liberally, which has resulted in big sales on Maud Powell grand opera and Harry Lauder records. The wholesale trade is improving wonderfully. Dealers are buying Victrolas who have not been purchasing machines or records for many months. This is satisfactory business to the dealer, as the Victrola proposition is a very simple one, requiring only one sample, and a good selection of Red Seal records. As the result of the increased business, the Rudolph Wurlitzer Co. were forced to put on two additional order clerks in their wholesale department. Mr. Sigman has been bringing in some big orders and established some very satisfactory accounts during the last 30 days.

The Milner Musical Co. have adopted a plan of publishing a sheet, known as the "Milner Victor Comment," which Manager Timmerman claims has been of great aid to his business. He believes it has been responsible for a material increase in last month's sales. Besides causing the resurrection of some old customers it keeps the new ones interested. All are requested to bring their notices along and it has been found that the instructions are followed. The Milner people are anxiously awaiting the arrival of six Amberolas and expect to sell these within three days after their reaching the store. The company anticipate a splendid business for February.

THINGS ARE BRIGHTER NOW

Says General Manager Williams in Discussing Business Conditions—Some Early Red Seal History—How Up-State Dealers Are Sometimes Out-Generaled.

In commenting on current trade, G. T. Williams, general manager of the New York Talking Machine Co., 83 Chambers street, New York, said: "Of course, during January, in common with other houses, there was a slump in business. But things are much brighter now, and we are looking forward to a brisk spring business. We are not getting all the goods we want from the factory. They are still behind on Victrolas.

"Speaking of Victrolas reminds me that our company were the first to introduce Red Seal records to the dealers in New York State. Of course, this was in their early history, but I can well remember, after we had induced the dealers to take hold of them and they were scoring a big success, that the distributors, who had steadily side-stepped—were timid about carrying them in stock—complained to the factory we were invading their territory, etc. It seems like a joke now, but is an actual fact. At present they all carry strong lines of Red Seals.

"Another proposition the up-State dealers seem unequal to, and that is the Victor Auxetophone. These machines occupy a peculiar field, but they are all right if properly handled. For instance, they were outgeneraled by a clever dealer of New York city in selling Auxetophones to the leading hotels, to be used in connection with an orchestra. They overlooked the chance—lost the opportunity; for the New York dealer, who is well known, slipped in and sold machines to hotels in Albany, Utica and other cities. It is a good line if handled right."

Geo. W. Lyle, general manager of the Columbia Phonograph Co., went to Chicago Monday for the greater part of the week on special business. Before starting he expressed his satisfaction with Columbia conditions; in fact, was decidedly pleased with the outlook and was confident spring trade would be strong and active.

NATIVE COLUMBIAN RECORDS.

Some Splendid Numbers to be Issued by the Columbia Co. for Dealers in the United States of Columbia—Made by Leading Musicians in That Country.

The first and only set of native Columbia records have been made by the Columbia Phonograph Co., general, and are for sale only by dealers in the United States of Columbia, S. A. They are reproductions by the best known artists



DANIEL URIBI.



LOUIS URIBI.

reproductions of native talent in either Chili, Peru or Bolivia, where Indians have heretofore been employed for this purpose, and consequently the work is considered more or less crude or harsh as compared with what has been accomplished in this instance. As an officer of the company remarked, "These records show the high development music has reached among the Columbian people. They are double disc, as all records going to that part of the world must be to meet trade conditions."



SAMUEL URIBI.

from that country and were recorded at the laboratory of the Columbia Co. in New York. The principal, if not the majority, of these records are the work of Uribi Brothers.

What lends particular interest to these records is that one of the Uribi Brothers was selected by the Columbia Government to be sent to Europe and educated in the famous conservatories at public expense. It is this fact that makes the records in question superior in a musical sense; in fact, the Columbia Co. say, far better than

A GLIMPSE OF THE RENO TRADE.

Nevada's Metropolis a Lively Town—Many Talkers Used in Public Houses—General Business Excellent—What the Emporium of Music Is Doing.

(Special to The Talking Machine World.)

Reno, Nevada, Feb. 6, 1910.

New Yorkers who visit this town are often surprised to find an activity in the way of gambling and gorgeous saloons that would throw their Great White Way in the shade. The streets of Reno are like day with their thousands of electric lights, and saloons are fitted up gorgeously. Talking machines are greatly in favor in these establishments, and in two places two shifts of men are paid \$30 a week each to keep expensive Victor talking machines going day and night.

To give an idea of the amount of playing done I learned from a local dealer that upward of 10,000 needles have been used in one establishment inside of five weeks. These machines are run continuously day and night, and the records are not merely popular music, but the very finest and expensive Red Seal records are used. For instance, one hears the Caruso records, the Quartet from Rigoletto, the Sextet from Lucia, and every new record of any importance is added to the list.

Business generally in Reno is excellent, and the Emporium of Music in the Masonic Temple is doing a big business in Victor talking machines and Edison phonographs.

Arthur L. Holgate, who has charge of the talking machine department, has just sold the first new Victrola No. XII. and a fine selection of records to a large mining operator whose mines are located at National, Nevada. Mr. Holgate is pleased at this sale, as he feels confident that being placed in such a far-away mining camp as the National—150 miles off the railroad—it will mean not merely more sales in that locality, but shows that the best grade of instruments and music is just as well appreciated in mining camps as in a great city like New York.

This concern has also sold the first Amberola received in this city to the owner of a large meat concern in Reno. The Emporium of Music is very enthusiastic about the future of the talking machine business in this section.

I.C.S. SYSTEM PRAISED IN COLLIER'S.

Prominent Weekly Assigns Editor to Cover Work of Well-Known Institution and Pays Great Tribute to Their Methods and Results.

A great tribute was recently paid the work of the International Correspondence Schools at Scranton, Pa., in a very unusual way. It seems that a writer in Collier's, in the course of an article, had reflected on the integrity as well as upon the actual value of the International Correspondence Schools.

When the matter was brought to the attention of Collier's they at once assigned Mark Sullivan, one of the editors of that magazine, to make a thorough investigation of the methods and accomplishments of the International Correspondence Schools. As a result there appeared recently in Collier's an extended article in which Mr. Sullivan stated that, "Based upon personal investigation the International Correspondence Schools do teach successfully the subjects they undertake. No one can conclude such an examination without the conviction that this institution is a real force in American civilization."

In this article he goes into details in presenting the splendid work accomplished by the International Correspondence Schools and states unequivocally that "The probability of success is greater in the course of International Correspondence Schools of Scranton, Pa., because their courses are largely connected with the occupations of students."

This action of Collier's in setting this matter right was a highly honorable course. Meanwhile, the conclusions arrived at by Mr. Sullivan are those of other men eminent in all walks of life in this country. They have realized that for the busy man desirous of advancing himself there is no better avenue of progress than a course in any desired subject through the International Correspondence Schools.

There is no kind of work that can fail to make you a better and more successful man if you work at it honestly and loyally.

Never give out while there is hope, but hope not beyond reason; for that shows more desire than judgment.

THE BLACKMAN SPECIALTIES.

Folding Record Trays and Place Record Brushes Increasing in Demand—Improvements in the Brushes Announced.

The Blackman Talking Machine Co. report a strong and constantly increasing demand for their folding record trays for cylinder records, which are covered by broad patents, and for the Place automatic record brushes for Edison phonographs and Victor talking machines. The trays, which come in sizes to hold from two to six records each, prove an almost invaluable aid to the dealer in keeping his stock in first-class order, with every record readily accessible. They are generally used together with the Rapke label, and may be placed on ordinary shelving or in the wire racks made to fit them by the Syracuse Wire Works.

Talking machine owners who use the Place automatic record brush are not long in realizing the value of the brushes in removing dust and other foreign substances from the grooves and thereby permitting of a perfect reproduction, besides lengthening the life of the record.

Several improvements are announced in the different forms of brushes. Brush No. 3 for Edison machines will be so constructed in the future that it may be used on either the Fireside or Gem models, while No. 10, for Victor machines, will also be greatly improved. Those not already acquainted with the two Blackman specialties mentioned will find it to their interests to investigate.

James H. Barney, Jr., & Co., the well-known piano dealers of Newport, R. I., who recently moved into a larger building in that city, are giving their talking machine department especial prominence. They have five large demonstration rooms at the rear of the main floor, and use more than half their floor space for displaying phonographs. In their recital hall on the second floor talking machine concerts are given this week.

The talking machine will play a prominent part in the ten day tuberculosis "rally" to be held in the North Side of Milwaukee, Wis., under the auspices of the Wisconsin Tuberculosis Association.

OPERA HELPS SALES IN MEMPHIS.

High Priced Machines and Records in Great Demand—O. K. Houck Co.'s Educational Campaign—Many Noted Visitors—Enlarging O. K. Houck Talker Department—A. L. Owen in Cheery Mood Regarding Trade Prospects—Other Happenings of Interest.

(Special to The Talking Machine World.)

Memphis, Tenn., Feb. 9, 1910.

The talking machine trade in Memphis and vicinity has been decidedly brisk for the past month. A number of recent musical events of more than usual importance have greatly stimulated a taste for the best music and the dealers find themselves disposing of a greater number of grand opera selections now than ever before.

A fine concert recently given by the Memphis Symphony Orchestra was well attended, and this concert was immediately followed by the Lambardi Grand Opera Co., who played an engagement at the Lyceum Theater.

On Saturday, February 5, the great pianist, Lhevinne, gave a recital at the Goodwyn Institute under the direction of the O. K. Houck Piano Co., enjoying one of the largest audiences of the season.

There are also elaborate plans being made for a great musical festival to be held in this city some time in May, and the dealers are congratulating themselves on the numerous opportunities to exploit the best machines and records.

A number of Victrolas, Amberolas and other high priced machines, together with a large number of the best records, were disposed of during these concerts, and their good influence is still being felt in the trade.

One of the most elaborate and successful educational campaigns ever conducted by a talking machine house in the South has recently been concluded by the O. K. Houck Piano Co., of this city, after running for two weeks, or during the engagement of the Lambardi Opera Company in Memphis.

The Houck Co. announced through the medium of the daily papers and circulars the fact that in order to better acquaint the prospective opera-goers with the musical and dramatic features of the operas to be produced by the Lambardi Company they would give talking machine concerts twice daily in the parlors of their store, at which the music of the operas would be played on the victor Auxetophone and Victor Victrolas and the entire work explained by a competent speaker. At the concerts a series of seven booklets were distributed, one devoted to each of the operas produced by the Lambardi Company and including "Aida," "Madam Butterfly," "Lucia," "La Gioconda," "Cavalleria Rusticana," "Pagliacci" and "Il Trovatore."

The Lyceum Theater management and the heads of the Lambardi Company were so impressed with the progressive spirit shown by the Houck Co. that they jointly contributed a goodly sum of money toward the printing and mailing of over 3,000 circulars, and consented to the distribution at the theater of 1,000 copies of the various booklets of the operas. A feature of the booklets was the numbers of the Victor records bearing the various portions of the operas for the convenience of talking machine owners.

On the whole the originality and progressiveness of the Houck Co. caused quite a stir in local musical circles and the company, who kept a record of the numbers attending the concerts, the names of the prospects received and the volume of sales made as a direct result of their efforts during the fortnight of the opera, state that in every way the plan succeeded far beyond their expectations.

The Houck Co. believe that other jobbers located in cities to be visited by the Lambardi Grand Opera Company will find it profitable to emulate their example and declare themselves willing to acquaint interested jobbers with the details of the plan and also to supply the booklets mentioned in any quantity at short notice, as the forms have been kept standing.

On account of the immense increase in their wholesale business, the O. K. Houck Piano Co. have found it necessary to remodel and enlarge their entire wholesale talking machine section. This company are urging their dealers to make use of their excellent facilities for keeping after prospects, and they are meeting with well-deserved success, new names constantly being sent in by different dealers, to be added to their prospective lists, and the "Ginger letters," which are mailed to prospects at regular intervals, bring good results.

A. L. Owen, manager of the talking machine section of the O. K. Houck Piano Co., anticipates one of the best Februarys they have ever had, as the month has started off exceedingly well, they having "lined up" a number of new and progressive dealers. Mr. Owen leaves shortly for a trip through Mississippi in order to call on some of the larger dealers in that State. O. C. Stegmair, the O. K. Houck Piano Co.'s former road man, has been appointed manager of the retail department of the same firm, and, with his wide experience, will no doubt be able to show quite an increase in this end of their business in the next few months. His successor on the road has not yet been chosen. D. C. Dashiell, formerly connected with the Rudolph-Wurlitzer Co., has accepted a position in the retail department of the O. K. Houck Piano Co.

F. R. Stratton, Edison and Victor dealer of Brownsville, Tenn.; J. R. Phillips, Edison dealer of Tupelo, Miss.; R. E. Fletcher, Victor dealer at Osceola, Ark.; C. D. Mitchell, of C. D. Mitchell & Co., Victor dealers at Pontotoc, Miss., and Mrs. C. Hammer, of Portia, Ark., called on the O. K. Houck Piano Co. in the last few weeks and expressed themselves as looking forward to a big business in the talker line in the month to come.

Frank E. Gage, the Tennessee and Kentucky representative of the National Phonograph Co., has been heard from in the shape of some very fine orders, and all indications point to a Mem-

phis visit from the above gentleman in the near future. Mr. Gage is very popular with the Southern trade, and everyone is glad to hear of him again being in the field.

Dan Wilber, of the Regina Co., was a recent trade visitor, and left with a nice order signed by their Memphis representative, the O. K. Houck Piano Co.

It is unofficially announced that the talking machine department of the E. E. Forbes Piano Co. has been discontinued in Memphis, their stock being moved to the head office in Birmingham, Ala.

Union J. Chambers has opened a talking machine store at 255 South Main street.

BARKLOW AGAIN IN HARNESS.

B. K. Barklow, of the selling staff of the National Phonograph Co., Orange, N. J., who has been in the Adirondack Mountains for several weeks for his health, returned to his post of duty Monday. As no one ever suspected Mr. Barklow was other than the embodiment of vigorous health, this will be news to his large circle of friends. At any rate, he is now sound as a new minted dollar and is "on the trail" again taking in orders for Edison goods with his usual facility.

TO ENCOURAGE LANGUAGE STUDY.

The Gaelophone Co., New Haven, Conn., have incorporated with capital of \$25,000, to encourage the study of languages by means of phonographic and correspondence instruction. Incorporators: Louis T. Ready, Charles J. Shaughnessy and David J. McCoy, all of New Haven.

Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., was in New York one day last week, and dropped in on several of the Victor distributors. He received a hearty welcome.

EDISON JOBBERS

VICTOR DISTRIBUTORS

O. K. Houck Piano Co.

ESTABLISHED 1883

103-105 South Main Street

MEMPHIS, TENN.

Southern Jobbers Offering Dealers

THE LARGEST STOCK AND THE BEST SERVICE

400 Machines

100,000 Records

Quick Complete Shipments.

Also every conceivable accessory, including automatic brushes, chip brushes, oil, oil cans, "Tiz-it" connections, folding boxes, horns, tone controllers, etc.

All of this stock is so arranged that your order can be filled on a moment's notice and filled complete.

We are just going to press with a new catalogue of accessories, showing wholesale and retail prices of same. This catalogue is something every dealer ought to have.

You can't afford to carry all the accessories in stock, but you can always get them on a moment's notice from us.

Just drop us a post card to-day and tell us to mail you our accessory catalogue No. 3.

If you mail us an order to-day it will reach us in the morning and go through this process—first, acknowledged, then copied on our House Order Blank, which is immediately sent to our stock rooms and the goods gotten ready to be packed.

They are packed by our own packers and hauled by our own automobile truck and delivery wagons to the freight or express office.

We ship every order complete and ship it the same day the order is received.

This is the kind of service you need—why not "sample" it?

Sign a Contract with Us.

When you request our new accessory catalogue, tell us to send you Dealers' Agreement for your signature, so that any rush order you send us can be filled without any unnecessary delay.

Write Us To-day—Write Us NOW.

TRADE NEWS FROM CLEVELAND.

Talking Machine as a Curative— Gaumont Chronophone Co. in Trouble—Edison Business Phonograph Co.'s New Quarters— Roberts Progress—Probeck's Co.'s Big Columbia Business—Buescher Remodeling Store—Leading Dealers All Report Encouraging Conditions—News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 8, 1910.

While the dealers are not as optimistic as they might be, perhaps by force of habit, trade generally in the talking machine line is good and will compare favorably with that in other lines of trade. Sales of machines, aggregating large numbers, are a matter of everyday experience with most of the dealers, and generally they are of the higher priced ones, while the sales of records is constant and continually increasing. The efforts of the manufacturers, through their campaign of extensive advertising, is attracting attention and creating a demand, and the retail dealers are reaping a substantial benefit, which will continuously increase.

Since the invention of the talking machine its value has been utilized in many directions. The superintendent of the Cleveland State Hospital is confirmed in the belief that music subdues insanity and has a beneficial effect upon a deranged intellect. He has installed several phonographs and pianos in the hospital and the music treatment is being given daily, especially in the wards where patients display symptoms of violence.

"I do not assert," said the superintendent, "that a permanent cure can be wrought by a musical treatment, but there are few cases of insanity that are not favorably affected by music."

Physicians at the Massillon Asylum recently put a phonograph into a room where sixty demented women were all talking incoherently and screaming. Silence followed the beginning of the music, and there was not a sound from any of the insane so long as the machine was played. It is not improbable that the soothing vibrations of a record may in time restore a disturbed brain to its normal conditions.

C. S. Bourgeois, formerly with the Columbia Co., now of the Auto Sales Co., has become a full-fledged automobilist and is an enthusiast in the business.

Oliver Jones, of the Victor Co., on his way East from Chicago, stopped over a couple of days the first of the month, calling on the dealers here.

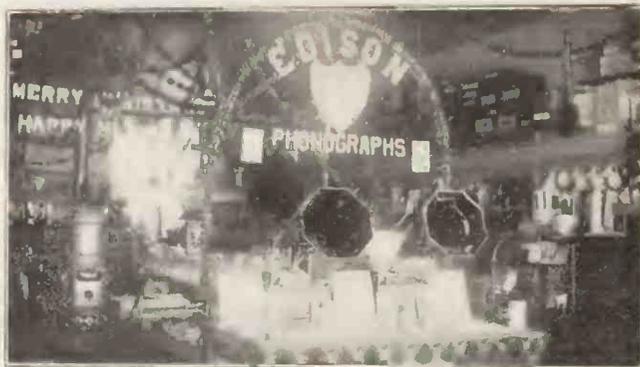
The Gaumont Chronophone Co., which was launched in this city two years ago by Max Faetkenhaner, for the purpose of exploiting the invention of L. Gaumont, of Paris, the mechanism of which is made to synchronize the talking machine with the films of moving pictures, has failed. Suit has been commenced in the Court of Common Pleas, in this county, by the Leonard-Bundy Electric Co., asking for judgment on the unpaid subscriptions to the local company, made by L. Gaumont, L. Gaumont & Co. and the Societe des Etablissements Gaumont, for the sum of \$100,000, and by Nathan F. and A. F. Leopold, of Chicago, for \$1,250, or so much of the amounts as may be found necessary to pay the debts of the Gaumont Chronophone Co.

The company opened offices and a factory for manufacturing, but before getting fairly started closed down. Several exhibitions were given, but both the pictures and records were of foreign production and did not appeal to the public. The company then attempted to make their own films, but did not succeed and finally retired from business altogether.

J. Herbert Roach, general manager of the local Edison Business Phonograph Co., has moved from Ninth street to 309 the Park Building, a central location, facing the public square. He says the outlook for business in 1910 is of the most encouraging character.

"We have been having a steady cold spell of weather," said Audley V. Biesinger, of the W. J.

AN IOWA DEALER'S HOLIDAY DISPLAY OF EDISON PHONOGRAPHS.



A view taken of C. F. Brobeil's store, in Lytton, Iowa, during the Christmas holidays, shows a pretty and effective arrangement of stock. While Mr. Brobeil, who is spoken of as a hustler, handles the Edison line exclusively, he also car-

ries general merchandise, but the phonographs were given prominence in the general display, that is both novel and pretty. The World is indebted to the Edison Phonograph Monthly for the illustration.

Roberts, Jr., Co., "which has kept music lovers in the house, and, playing over their selections, found they needed new ones, and consequently our business is, and has been, good right along. Sales of machines has been just fair. People express themselves highly pleased with our demonstrating rooms, as they are free from disturbance while making selections. Our booklet, 'What this Victor Store Means to You,' is in active demand and doing good missionary work. Red Seal records are growing in popularity, and the new Lauder records are selling well. Our repair department is kept quite busy, which we make a feature of our business." The company have arranged a beautiful special home-made Lauder window, using for the floor same color of cloth as the record label, with records placed here and there, a framed picture of Lauder forming the background.

Mr. Probeck, of the G. J. Probeck Co. says the Columbia records are so popular that people are bound to have them. Their stores was burglariously entered a few nights ago, and but for the interference of the watchman the thieves would have got away with a choice assortment of records.

A. W. Robertson, of the Probeck Co., said business was fairly good. "The Grafonola and the four-minute Columbia indestructible records," he said, "are the two articles that have attracted most attention during the past month. We made quite a few sales and inquiries have been numerous. The Columbia double disc and the regular two-minute indestructible records are still gaining in popularity, and we are adding many new names to an already long list of customers. Inquiries for grand opera records are numerous and we are making sales of large numbers, both of the Fonotopia and Symphony series. "The general outlook is good and the new line of graphophones recently catalogued will be the means of attracting considerable business during the year."

W. H. Buescher & Sons have been busy night and day for the past ten days waiting on customers and at the same time remodeling their store. They have divided the floor space into three apartments. The first is the reception and display room, which has been fitted up with new mahogany encased shelving and practically doubling the record capacity. A new snow window, new frescoing and gilding, makes it unusually attractive. The two rear demonstration rooms have been elaborately decorated, one of them in oriental style, with Turkish rugs, divans and easy chairs, the other plainer, in mahogany and whitewood finish, with furnishings to correspond, in either of which customers will be comfortably entertained. The company now handle Victor goods exclusively, and Mr. Buescher said business during January and up to date had been fine and was increasing from day to day.

Mr. Friedlander, of the Bailey Co., said the volume of their business in January was a large

increase over that of a year ago, and was keeping up in a very satisfactory manner. "Victrolas and the combination Edison machines with Cygnet horns," he said, "are popular and selling well. We are having a fine trade in Red Seal records, and the demand for the new Lauder records has been such that I have sent in two renewal orders already. We are also making sales of large numbers of the foreign Zonophone records, which are highly praised by purchasers."

"We are having a fine trade," said Mr. Robbins, of B. L. Robbins & Co., "in both Victor and Edison machines and records, and business is good. If it keeps up the way it has started since the first of this month we will do a bigger business than we did in December."

Considering conditions, trade was reported exceedingly good in January by the Eclipse Musical Co. "Our business being an index to the retail trade," said Mr. Towell, "the talking machine dealers are doing very well. Quite a large number of machines have been sold during the month, and demand for records is above the average."

Miss Elsie M. Wicks, in charge of the talking machine department of Charles I. Davis, said she was pleased with the increasing trade since their opening, and that the past month's business, in both machines and records, had been fine. She said the demand for records was exceptionally good and daily increasing. Both the Victor and Edison goods are handled by Mr. Davis.

Melville J. Gideon, the successful composer of popular songs, recently engaged to write for Charles I. Davis, publisher, 416-418 Euclid avenue, occupies a suite of rooms on the fourth floor of the building.

Collister & Sayle report business seasonably active for Victor goods, in both the retail and wholesale departments. "There is not so much demand for machines," said Manager Dorn, "but our record trade is fine. The new Lauder records are in big demand. They are a decided improvement over the old ones, and at once appeal to customers, many of whom have the old and are buying the new ones. Prospects of a good year's business are very encouraging."

C. F. Foote, manager of the talking machine department of the Goodman Piano Co., is highly pleased with the substantial gain in trade. "We are meeting with good success in this department," he said. "During the past two months we sold a number of Victrolas and Amberolas, as well as many of the cheaper machines, and we are enjoying a splendid, growing record trade. I am pleased with present conditions and prospects."

Arthur L. Parsons, now in charge of the Victor and Edison Talking Machine Store in the Taylor Arcade, reports business fairly good and prospects flattering.

John Risling is doing a fine business in Columbia goods and his patronage, especially in foreign records, is increasing from month to month. The other talking machine stores are all doing an active business.

TRADE IN SOUTHERN CALIFORNIA.

Best Holiday Trade on Record and Business Keeps Up During January—Aviation Meet Helps Trade—Sherman, Clay & Co.'s Excellent Victor Business—Demand for Lauder Records Heavy—Southern California Music Co.'s Edison Trade Booming—Fine Talking Machine Department Arranged for in New Birkel Building—Columbia Grafonolas Very Popular—What the Other Jobbers and Dealers Are Selling.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 3, 1910.

The holiday trade throughout this section has been the best ever. Dealers everywhere were gratified. Pleasant weather, which Southern California is famous for, prevailed as usual, thereby helping conditions. The meet of world's aviators during the earlier part of this month served to attract many out-of-town customers to Los Angeles. Trade has seen an exceptionally busy January, although the latter part of the month is quiet. The local jobbers have been very successful in supplying their dealers during the heavy demand for goods.

Sherman, Clay & Co., Victor jobbers, are enjoying a splendid trade in Victrolas and Victors, the demand for lower-priced machines having been less compared with that of previous years. The appearance of Harry Lauder, "the great Scot," at a local theater has caused an exceptional demand for his records, until the entire list has been exhausted with the jobber as well as the retailer. The remade Lauder records are not as yet in stock, but promise to have a great sale when received. Chas. S. Ruggles, manager of the local house, is anxiously waiting the arrival of a carload of Victor machines, which will replenish their stock, which suffered much during the holiday buzz. Mr. Ruggles is the proud father of Chas. Ruggles, Jr., the young actor who has achieved much success at a local playhouse.

Andrew G. McCarthy, general manager of Sherman, Clay & Co.'s small goods and talking machine business, paid a short visit to Southern California, when he witnessed the flight of the man-birds and attended to affairs of business. His reports of trade conditions with which he has met are most pleasant.

The Southern California Music Co.'s holiday trade surpasses that of any previous year. The demand for Edison goods has greatly increased over the same period of a year ago. A shipment of the new Amberolas has been received and delivered to the dealers, although the number did not cover but a very small part of the advance orders. A larger shipment is due to arrive at an early date, when it is expected all orders can be filled. Harry Lauder records have been selling very rapidly as a result of his local appearance. Edison grand opera Amberol records, of which the first list appeared recently, have been having much success, as have the Amberol Mexican records. The Hawaiian records just received promise to hold a prominent place in the foreign catalog. C. H. Rundel has returned from a trip during which he visited several of the dealers in the country south of Los Angeles county. Very successful reports, together with many orders for Edison goods, are received from W. J. Reynard, who is now traveling through California.

The Geo. J. Birkel Music Co. have just announced their intention to erect a handsome new six-story home on Broadway, between Fourth and Fifth streets. Mr. Geissler, in speaking of the new building, says his company intend to make their talking machine department as complete as money and brains can. The fourth floor, a space 40 x 50 feet, will be devoted to the Victor and Edison sales department, and will comprise ten record salesrooms, one Victrola room, one moderate-priced machine salesroom, and a smaller room for lower-priced goods. An entirely new principle has been adopted in the way of sound-proof glass partitions, which can be removed to allow space for the concert room, which is designed to seat 200 people and which will be used

for weekly Victor recitals, which have been a great success with the Birkel Co. for several years past. The size of the recital hall is to be 40 x 50. Many other new conveniences for handling trade are planned, such as a system of ventilation for demonstrating rooms. One of the most important features of the new store will be the Broadway show windows, which are to be the largest of any music house in the West, and will occupy a space 30 feet deep and 40 feet wide, making the front entrance 30 feet from the sidewalk.

The Angelus Talking Machine Co., exclusive Edison dealers, have just completed a series of improvements in the way of additions to their stock capacity and two soundproof demonstrating rooms, which are ventilated from the basement of the building. They are doing a splendid business with Amberolas and Cygnet horn Edisons.

The Columbia Phonograph Co. have been pressed with orders for the Grafonola Regent, of which they have received a first shipment. Many orders have been taken by local retail dealers, who are unable to supply the trade, and prospects of the success of the new table machine are very prominent. W. S. Gray, Pacific Coast manager for the Columbia Co., visited Southern California on business and pleasure, and had an opportunity to witness the aerial flights during his stay. He has met with success for the Grafonola in every direction.

The Fitzgerald Music Co. have seen a splendid holiday trade. Irving Andrews, manager of the talking machine department, says he has worked hard during the holiday trade in the talking machine line, but never as hard as during the season just closed. Miss Irene G. Johnstone, of Hamilton, Ontario, recently joined their department and is making some good sales in Victors.

The Wiley B. Allen Co. had a big demand for XVI. Victrolas, and are now adding more space for the record stock, which is to be enlarged.

The Smith Music Co., 407 West Seventh street, have added a talking machine department of several rooms.

San Diego is much in evidence with orders for talking machines and records. The Wiley B. Allen Co.'s branch, under the management of W. R. Carlton, has recently placed a large order for Edison Amberolas and Cygnet horn machines. Their stock embraces a full line of Edison, Victor and Columbia disc machines and records, and is under the care of Miss Roby and Miss Treadway.

The San Diego branch of the Southern California Music Co. have been completing alterations in their talking machine department, which is now in charge of Geo. H. Stapp. Business has increased considerably, especially with the Mexican trade, which employs the services of Sig. Luis M. Amador, who recently took charge of this branch of trade.

Geo. P. McKay, of Oceanside, Cal., is now in his new store, where he has much greater space. He has sent an attractive calendar, with an Edison ad., to his customers.

O. P. Swen, at Escondido, enjoys the distinction of selling one of the first Amberolas on the Coast, and has a number of prospective customers to whom he intends to sell similar instruments.

COLUMBIA CO. BRANCH TO MOVE.

(Special to The Talking Machine World.)

Wilmington, Del., Feb. 5, 1910.

The Columbia Phonograph Co., which have occupied the large quarters in the McVey Building at Eighth and Market streets since they began business here, will move to 610 Market street on or before March 25 next, having secured a lease on the latter property. The Columbia Co. have built up a large trade in Wilmington.

PHONOGRAPH AS FOSTER MOTHER.

How the phonograph acts as foster mother to a New York baby is told by the Sun. The baby is two years old and has acquired the habit of

going to sleep to the music of its real mother's voice. The real mother is somewhat past forty and her voice is not what it used to be. It broke recently and its lack of melody so grated on the sensitive musical temperament of the baby that the mother found it difficult to put her to sleep. About this time the father bought a phonograph with a disc containing a lullaby by one of the best singers in vaudeville. One evening while the mother was rocking the little one the father turned on the lullaby. The child went to sleep almost immediately. The next night the voice of the mother was silent and the baby went swiftly to sleep again to the music of the horn.

Alex. F. Brosche recently purchased Victor Welman's interest in the Ballard Music House, Seattle (Ballard Station), Wash., and expects to build up a nice business in talking machines, pianos and other musical instruments.

PROTECTORS for VICTROLAS and AMBEROLAS

HIGH PRICED MACHINES

are worth while taking care of

Our Protectors save them from Dust,
Damp and Injury

Price for Victrola XVI. or Amberola, - \$2.00
For Victrola XII. - - - - - \$1.50

Send for samples to-day

MAGNETIC NEEDLES

EVERY NEEDLE
GUARANTEED
MADE IN THREE GRADES

Send for free samples and prices to-day

We are the oldest established
VICTOR and EDISON
Jobbers in Greater New York

S. B. Davega Co.
126 University Pl.
NEW YORK CITY, N. Y.

An Incident

"Have you Record number 16377?"

"I will see. No, we have not got that one, but—"

"Well, let me hear number 5758."

"We haven't that one in stock either, but I can get it for you."

"Never mind, good day."

Short a Few Records and a Customer Lost

Mr. Dealer: Full loyalty and allegiance to Victor Goods has made us Distributors in the sense of the true wholesaler.

You will appreciate our service—no matter where in the United States you are situated—*forget the freight and get the goods!*

Largest Victor Distributors in the World

The Talking Machine Company
72-74 Wabash Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS

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

January Business of Very Satisfactory Volume Both in Records and Machines—A General Summary of Conditions in and About Chicago—Boosting Barnes in "Tips"—President Hall a Busy Man—Two New Travelers—Good Report from Talking Machine Co.—Some Recent Visitors—Live Lyon & Healy Publicity—A Number of Interesting and Attractive Window Displays—More or Less Personal—News of the Travelers—A. P. Griggs of Davenport a Victor Specialist—The Wurlitzer Recitals—Bissell-Cowan Co. Featuring First Edison Machine—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 9, 1910.

Relatively speaking, January brought with it a continuation of the satisfaction generated in the minds of the trade by a perusal of the figures for December. While, of course, the volume of business was not so large, trade did not show even as great a reaction from the holiday rush as has been known in some of the most piping periods in the history of the business. So far as the whole trade is concerned this is probably due to the fact that the trade, especially in the larger towns and cities, was better than many dealers expected. Consequently they were not overstocked and came into the market quite vigorously during January.

With the local retail stores and departments business is keeping up remarkably well. The peculiar thing about it is, that while there is an excellent record trade always to be expected in the periods subsequent to the holidays and created mainly by the enthusiastic recipients of Christmas gifts in the form of "talkers," the sale of machines is unusually good for this time of year.

While it cannot be said to have reached important proportions as yet there are, here and there, undoubted signs, if not of an awakening, at least of a stretching of the sinews of the "country" trade, which presages, it is hoped, an early cessation of the trance in which it has long been plunged.

It is true that the premium houses and the mail-order concerns handling no-name machines have done a pretty deadly work out in the tall-grass districts, nevertheless anyone who has taken any pains to personally investigate conditions in the sections of the country where the alfalfa roots go down sixteen feet to find water, where the winds sweep over the prairies, or turn summersaults in the mountain fastnesses, must be convinced that there are a host of fine opportunities for talking machine sales going to seed.

Go into almost any small town you can name and it is a question whether you will find more than one out of every ten homes in possession of a talking machine. But they need them, need them from an educational, aesthetic, religious and an entertainment point of view, and it's up to the talking machine dealer, either the now or the to-be, to bring the "peepul" to a realization of this need. One could talk to the extent of several pages of *The World* on this subject, but enough has been said to cause the man may not have given it due consideration to make some mighty valuable, if somewhat delayed, resolutions on this subject. To prove that the things here stated are facts it is only necessary to state that the talking machine manufacturers and jobbers freely admit their truth.

The Boostiferous Barnes.

And his boosting evidently boosts. He is not a generator of superheated atmosphere, but he is certainly energetic and is assuredly making good. Judging from the reports of some of his friends and business acquaintances you would think that there was not a large office in Chicago that Barnes had not equipped with Edison business phonographs. Careful investigation, however, reveals the fact that there are a few left.

Barnes knows this and the thought presses on his manly soul like a dozen or so millstones. The thing about Barnes is, that he will never rest until the lack is supplied. It is true, however, that he has stirred things up in the old town to the extent that *Tips*, a bright little publication, issued whenever the Edison Business Phonograph Co., of Orange, N. J., blame pleases, devotes the front page of a recent issue to Barnes and his resultful boosting. They cartoon him and they describe him. They tell of the service he gives every customer and they quote one of his circular letters. They pat him on the back seven ways for Sunday. Any man who didn't deserve it would speedily cultivate a head seventeen times too large for him, but Barnes is so busy making good he hasn't time to swell and that's no drom, droom, draumr, traum.

Documentary Evidence.

President F. D. Hall, of the B. & H. Fibre Mfg. Co., suffered quite a severe accident the other day while conducting some personal investigations of a buzz-saw in his factory. It really looked serious for awhile, but he came out all right and is again at his desk. The accumulation of correspondence acquiring his attention was so great that he did not have time to write an advertisement for *The World* this month, consequently he just shut his eyes, reached into a stack of letters, selected one at random and handed it over for use of his regular page. Read it. It's only one of many, but it sizes up the situation very thoroughly.

New Traveling Blood.

Wm. Beutelspacher, a bright youth, who has been for several years in the wholesale talking machine branch of the Chicago house of the Rudolph Wurlitzer Co., has been promoted to the road and is covering Missouri, Kansas, Oklahoma and Nebraska. They say he is doing well and is opening up some new accounts.

J. E. Meagher, a capable young man, who has been one of Manager Wiswell's assistants in the wholesale talking machine department of Lyon & Healy, has taken to the road, covering the State of Wisconsin, vice Mr. Voltz, who resigned to travel territory on the Pacific Coast with the National Phonograph Co.

Geissler on Trade.

The chronic state of happiness experienced by Arthur D. Geissler, general manager of the Talking Machine Co., for some time past is still chronic. The Talking Machine Co.'s auditors have just finished their reports which show that the half-year ending December 31, constituted the most profitable six-months in the history of the house. The actual comparative figures also amply substantiate the previous statement that December was the biggest similar month in the history of the house. January business was far ahead of the first month of last year. Among the visitors at the Talking Machine Co. the past few days were Joseph Pitts, Kenosha, Wis.; Mr. Smith, of Flint Music Co., Flint, Mich., and Arthur P. Griggs, Davenport, Ia. Mr. Christensen, Rhinelander, Wis.; W. J. Doherty, Up-to-Date Music Co., Sterling, Ill.; Roy Page, Brown, Page & Hillman Co., Peoria, Ill.

General Manager Lyle in Town.

George W. Lyle, general manager of the Columbia Phonograph Co., General, spent the first half of last week at the Chicago office, returning Wednesday evening to New York. C. F. Baer, manager of the Chicago office, says that the total business, wholesale and retail for January is 33 1-3 per cent. ahead of the corresponding month of last year.

It Got Results

One of the best stunts ever pulled off in the talking machine trade in Chicago goes to the credit of Lyon & Healy. The thing was so effective and so full of suggestion for dealers everywhere that we reproduce the initial announcement in full:

"A Word About Your Victor.—Do you realize that to get perfect reproduction from your records your machine should always be in perfect playing condition? The motor should run smoothly and steadily; the tapering arm tube shaft should swing freely at all times; most important of all, the sound box should be free from any imperfection, such as cracked mica (or diaphragm), looseness of needle arm, dead gaskets, and what not.

"We have known many owners of Victors who lost interest in their machine and put it aside temporarily just because it was not working properly (thereby rendering perfect reproduction of the records impossible), when a little adjustment would have remedied the evil and maintained interest and enthusiasm. Your Victor is a finely adjusted instrument, and therefore needs looking after frequently.

"Our Free Offer—for the next thirty days: We agree to adjust your machine (provided it was purchased of us) free of charge; i. e., we will overhaul and adjust it thoroughly. If it should be necessary to supply new parts, such as main spring, brake, leather, etc., a charge for them, of course, will be made. Otherwise, we will put your Victor in perfect playing condition free of cost to you.

"We enclose herewith a card, which fill out and drop in the nearest mail box, and we will send our repair expert to your home at the earliest possible moment. Yours very truly,

"LYON & HEALY."

On the return post card was a list of the best records of the current month Victor bulletin. The folder also contained some of Lyon & Healy's Red Seal and Victrola exploitation. This literature was sent to 5,800 people in Chicago, and nearly 2,000 took advantage of the offer to have their machine overhauled and adjusted free of charge. The aftermath can be easily imagined. At a comparatively small cost Lyon & Healy opened up a lot of record accounts which had become somnolent. Just for instance, one of the biggest merchants on State street was induced to pull out a machine which had been in the attic for a year. It was fixed up, restored to its former position in the music room of the merchant's beautiful residence and over \$100 worth of Red Seal records were purchased within a fortnight of the reinstallation.

Featuring the Victrola.

The Talking Machine Shop on Michigan avenue, whose destinies are presided over by George and Cecil Davidson, are featuring in their windows a Victrola of the Moorish Marquetry type, which is said to be the only one in Chicago. It was made in Morocco and is in marquetry work, composed of a number of rare woods inlaid with pearl and in Moorish design. The price is \$750. It is attracting a great deal of attention among the elite trade which daily surges to and fro along the boulevard.

Malecki's Display.

In the new warerooms of Louis B. Malecki & Co., to which they have added a talking machine department, a display of Victor and Edison machines and records are already attracting the attention of the trade in the vicinity. On the balcony in the rear of the store are two soundproof demonstrating rooms devoted to the Victor and Edison machines. They are attractively fitted up and contain all of the latest innovations of an up-to-date talking machine store.

Lauder Windows in Evidence.

Lauder window displays were very much in evidence at most of the 100 talking machine stores this week, and were extremely pertinent on account of the engagement of the Scotch comedian at the American Music Hall. Of course everybody was able to make a larger display, as all three of the companies have records



Our Prompt and Efficient Service can Save you a lot of Money

TIME IS GOLD IN BUSINESS

IF you get your goods quickly and as ordered you will make more profit. You can't afford uncertain, aggravating, irresponsible service—neither can you afford to *pass up profit* and *disappoint customers*.

The thing to do is to order your Victor Talking Machines and Edison Phonographs, with supplies and records for both from

Lyon & Healy

We stand alone as the distributors who will get every order out complete and in perfect condition on day of receipt.

Small orders are as welcome, and as carefully handled as the large ones.

Our liberal terms and prompt delivery methods are appreciated and enjoyed by thousands of retailers in all parts of the country. If you are not among them, it will pay you to get in touch with us. A postal card will bring you valuable information. Better still, let us have your next order, and convince yourself of our better facilities and abilities.



Lyon & Healy

CHICAGO



made by the famous Scotch dialectician. Among the notable window shows were those made by Wurlitzer, P. A. Starck Piano Co., Columbia Phonograph Co. and Lyon & Healy. Wurlitzer used the Victor ready-made material, but heightened the effect by using real Scotch thistles.

H. D. Bentley, manager of the talking machine department, is back on duty after a week's business.

Myram Blackman, in charge of the retail record department of Lyon & Healy, has been seriously ill at his home in this city for a month past, but is soon expected back at his accustomed duties, bringing with him his usual sang-froid and limpid polyglotous flow of language.

Fuhri in the South.

W. C. Fuhri, district manager of the Columbia Phonograph Co., and who, despite his name, is a man who exerts a positively soothing effect on all with whom he comes in contact, providing they are half-way decent, is on a trip among the southern branch houses and large city representatives of the company.

The Columbia Co.'s local branch sold lots of Constantino records last month as the result of the appearance of the famous tenor with the Boston Opera Company at the Auditorium. They had some effective window displays on the Constantino records. The Gypsy Smith records are having a big run, and those by McCormack, the famous tenor of the Metropolitan Grand Opera forces, are also selling excellently.

Wiswell Returns.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, attended the meeting of the executive committee of the National Talking Machine Jobbers' Association at Philadelphia, vice J. F. Bowers, who was unable to be present, and, of course, ran over to the Victor factory at Camden. He returned to Chicago this (Monday) morning.

Griggs in Optimistic Mood.

A. P. Griggs, the well-known piano and talking machine dealer of Davenport, Ia., was in the city last month. He sports a card on which appear the names of the pianos he handles, the list ending with Victor Victrolas. In graphic language he described his evolution as a Victrola specialist. He has long handled Victor goods, but it was some time before he awoke to the realization of the fact that it was possible for him to sell \$200 talking machines. Then one day the idea of the larger possibilities before him struck in a bunch. To think was to act, and he immediately got after a couple of wealthy citizens to whom he had recently sold regular model Victor machines. As a result he replaced them with Victrolas, and has ever since been an enthusiast regarding the concealed-horn proposition. He is selling any number of Victrolas in the prosperous Iowa city, and daily offers up

thanks for the hour in which he saw the larger vision.

The Salter Mfg. Co. are having a fine trade on their disc and cylinder record cabinets.

Wurlitzer Recitals.

The Rudolph Wurlitzer Co. gave a concert at the Birchwood Country Club one Saturday evening last month, at which appeared the following artists: William Beard, one of the best known baritones in the West; Miss Ida May Cameron, a soprano, the talented sister of L. Kean Cameron, manager of the retail talking machine department of the Chicago branch; Hans Schlessling, a cellist of far more than local reputation and city salesman for the company, and Leland L. Roberts, in charge of the retail player-piano department, who presided at the Solo-Apollo, for which the company are the local representatives.

Bissell-Cowan Publicity.

In the window of the Bissell-Cowan Piano Co. stands one of the first machines ever put out by Edison. The mandrel, big as a barrel, with its tinfoil record, is familiar to all of the old-timers in the trade. A card states the machine is interesting from a scientific viewpoint as marking the inception of the talking machine, and also directs the optics of the passer-by to the Victor Victrola as an illustration of the remarkable development made in a comparatively short time. The primeval Edison machine, by the way, was loaned by Peter Bacigalupi, the veteran dealer and jobber of San Francisco.

SEEBURG ELECTRIC PIANOS.

An Excellent Line for Talking Machine Dealers Desiring to Feature Instruments Akin to Their Own—Big Field of Activity.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 7, 1910.

Elsewhere in this issue will be found illustrations of two handsome new styles of electric pianos manufactured by the J. P. Seeburg Piano Co., of this city. The Seeburg instruments are notable among coin-controlled pianos for various reasons. They play from ten to twenty tunes without readjustment and can be played continuously for hours without burning out the motors. They are characterized by durability and accuracy of construction. The tracker-box is of cast iron and the tracker-board is of German silver. The motor is run by one small belt and the slack can be taken up by a sliding base operated by a thumb-screw. The music rolls and the mechanism are entirely concealed within the instrument, doing away with obstructive boxes in front or back. The piano proper, as well as the playing mechanism, is built with a special view to the great strain to which it is subjected in use. The makers state that repairs are seldom necessary and are made very easily when really needed.

The tone of the J. P. Seeburg electric pianos is unusually good and in exterior appearance they mark a new departure in the coin-controlled field.

Mr. Seeburg has grasped the fact that there are restaurants and restaurants, buffets and buffets, moving-picture shows and moving-picture shows, and that there is a demand among a certain class of trade for a more artistic instrument than has yet been provided. The new art style with its mission finish, electric lamps at either end of the keyboard and Tiffany art glass panels in which are depicted a "Lohengrin" scene, is bound to satisfy a desire which has long existed for an instrument calculated to get away from the associations too often suggested by a coin-controlled piano.

Mr. Seeburg is a man of long experience both in the selling and manufacture of electric pianos. He has a fund of information regarding the creation of sale and of the conducting of operating or selling campaigns which is freely at the service of talking machine dealers who wish to add a department to their business, not only full of profit possibilities, but which, run along lines which he can direct, will practically eliminate the assump-

tion of credit hazards on the part of the dealer while enabling him to give a requisite amount of time to his customers in which to pay their accounts.

DEATH OF JACK MCGREAL.

The Mascot of the Talking Machine Jobbers' Association Died on Feb. 1—Sympathy for Mr. and Mrs. McGreal.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 6, 1910.

Talking machine dealers all over Wisconsin are sympathizing with Lawrence McGreal, the well-known talking machine jobber of this city, in the death of his oldest son, Jack M. McGreal, who died February 1. Death was due to a severe attack of measles and a complication of diseases, although he had been ill but a few days. He was six years of age.

Probably no child in the United States was better known to the talking machine jobbers and



JACK MCGREAL, ENDEARED TO TALKING MACHINE TRADE.

dealers of the country than was little Jack McGreal. He was the mascot of the last two annual conventions of the National Talking Machine Jobbers' Association, held at Atlantic City, N. J., where his bright and winning manner made him the friend of everyone. Little Jack is survived by his parents and one sister, Gene Mercedes McGreal, aged two years, and one brother, Hugh Barry McGreal, aged four years.

The funeral was held on February 4 from the residence, 680 Hackett avenue, and interment was at Calvary Cemetery. Floral tributes were sent by dealers from all over the State and by talking machine officials in the East and at Chicago.

COLUMBIA WATCH CHARM.

Something new and novel from the Columbia Co. is a watch charm which will find large favor with Columbia dealers and purchasers. It consists of the famous twin musical notes in brass and black enamel with the words Columbia Records above. The selling price is 35 cents net to retail customers, dealers and jobbers alike.

BOTH MOTIONS DENIED.

Following the decision handed down by Judge Hough in the Circuit Court of the United States, New York City, on January 21, in favor of the Victor Talking Machine Co., Camden, N. J., as against the Regina Co., New York, and published on page 47 of this issue of The Talking Machine World, a motion to intervene was made by the American Graphophone Co., and another for a reargument by Knauth & Von Briesen, attorneys for the defendants. Both motions were subsequently denied by Judge Hough. The decision enforces the decree of the United States Supreme Court upholding the Berliner patent.

THIS IS THE FAMOUS
 "TIZ-IT"

**All-Metal
 Horn
 Connection
 for Phonographs**
**WE WANT EVERY DEALER TO HANDLE THIS FAST
 SELLING ARTICLE. PRICE 50 CENTS.**
 Regular Discount to the Trade.
 Send for descriptive Circular and printed List of Jobbers
 who keep "TIZ-IT" in stock.
 If your Jobber does not handle this Connection yet we
 will supply you.
 One dozen lots, prepaid, \$3.60
 Free sample to Jobbers
 Manufactured by
KREILING & COMPANY
 1504 North 40th Avenue
Cragin Station Chicago, Ill.

EVOLUTION OF A GREAT BUSINESS

Some Historical Facts Bearing Upon the Origin and Development of the Business of the Talking Machine Co., of Chicago—From a Modest Beginning a Splendid Business Has Been Created—Something of the Personalities Now Associated with This Institution.

(Special to The Talking Machine World.)
Chicago, Ill., Feb. 6, 1910.

Eighteen years ago two talking machine geniuses, Leon F. Douglass and Henry F. Babson, conceived the idea of commercializing talking machines. With the aid of Charles Dickinson, a wealthy seed merchant, the first concern was started under the name of The Chicago Talking Machine Co., and the original place of business was 98 Madison street.

Development from that first dingy place of



ROY J. KEITH, SALES MANAGER.

business to the enormous factories of to-day, a huge mail order business and the millionaires that have been made, reads more like a romance than the legitimate growth of a sound business.

Their first commercial effort consisted of handling electric phonographs which they termed the "fourteen-way hearing tube machines." These machines were placed around in arcades, the first arcade being installed at the World's Columbian Exposition. In fact, it was this arcade that first attracted the attention of Mr. Dickinson and paved the way for additional capital which was responsible for their development. Their next venture was the bringing out of a spring motor for a cylinder machine. This was the first spring motor in the country and was manufactured by The Chicago Talking Machine Co.

In 1895 the concern was moved to 107 Madison street, at which location it remained until 1907. There the name was changed to The Talking Machine Co. and another company started, which was fostered by Leon F. Douglass and called the Polyphone Co. This was an ingenious device, which, by means of two sound boxes tracking one another, each amplifying its own tone by means of a separate horn, gave double the volume. Here the business developed and prospered into a legitimate jobbing business. Experience gained by the owners of The Chicago Talking Machine Co. proved so valuable that they were shortly called to assist in the development of the Victor Talking Machine Co.'s factory.

From 1903 to 1906 Henry F. Babson's younger brothers, Frederick and Gus, managed The



ARTHUR D. GEISSLER, GENERAL MANAGER.

Talking Machine Co., and it was during this period that the seed of the mail order talking machine business was sown, which has developed into the enormous retail mail order business of Babson Brothers.

In 1906 Arthur D. Geissler took charge of The Talking Machine Co. Mr. Geissler's experience was gained with Sherman, Clay & Co., Victor distributors of the Pacific Coast. In the interim between his employment with Sherman, Clay & Co. and his taking up The Talking Machine Co. he was in the employ of the Victor Talking Machine Co. Mr. Geissler states that his first innovation with The Talking Machine Co. was the discontinuing absolutely of the retail business. This move was criticized heavily



E. R. SUES, TRAVELER.

at the time, as the mail order business itself ran into thousands of dollars monthly. However, the wisdom of this move has proven itself out, and The Talking Machine Co.'s gradually

increased prestige as exclusive wholesalers has been their reward.

In talking with the old stockholders of this concern they recite the difficulties in securing initial orders in early days. In fact, one concern, now among the largest in the country, purchased their original order from The Talking Machine Co. They say that this initial sale of two machines and fifty records was as hard to make then as starting a dealer nowadays.

An interesting photograph is the reproduction of a check given for the original purchase of Montgomery Ward & Co. This purchase was advertised all over the country at the time as a phenomenal order; in fact, the largest order ever given to any factory. Compare this with some of the orders now given by dealers to jobbers for two and three times that amount.

In 1907 The Talking Machine Co. moved to their present location at 72-74 Wabash avenue.



D. A. CREED, CREDIT DEPARTMENT.

Their organization to-day is the gradual development of eighteen years spent in a talking machine atmosphere. Their final evolution into exclusive Victor wholesalers has been the result of a careful study of trade conditions. It seems to be the opinion of the talking machine trade that this concern has reached the highest development of talking machine distributing. Their sales department, under the management of Roy J. Keith, is operated as much for the benefit of their customers as for the purpose of selling goods. Mr. Keith has two able salesmen in the persons of Edwin R. Sues and Harry S. Conover. The policy of these salesmen is first to develop business for their customers, then take the order. Through this policy The Talking Machine Co. sold the enormous number of 212 Victrolas during December. When you consider that every one of these Victrolas went to their dealers it is a remarkable record.

The credit department is under the direction



CHECK FOR ORIGINAL PURCHASE OF MONTGOMERY, WARD & CO.

of Daniel A. Creed. Mr. Creed's connection with the house has been an interesting one, he having started in the capacity of errand boy ten years ago. His rise has been a gradual one until now he probably passes on the credit of more talking machine dealers than any other credit man in the country. The repair department is a unique feature, employing three men continually, and under the direction of S. O. Wade. The trade

by showing an increase of 25 per cent. over January of 1909. He also says that the policy of The Talking Machine Co. will continue along

Delia Elizabeth Griswold, accompanied by the Cecilian player-piano. Then a trio of records from the light and grand operas were played on the Victor Victrola and greeted with much applause, while a couple of more vocal numbers and a selection on the Welte player-piano completed the entertainment. The recitals attract audiences sufficiently large to crowd the commodious hall on the eighth floor of the building on each occasion. Handsome programs are distributed at the recitals with a directory of the building on the back cover and the visitors are invited to inspect the various departments at their leisure.

COLUMBIA ARGENTINE RECORDS.

Wm. Freiburg, who is in South America as a representative of the Columbia Phonograph Co.'s recording laboratory, has informed the export department that he has completed a list of native Argentine records, which will be forwarded from Buenos Ayres to Bridgeport, Conn., for pressing up. They will be ready for the trade down there in about three months.

SUES ON THE PHILIPPS PATENT.

Monday the American Graphophone Co. filed a bill of complaint in the Circuit Court of the United States, Southern District of New York, against the Victor Talking Machine Co., Camden, N. J., on the Phillips patent, which concerns the construction of the concealed horn cabinet.

GIVE UP TALKER BUSINESS.

Miller Bros., who have handled talking machines, bicycles and sporting goods in Glens Falls, N. Y., for some time past, will sell out their store on Bay street and devote their entire attention in future to the automobile business, they being agents for several makes.

C. A. Burlingame is doing good work selling talking machines on the road for the Ft. Wayne Machine Co., 929 Calhoun street, Ft. Wayne, Ind.



HARRY S. CONOVER, TRAVELER.

will probably remember Mr. Wade as being connected with Wade Brothers' Repair Co. He is also the inventor of a fiber needle cutter. Mr. Wade is considered one of the most expert talking machine repair men of the country.

In talking with Mr. Geissler, he believes that 1910 will prove the biggest year of the talking machine industry. January has made a start



S. O. WADE, SUPERINTENDENT REPAIR DEPARTMENT. the same lines, or that of helping the retail dealers, confining their attention entirely to the wholesale trade, and if doing circularizing, advertising and putting their shoulder to the wheel and helping out when necessary will do the work 1910 will at least be their biggest year.

SUCCESS OF 'FRISCO RECITALS.

Sherman, Clay & Co. Give One Each Week and Attract Large Audiences—Well-Balanced Programs the Rule.

(Special to The Talking Machine World.)
San Francisco, Cal., Feb. 5, 1910.

Sherman, Clay & Co. have met with flattering success with their series of recitals held every Saturday afternoon and at which the programs are so arranged as to bring in the various special instruments in their line. At the last recital, given on January 29, for instance, the program began with a march played upon the Estey pipe organ followed by two vocal selections by Miss

LET US TELL YOU
the WHY, the HOW, the WHEN, and the WHERE of the
High Grade Electric Piano Proposition

SEEBURG COIN CONTROLLED PIANOS mark a new era. They appeal to the very best class of trade. They are thoroughly practical, reliable, of fine tone, and extremely handsome in appearance.



SEEBURG ART STYLE ELECTRIC
First in the Field

Just drop us a postal card asking for information about the

SEEBURG SYSTEM

It will mean MONEY, big money, for YOU.



ANOTHER SEEBURG WINNER
Has Many Distinctive Talking Points

J. P. SEEBURG PIANO CO.

209 STATE STREET

MANUFACTURERS

CHICAGO, ILL.

TRADE IN THE OAKER CITY.

Talking Machine Business in Excellent Shape and Prospects of the Rosiest—January Business Best on Record—Meeting of the Executive Committee of the National Association of Talking Machine Jobbers—Louis Buehn Member of Booming Party—What Local Houses Have to Report.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 7, 1910.

If every line of trade was as good in Philadelphia as is the talking machine business, and if every set of dealers in every line of business were in as good spirits as the talking machine dealers and were looking only to the most roseate prospects ahead, what a happy and contented business world this would be. There is no doubt but that the talking machine business in January was better than it has been in any January in any past year. The first week in February has been the biggest of any February in the past. And all this when many of the other lines of trade are crying dulness.

On Saturday of last week there was a special meeting held in Philadelphia of the executive committee of the National Association of Talking Machine Jobbers. This was an important meeting and good results are expected to come from it.

Louis Buehn & Bro. report that business conditions are very good, both wholesale and retail. Louis Buehn was the representative of the talking machine industry of this city who accompanied representatives from many other industries of this city on a tour of the State last week, gotten up for the purpose of booming Philadelphia. The party left this city in a special train, and visited almost every large city east of Pittsburgh. Frequent stops were made, and speeches were delivered extolling Philadelphia, its manufacturers, its industries of all kinds, and its advantages as a purchasing point. Mr. Buehn says that the party were everywhere received with much interest, and he believes that a great amount of good will come out of the trip. He had with him several specimens of the talking machines he handles, and he says that aside from the publicity point of view, they furnished much amusement to the crowd, and several concerts a day were called for.

Robert Dungan is at present representing the Buehn firm in the State, and is finding business very good. Edmund Buehn will go out to-day to cover points in Maryland. The firm are very much pleased with the new style Victor Firsts they have received, and they report that the trade is taking to them very well. The Victor Exchange goes into effect this week, in which the cut-out records are to be returned for up-to-date records. "The tendency of the buyer is to-day for the high-grade records, and this system of exchange," says Mr. Buehn, "will enable the dealers to give their customers only the very latest and best at no loss to themselves."

Among the prominent out-of-town talking machine dealers here this week were M. Z. Schubert, of Allentown; George R. Weikel, of North Wales, Pa., and Mr. Hoffman, of Birdsboro, Pa.

C. J. Heppé & Son report that in their talking machine department they are doing a very large business, larger than they ever did before. "In the month of December," says a representative of the department, "we did almost as much in one day as we did during the entire month of the year before. January of this year has been very fine, and it has been the largest month we have ever had in the wholesale business. Although we recently very much enlarged our department, already we find ourselves hampered, and we are looking around to see where we can make still more room. When Mr. Heppé was recently in Boston, D. D. O'Neill, of the talking machine department, accompanied him, for the purpose of examining into the question of soundproof rooms. They are getting ideas from all quarters, and expect eventually to be able to build something substantial along that line. C. E. Collins, who was formerly with the Victor Co., has just returned from a road trip for the Heppé House,

having been up the State, where he reports conditions generally to be most flourishing. Mr. O'Neill was in Baltimore the other day and opened up a talking machine department in the store of Silverstein & Co.

The new Harry Lauder records are going like hot cakes in Philadelphia. They are clear and almost perfect in enunciation. One of the dealers told me they were selling exceptionally well in the coal regions. He related this little story: He was showing a customer in one of the mining towns his instruments, when in came a miner on the way home from work. He put on one of the Lauder records, and the miner listened attentively, and remarked when it was finished, "By gad, that sounds like a fellow I used to work with in the mines in the old country. He used to be always a-singing and mimicking and talking that way." The talking machine man asked him what was the name of his friend, and he replied, "Harry Lauder." It is needless to say that he purchased a machine at once and a goodly number of the Lauder records.

The Penn Talking Machine Co. report that their January business was considerably ahead of any previous January, and they are looking for a tremendous business all through the spring. They look with very great favor on the Victor exchange proposition, and they believe it is one of the best things that could possibly come to the jobber to give him a chance to always keep up to date and keep in stock only the very latest improved records. They report that the new style Victor Firsts have caught on very well with their trade, and they believe they will do a splendid business with these instruments. E. J. H. Smullen and Ralph Clark, the firm's two road men, are both out at present and have been sending in some very good orders. Fred Kramer, of Allentown, and W. P. Swartz, of York, were both visitors at the Penn store last week.

The Columbia Phonograph Co. report that their business in January was very good indeed, and that it has been improving right along, both wholesale and retail. They have been having a big run on the Grafonolas, and an excellent demand for the Indestructible cylinder records. The Columbia Co. have been having a series of very attractive windows of late. There are no windows along Chestnut street that attract more attention, and it is rare that there are not a number of people on the outside. At present they have one of the most attractive windows of the year, a feature being a big signboard, one of the character you meet with at a railroad crossing, which is nicely lettered with the words, "Stop, Look and Listen."

Paul H. Cromelin, vice-president of the Columbia Co., stopped in Philadelphia on his way to Washington. B. Feinberg, the traveling representative of the wholesale department of the company, was in Philadelphia on Friday last. T. K. Henderson, the local manager, was away on a trip himself last week, visiting Reading, Allentown and other nearby points. He says he found everybody pretty cheerful and business very good. Mr. Henderson reports that they have had a big run on the 10 and 12-inch records. The McCormack records are selling unusually well at present, also the Bispham and Constantino records, as well as the records of the new singers who have come here for the first time this winter—Zenatello, Amato, etc., and the Bonci records are an especial favorite.

GETTING THE MAIL ORDER TRADE.

By Publishing His Own Bulletin Ohio Dealer Keeps Orders from Going to Other Cities.

D. M. Rodgers, who handles furniture, house-furnishings and Edison phonographs in Corning, Ohio, recently decided to combat the mail order houses by publishing a bulletin of his own and calling the attention of the public to the goods handled by him. The sheet is called Rodgers's Bulletin and features various bargains each week. The first issue was the means of cornering several talking machine orders that otherwise would have gone to Chicago.

HARP RECORDS BY SRA. RITA VILLA.

Several Beautiful Numbers on the Mexican Record Lists of the National Phonograph Co.

There are several extremely beautiful harp selections in the Mexican record lists of the National Phonograph Co., by Sra. Rita Villa, one of the leading harpists of the world. Notable among them are "Czardas," appearing in the Mexican list for January, and "Bagatelle," in the February list. The former possesses a delightful swing and should prove a treat to all lovers



SRA. RITA VILLA.

of harp music, and the latter, of exquisite brilliancy, is a marvel of technic.

While still very young, hardly eighteen years of age, Sra. Villa received her professional degree in the Conservatory of Music of Milan, when her marvelous control over the instrument and intelligent and artistic interpretations immediately secured her unprecedented triumphs. She aroused real enthusiasm in the great capitals of Europe, and was awarded a gold medal at the Berlin Exposition in a musical concourse in which she took part. Later she was called to Mexico to fill the chair of harpist in the Mexican National Conservatory of Music, and in addition she now occupies the position of first harpist in the Concert Society of the Conservatory Orchestra in Mexico City.

JACOT MUSIC BOX CO. MOVE

To Commodious Quarters in the Irene Building, 25 West 35th Street—A Good Location.

The Jacot Music Box Co., Edison and Victor jobbers, removed last month from their Union Square location to their commodious new quarters in the Irene building, 25 West Thirty-fifth street, between Fifth and Sixth avenues. This location is an admirable one for their business, being in the heart of the new retail section of New York, and they possess one of the most attractively arranged establishments in the city.

QUOTES TALKING MACHINE WORLD.

In the Bulletin, issued semi-monthly by the American Association of Commerce and Trade, Berlin, Germany, in the January 1 number, is published the paper on the "New American Copyright Law: Application to Musical Copyright," written specially for the Talking Machine World by Paul H. Cromelin, vice-president of the Columbia Phonograph Co., general.

The foremen in the various departments of the American Graphophone Co. plant, Bridgeport, Conn., have formed an outing club with William E. Parker, president, and Norman Flather, secretary and treasurer, for the purpose of promoting sociability.

"COLUMBIA" DAY CELEBRATED.

The Occupancy of Kohler & Chase's Handsome New Building in San Francisco One of the Great Events in That City—Concerts Galore and One Entire Day Devoted to Exploiting the Columbia Grafonolas and Graphophones—A Great Establishment.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 24, 1910.

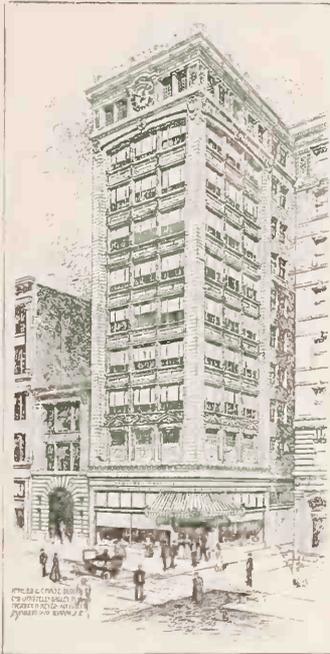
When Kohler & Chase's new ten-story building, 26 28 O'Farrell street, near Market, was formally opened to the public on the first of the year it was anything but a stereotyped event. The celebration was continued for a week, ending on the 8th. During the entire time, which was liberally exploited by this famous Coast concern as a sort of "musical carnival," their building was decorated with bunting, flags and an electric display, with fireworks every night.

A committee was in charge of each one of the ten floors, and open house was the rule observed. Concerts were given every afternoon and evening in the recital hall on the second floor, which holds 450 people, and the most prominent artists in San Francisco volunteered their services and appeared, no little competition arising for the most desirable dates.

Throughout the week Kohler & Chase's advertising was extremely heavy, and liberal "write-ups" were contributed by all the daily newspapers. In fact, the opening of the new K. & C. establishment was regarded as the final step in the rehabilitation of the city's retail district. With this feeling in mind the mayor was present and took advantage of the occasion to congratulate the firm upon having the finest musical institution in western America.

In order to systematize their advertising campaign for the week the firm concentrated their entire efforts each day upon some individual theme. The first was a general reception, admission by invitation. The second was Founders' Day, when the display, etc., was so arranged as

to focus attention on the fact that the house of Kohler & Chase was established in 1850. Musicians' Day followed. Each of the succeeding days was devoted to one of their most prominent lines of goods, the leading ones being featured for lack of time to cover them all impartially.



KOHLER & CHASE'S NEW HOME.

As the goods of the Columbia Phonograph Co. formed so important a part of their lines, it was considered particularly fitting to have a Columbia Day, which they did. On Columbia Day, which occurred January 6, the entire building had the appearance of being an exclusive Columbia store. The line is stocked and displayed on

one complete floor, the fifth; and the display windows were filled with Columbia machines, records, etc., including every model of the Grafonola—"De Luxe," "Regent" and "Elite." A page ad. was also printed in the dailies exploiting Columbia goods exclusively. Besides, a special high-class musical program, from Columbia records, was rendered on the Grafonola Regent, which Kohler & Chase described as "the last word in talking machine construction," and it was a great success from every point of view.

Writing of the event at a subsequent date to the executive office in New York, W. S. Gray, Pacific Coast manager of the Columbia Co., said: "About the Kohler & Chase opening, there was always something going on in their music hall on the second floor, which, by the way, is one of the prettiest things of the kind I have ever seen. The building itself is really a magnificent structure, and they are most conveniently and nicely housed. There is not any music store in town with a better, nicer or more conveniently arranged building. Our department is on the fifth floor, and I have no doubt, as the town gets more and more settled downtown, we will have a good business there.

"On 'Columbia Day' we certainly had a splendid reception, having hundreds of people pass through the department; and at our concert the Recital Hall, which will hold about 450 people, was filled, and everyone seemed to enjoy it very much. Opening day, which was not set aside to any particular department, was certainly a grand success from every point of view, and particularly pleasurable to us. Thousands of people passed through the building for inspection during that day, and the elevator men tell us that more people got off at our floor than at any other (the building being a nine-story building). We had the place full all day and kept the Grafonola Regent going entertaining them with the best of music. This machine has certainly made a hit, and I think we can pretty near keep the factory busy supplying the demand."

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

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 MARCH, 1910

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A788 Singing Bird (Ed. Edwards) Baritone and Tenor Duet, orch. accomp. Stanley and Burr
- Zerlina Intermezzo (E. Hoggett) Casino Orch. (One side copyrighted, additional price, 2c.)
- A789 Sadie Salome (Go Home) (Leslie and Ben-Hin) Baritone Solo, orch. accomp. Rob Roberts
- Come After Breakfast (Birling Loug Your Lunch and Leave Fore Supper Time) (Byrnu, Smith and Burris) Baritone Solo, orch. accomp. Arthur Collins
- (One side copyrighted, additional price, 2c.)
- A790 He's a College Boy (Theo. Morse) Tenor Solo, orch. accomp. Paul Southie
- Mille—A Romance of Turkey (Solman) Baritone Solo, orch. accomp. Bob Roberts
- (One side copyrighted, additional price, 2c.)
- A791 Fraildy Cat (Grey Elliott) Soprano Solo, orch. accomp. Ada Jones
- Take Me Out for a Joy Ride (Kerry Mills) Tenor Solo, orch. accomp. Paul Southie
- (One side copyrighted, additional price, 2c.)
- A792 I'd Like to be a Soldier (Newton and Durand) Tenor Solo, orch. accomp. B. G. Harlan
- Daisies Won't Tell (Auita Owen) Tenor Solo, orch. accomp. Arthur Clough
- A793 The Rosary (Nevan) Contralto Solo, orch. accomp. Merle Tillotson
- Sweet Spirit, Hear My Prayer (W. V. Wallace) Contralto Solo, orch. accomp. Mrs. A. Stewart Holt
- A794 The Swiss Boy (Bent) Cornet Duet, hand accomp. Buono and Reppano
- The Humming Bird—Polka (E. Demare) Piccolo Solo, hand accomp. M. P. Lufsky
- A795 Emperador—Marcha (Trespalle) Banda de Rurales de Pachuca
- Yaukee-Charro—Coke Walk (Gascon) Banda Flamenca Gascon
- A796 Candorosa—Mazurka (V. M. Preza) Banda de Pollecia
- Club Verde Waltz (Campodonic) Banda Flamenca Gascon
- A797 Casey's Birthday Party (William Rochester) Talking, orch. accomp. William Rochester
- Zoo Lou (E. Van Alstyne) Baritone and Tenor Duet, orch. accomp. Collins and Harlan
- A798 Sing Me a Song of the South (James W. Casey) Vocal Quartet, male voices, orch. accomp. Bushwick Quartet
- *Artillerist's Oath, The (C. F. Adams) Vocal Quartet, male voices, unaccompanied. Columbia Quartet

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5146 He Lifted Me (Chas. H. Gabriel) Baritone Solo, piano accomp. Gipsy Smith
- Jesus, the Light of the World (G. D. Eldering) Baritone Solo, piano accomp. Gipsy Smith
- A5147 O Beautiful City of God (B. P. Temple) Baritone Solo, piano accomp. Gipsy Smith
- Saved by Grace (Geo. C. Stebbins) Baritone Solo, piano accomp. Gipsy Smith
- A5148 Kept for Jesus (J. A. Sankey) Baritone Solo, piano accomp. Gipsy Smith
- Pass It On (Geo. C. Stebbins) Baritone Solo, piano accomp. Gipsy Smith
- A5149 Star of Love (A. Teiller) Violin, Flute and Harp Trio. Stehl, Henneberg & Schuetze
- Women's Vows—Valse (Fisher) Prince's Orch.
- A5150 Chopin's Funeral March (Chopin) Prince's Band
- Saul—Dead March (Handel) Prince's Band

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1282 Invincible Eagle March (Sousa) Band

- 1283 All Through the Night (Walter Maynard) Tenor Solo Henry Burr
- 1284 Camp Meeting Jubilee (Original) Vocal Quartet, male voices Quartet
- 1285 Baru Dauce (Kost) Accordion Solo. J. J. Kimmel
- 1286 Wauderer's Night Song (Rubenstein) Baritone and Tenor Duet Stanley and Burr
- 1287 Let Me Down Easy (Tom Farrell) Baritone Solo Arthur Collins
- 1288 Gold and Silver—Waltz (Lehar) Orchestra
- 1289 A Merry Christmas and a Happy New Year (Formby) Baritone Solo. Bob Roberts
- 1290 Zoo Lou (Van Alstyne) Baritone and Tenor Duet Collins and Harlan
- 1291 Robin Hood—Brown October Ale (De Koven) Baritone Solo Frank C. Stanley
- 1292 I Wish I Had a Pal Like You (Moore) Soprano Solo Ada Jones
- 1293 Red Wing (Kerry Mills) Ed. M. FAVOR
- 1294 It's a Lie (Hobey) Tenor Solo Ed. M. FAVOR
- 1295 I'd Like to be a Soldier Boy in Blue (Newton and Durand) Tenor Solo. Byron G. Harlan
- 1296 Keep Your Foot on the Soft Pedal (Von Tilzer) Baritone Solo. Wallace Bled
- 1297 The Bolo Rag (Gumbe) Xylophone Solo. A. Schimehl
- 1298 Come be My Sunshine, Dearie (Gardner) Tenor Solo Walter Van Brunt
- 1299 Man, Man, Mau (Murray and Hildury) Soprano Solo Adeline Francis
- 1300 Scots Who Hae W! Wallace Bled (Burns) Tenor Solo Henry Burr
- 1301 Coconut Dance (Hermanns) Band

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3040 La Czarine Mazurka (Ganne) Lacalle's Band
- 3041 Creole Days (De Koven) Tenor Solo Walter Van Brunt
- 3042 Characteristic Negro Medley (Original) Vocal Quartet, male voices Quartet
- 3043 Dream of Autumn—Songe D'Automne (Joyce) Lacalle's Band
- 3044 Softly and Tenderly (Thompson) Baritone and Tenor Duet Stanley and Burr
- 3045 Nobody (Bert Williams) Baritone Solo. Arthur Collins
- 3046 a The Woodchuck Song (Morse) Bob Roberts
- b Henry Hudson Was a Bold Jack Tar (Shields) Baritone Solo Bob Roberts
- 3047 Vision of Salome (Joyce) Lacalle's Band
- 3048 Ludwig's Air Castle (Spencer) Vaudeville. Spencer and Jones
- 3049 Impassioned Dream—Waltz (Rosas) Lacalle's Band

NEW ZON-O-PHONE 10-INCH DOUBLE RECORD DISCS.

- ZON-O-PHONE CONCERT BAND.
- 5600 a Village Belles—Barn Dance Kendall
- b Sunbeam Dance Rolfé
- 5601 a To the Front—March Karasek
- b Die Wacht Am Rhein
- ZON-O-PHONE ORCHESTRA.
- 5602 a Memories of Vienna—Mazurka de Concert Bendix
- b Clair de Lune Thomé
- 5603 a Fun Bob—Rag Two-Step Wenrich
- b Wall Street Rag Joplin
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- THOMAS CHALMERS.
- 5604 a Toreador Song—From "Carmen" Bizet
- b Porter Song—From "Martha" Flotow
- ARTHUR COLLINS.
- 5605 a No One Loves a Fat Man Reed
- b Business Is Business with Me Johnson-Smith
- HENRY BURR
- 5606 a Lonely Lou—A Southern Serenade Morse

- b Sweetheart, Sweetheart Ball
- BILLY MURRAY
- 5607 a I Wonder Who's Kissing Her Now Howard
- b She Sells Sea Shells Sullivan-Gifford
- ELIZABETH WHEELER.
- 5608 a Serenade Tosti
- b Goodbye, Sweetheart, Goodbye Hatton
- ARTHUR COLLINS AND BYRON G. HARLAN.
- 5609 a Slip on Your Gingham Gown Smith
- b Zoo-Lou Williams-Van Alstyne
- ADA JONES AND LEN SPENCER.
- 5610 a Ludwig's Air Castle
- Instrumental German Comedy Sketch
- h The Bashful Rube and the Tough Girl
- Rural Character Sketch
- MENDELSSOHN MIXED QUARTET.
- 5599 a Flow Gently, Sweet Afton Spillman
- h Lilly Dale Thompson

NEW VICTOR RECORDS.

- SOUSA'S BAND.
- 5764 Florentine March 10
- 5766 Slamese Patrol Lincke 10
- 31771 Amiba (An Egyptian Serenade) Lincke 12
- TENOR SOLO BY REED MILLER, ACCOMP. BY VICTOR ORCH.
- 5765 In the Garden of My Heart Roma-Ball 10
- L'ONCHIESTA SYMPONIQUE, PARIS.
- 58021 Faust Ballet Music—Finale, "Danse de Phryne" Gounod 12
- VIENNA QUARTET.
- 5756 Dollar Princess Medley Leo Fall 10
- 5763 Albumblatt—Opus 28 Grieg 10
- VICTOR LIGHT OPERA COMPANY, WITH ORCH.
- 31765 Gems from "The Belle of Brittany" 12
- Chorus, Act I—"Two Giddy Goats"—"Daffodil Time"—"Little Country Mice"—"Stepping Stones"—"The Old Chateau," and Finale, "All Roads Lead to Church"
- THE VICTOR CHORUS AND SOUSA'S BAND.
- 31770 Hallelujah Chorus from "Messiah" Handel 12
- FOUR NEW PURPLE LABEL RECORDS.
- HARRY LAUDER, WITH ORCH.
- 60008 Mr. John MacKay 10
- 60009 I've Loved Her Ever Since She Was a Baby 10
- 60011 Bonnie Leezie Lindsay 10
- LUCY ISABELLE MARSH, SOPRANO, ACCOMP. BY VICTOR ORCH.
- 70011 The Swallows (Vocal Waltz) Dell'Acqua 12

NEW RED SEAL RECORDS.

- A COMPLETE ACT OF FAUST.
- GERALDINE FARRAR-ENRICO CARUSO.
- 12-in., with orchestra—In French.
- 59033 Faust—Act V, "Prison Scene"—Part I, "Mon cœur est pénétré dépourvué!" (My Heart is Torn with Grief) Gounod
- 59034 Faust—Act V, "Prison Scene"—Part II, "Attends! voici la rue" (This is the Fair) Gounod
- GERALDINE FARRAR-ENRICO CARUSO-MARCEL JOURNET.
- 12-in., with orch.—In French.
- 95203 Faust—Act V, "Prison Scene"—Part III, "Alerte! on vous êtes perdus" (Then Leave Her!) Gounod
- MARCEL JOURNET, BASS.
- 12-in., with Orch.
- 74152 Hérodias—Air de Phanuel (Oh Shining Star) Massenet
- 74153 Le Châlet—Chanson Militaire (Song of the Soldier) Adam
- 74154 Philémon et Baucis—Air de Sommeil (Slumber Song) Gounod
- ENRICO CARUSO-MARCEL JOURNET.
- 12-in., with Orch.—In Italian.
- 89036 Martha—Solo, profugo (Lost, Proscribed) Flotow
- LEO SZPAK, TENOR.
- 10-in., with Orch.—In German.
- 64111 Der Lenz (The Spring) Hindach
- 64112 Der Prophet—Pastorale (There's a Sweeter Empire) Meyerheer
- 64113 Alda (Celeste Aida) (Heavenly Aida) Verdi

VICTOR DOUBLE-FACED RECORDS.

- 16447 a Tesoro Mio Waltz (Beccuel) (Hy Sweetheart) Pryor's Band 10
- b Once Upon a Time (Lincke) Herbert L. Clarke with Sousa's Band and chorus. 10
- 16450 a Down in Sunshine Alley (Madden-Meyer) Murray and Havdn Quartet 10
- b What Makes the World Go Round (Williams-Van Alstyne) from "The Broken Idol" Miss Jones and Mr. Murray 10
- 16451 a Yield Not to Temptation (Palmer) P. Memus 10
- b Nearer My God to Thee (Mason) (Herbert Johnson Arrangement) Whitney Brothers Quartet 10
- 16452 a I'd Rather Say Hello than Say Good Bye (Helf Hager) Hamilton Hill 10
- b The Fireman's Song (Lawrence-Gifford) Hamilton Hill 10
- 16453 a Swing Low, Sweet Chariot—Fisk University Jubilee Quartet (J. W. Work, N. W. Ryder, J. A. Myers, A. G. Kinz) 10
- b Golden Slinners Fisk University Jubilee Quartet (J. W. Work, N. W. Ryder, J. A. Myers, Alfred G. Kline) 10
- 16453 a Here, There and Everywhere March (Hose) (Pettis Pierroly) Pryor's Band 10
- b Circus Life Galop (Ringlehien) Xylophone William H. Reitz 10
- 16456 a Hornpipe Rag (Madden-Jerome) A. Collins 10
- h Hedwig's Air Castle 10
- 16457 a New Vienna Waltz (Strauss) Miss Jones and Mr. Spencer 10
- b Mimi March (Berniaux) Victor Orchestra 10
- 16458 a Lyna, Oh, Oh, Miss Lyna (Prantzen-Leonard) Collins and Harlan 10
- b Alphabet Song Murray K. Hill 10
- 16459 a A Phenomenon Edwin Whitney 10
- b Experience of a Communist Digby Bell 10
- 16460 a By the Light of the Silvery Moon Murray-Havdn Quartet 10
- b Four Little Sugar Plums—Barn Dance (O'Connor) Victor Dance Orchestra 10
- 35098 a Tobacco Waltz (Johnson) (Comedy Waltz For Dancing) Pryor's Band 12
- b The Regiment Two-Step (Turlet) Victor Orchestra 12
- 35099 a Slavonic Rhapsody (Friedman) Sousa's Band 12
- h Album Leaf (Wagner) (Alhumbblatt) Pryor's Band 12

NEW EDISON AMBEROL RECORDS.

- 365 "Roses"—Waltz from Sulte, "Rose of Shiraz" Sousa's Band

A Udell Reason

You want to know when you buy Cabinets that you are getting all that is coming to you.

We know that if you buy Udell Cabinets you will be satisfied.

The initial order is all we require to add you to our list of well pleased customers who are repeaters. What could testify more to the worth of a product than to have customers keep on buying year in and year out. We have a number of such customers and it would gratify us if you would let us ship you a bill of Cabinets.

The first move is to write for our beautiful sales helping Cabinet Catalog No. 30.



No. 516 CYLINDER RECORD CABINET—Height 34 inches. Width 19 inches. Depth 17 1/2 inches. Golden Quartered Oak Top, Front and Back. Will hold 100 Cylinder Records in the Original Flannel Lined Cartons.

The Udell Works
INDIANAPOLIS, IND.

- 366 Put on Your Old Gray Bonnet..... Frederic H. Porter and Chorus
- 367 Do They Think of Me at Home?..... Manhattan Mixed Trio
- 368 Conversations..... Edward M. FAVOR
- 369 Radinage..... Victor Herbert and his Orchestra
- 370 Monologue on Married Life..... Murry K. Hill
- 371 There Were Shepherds..... Edison Mixed Quartet
- 372 White Wings..... Manuel Roumain
- 373 Fantasia on Themes of Leonard and Paganini..... Michael Banner
- 374 I'm a Woman of Importance..... Stella Mayhew
- 375 Lyna! Oh, Oh, Miss Lyna..... Collins and Harlan
- 376 Dreams..... Elizabeth Wheeler
- 377 American Students' Waltzes..... N. Y. Military Band
- 378 Davey Jones' Locker..... Gus Reed
- 379 Nearer My God to Thee..... Knickerbocker Quartet
- 380 I'll Be Cross, Arabella..... Jack Pleasant
- 381 Balmly Night..... Vienna Instrumental Quartet
- 382 The Hat My Father Wore Upon St. Patrick's Day..... Billy Murray and Chorus
- 383 The Tube and the Country Doctor..... Harlan and Stanley
- 384 King Karl March..... New York Military Band

EDISON GRAND OPERA AMBEROL RECORDS

- B181 La Tosca—E lucevan le stelle (Puccini).
Sung in Italian. Orch. accomp. Riccardo Martin, tenor
- B182 I Puritani—Suoni la tromba (Bellini) Sung
in Italian. Orch. accomp. Ernesto Caronna, Baritone and Luigi Lucenti, Bass
- B178 L'Africaine—O Paradiso (Meyerbeer) Sung
in Italian. Orch. accomp. Florencio Constantino, Tenor
- B179 Ernani—Infelice (Verdi) Sung in Italian.
Orch. accomp. Luigi Lucenti, Bass
- B180 Cavalleria Rusticana—Voi lo sapete (Mas-
cagni) Sung in Italian. Orch. accomp. Ester Ferrabini, Soprano

NEW EDISON STANDARD RECORDS.

- 10317 La Lettre De Manon..... Sousa's Band
- 10318 I'm a Goin' to Change My Man..... Marie Dressler
- 10319 Hunting Song..... Stanley and Gillette
- 10320 Laverne—Waltz Caprice..... H. Henne Henton
- 10321 When I Am Away From You..... Manuel Romain
- 10322 Sun of My Soul..... Anthony and Harrison
- 10323 Irish Blood..... Ada Jones
- 10324 Hungarian Dance—G Minor..... Victor Herbert and His Orchestra
- 10325 Home with the Milk in the Morning..... Pete Murray
- 10326 Some Day, Melinda..... Collins and Harlan
- 10327 Uncle Josh in a Department Store..... Cal Stewart
- 10328 Four Little Sugar Plums..... Am. Symphony Orch.
- 10329 Not for Me..... Bessie Wynn
- 10330 What Makes the World Go 'Round..... Ada Jones and Billy Murray
- 10331 Falcon March..... New York Military Band

EDISON STANDARD RECORD BY HARRY LAUDER.

13918 I've Loved Her Ever Since She Was a Baby.

VICTOR RECORD SENSATIONS.

"The Miserere" by Caruso and Alda and the Metropolitan Opera Chorus and "The Discovery of the North Pole" by Peary.

The Victor Talking Machine Co. recently announced two big record sensations, which went on sale February 10th—"The Miserere" from Il Trovatore, by Caruso and Mme. Alda, with the chorus of the Metropolitan Opera House (directed by Giulio Setti) and the Victor Orchestra, conducted by Walter B. Rogers. This is listed as record No. 89030 12 inch, to retail at \$4.00. The second record is "The Discovery of the North Pole," by Commander Robt. E. Peary, listed as record No. 70012 12 inch, price \$1.25. Special posters and supplements were shipped with these records. They will undoubtedly prove among the biggest sellers ever issued by the Victor Co. if dealers do their share in bringing them to the attention of their customers.

The commander's talk is delivered in his usual vigorous style, is remarkably clear and distinct, and extremely impressive. His modest nature asserts itself in this record, for not once in the course of his four-minute talk has he used the word "I". The famous explorer was astonished at the great strides made in the talking machine industry during the last two years he had been in the Arctic regions, and he was so greatly impressed with the absolute perfection of the Victor and with the fact that it afforded him an unequalled opportunity to tell to the world the story of the discovery of the North Pole that he not only made a record telling of his thrilling journey, but gave the Victor the exclusive right to issue them.

The Columbia Phonograph Co., General, have notified the trade by special circular letter that the new attachment for two and four minute indestructible cylinder records was ready, and that shipments would commence immediately.

SUSTAIN BERLINER PATENT AGAIN.

In Suit of Victor Co. Against Regina Co. In Connection with the Alleged Infringement of the Concealed Horn Cabinet—Case Pending for a Year—Decision to be Appealed—Judge Hough's Opinion in Full.

A very important decision was handed down Friday, January 21, by Judge Hough, Circuit Court of the United States, New York City, in which the Berliner patent is again sustained in connection with the alleged infringement of the device on the so-called concealed horn cabinet. The case is that of the Victor Talking Machine Co., Camden, N. J., against the Regina Co., New York, and has been before the courts for a year. The opinion follows:

"On complainants' motion for a preliminary injunction and defendant's cross motion to dismiss the bill.

"*Memorandum.*—Some points are assumed by me as requiring no more than mention, viz.: The Berliner patent has now for about a year been so thoroughly established by decisions so numerous and of such authority that whenever the owners of that patent ask for a preliminary injunction against an admitted or proven infringer the compulsion upon the courts to grant such injunction is of the strongest; this case has been pending for more than a year, and although no evidence has been taken therein that fact has worked no injury to the defendant because it is entirely plain that complainants' *prima facie* proof would be of the most formal nature and the delay in taking such formal proof has been largely if not entirely due to the defendant itself; the article produced and sold by defendant has been so produced and sold from a period long anterior to the beginning of this suit, and it is admittedly a palpable infringement of the Berliner patent insofar as infringement consists in identity of construction, function and method of operation between the defendant's goods and complainants' goods.

"There are several reasons, however, advanced by defendant why a preliminary injunction should not issue: First, Laches; Second, The form of the bill is not appropriate to the relief sought, and Third, The defendant is entitled to the rights of a licensee under the Berliner patent. Upon a review of the papers submitted I do not think that defendant is in a position to urge laches. If by laches is meant delay, such delay must be injurious to defendant, or make complainants' claim stale. Neither proposition is true in this case.

"Undoubtedly this bill was originally brought with the prime object of preventing defendant from selling at what were alleged to be unlawful prices, sound records manufactured by complainants' and sold to defendant. Undoubtedly also by agreement that difficulty between the parties has been removed so that the major portion of the bill (so far as the claim now advanced is concerned) is simply surplusage. But that is not enough to render it impossible to proceed with the action if the bill responds to the test contained in this inquiry, viz.: Does the stating part of the bill

1866

1909

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.



show such facts as would if admitted by the answer of defendant or established by proof entitle complainants to a decree granting them the relief now sought (temporarily) by way of injunction?

"I think it does. The existence of the Berliner patent, the title of complainants, the decrees of courts establishing it, and the acts of the defendant in infringing Claim 5 and 35, are all set forth; and it is specifically declared that defendant is 'employing methods covered by the said Letters-patent, or in all substantial respects the same, the exclusive right to make, use and vend which to others to use is legally vested in' complainants.

"The second prayer of the bill is entirely applicable to the matter now before the court. From the papers submitted, as explained in argument, the real relation of these parties seems to me quite clear. It is admitted by complainant that the American Graphophone Co. is a licensee under the Berliner patent for some purposes. It is admitted also that defendant has purchased from that company 'tone-arms,' which arms, when used in conjunction with disc records, constitute the very essence of Berliner's patent as covered by claims 5 and 35 thereof.

"For reasons not dwelt upon in the affidavits, but stated in argument, complainants do not desire to state the details of their license agreement with the American Graphophone Co., and for reasons, neither explained in the affidavits nor referred to at the hearing, the American Graphophone Co., although standing behind this litigation and giving to defendant an indemnity against the consequences thereof has either not imparted the terms of the said license agreement to the defendant; or, if such knowledge has been given, defendant does not choose to divulge the same.

"It may at some time become a vital question in this case whether, if the American Graphophone Co. has lawful right to sell these tone-arms, such right confers any authority on defendant to manufacture and sell a complete machine absolutely embodying Berliner's invention. But that question is not presented on this motion, for unless the defendant can claim the rights of a licensee in respect of the tone-arms, it is an infringer without any reference to the wider question last above stated.

"Therefore this motion, in my judgment, depends upon the bare question of law: Upon whom is the burden of proof to produce and prove the terms of a license when a complainant avers and shows a defendant to be an infringer, unless such defendant be excused or justified by the operation of the license which is withheld from the court. Viewed as matter of strict law, I am not given authority, and know of none, which makes this an exception to the usual rule that when one who is *prima facie* in the wrong pleads justification, the burden is upon him to prove his plea. The plea of license is really the old plea of confession and avoidance, and there it is undoubtedly the duty of him who pleads the avoidance to prove it.

"It may be said (I think justly) that this legal rule should not be rigidly adhered to in aid of application for a preliminary injunction the granting of which always rests in judicial discretion. But in this case it is to me quite clear that the real defendant is the American Graphophone Co., and they know just as much about this license as do the complainants, and therefore I see no hardship in compelling the defendant to make good his plea of confession and avoidance if he would profit therefrom.

"Upon the giving of a proper bond the injunction may issue as prayed for in the moving papers; though if defendant elects to disuse the tone-arms purchased from the American Graphophone Co., and abandon the construction of the machine which (except as justified by the license in suit) is an infringement of complainants' patent; and a reasonable period will be allowed (upon the settlement of the order) within which it may dispose of its stock on hand."

The case will be appealed.

100% Service
is
Heppe Service

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

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

Worth writing us about.

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

Established 1865

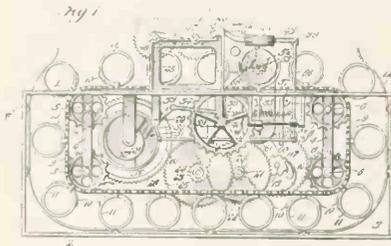
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

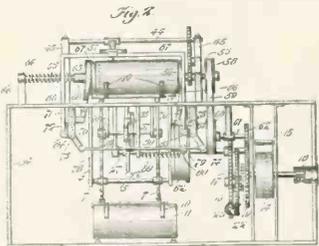
Washington, D. C., Jan. 10, 1910.

ATTACHMENT FOR PHONOGRAPHS. HARRY A. SMITH, COLUMBIUS, O. Patent No. 941,546.

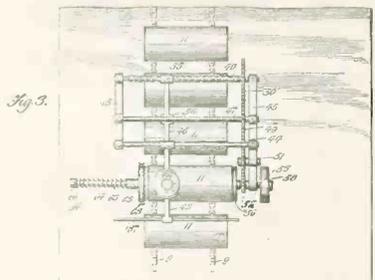
This invention relates to phonographs, the object of the invention being to provide mechanism whereby a plurality of records may be advanced to and moved away from the playing or reproducing position and successfully operated in connection with the reproducer, the mechanism being entirely automatic and motion being imparted to the various elements of the mechanism



from a single source of power which, in the preferred embodiment of the invention, consists of a spring motor contained within the housing or casing of the apparatus and forming a part of the mechanism as a whole, the power generated by such motor being utilized to intermit-



tently advance the records to and from the reproducing position, and also to clutch and release the records successively and also to actuate the reproducer back and forth during its operative or outgoing movement and its return or inactive movement.

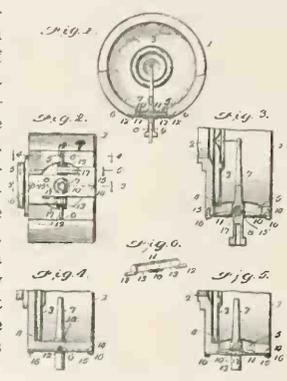


In the accompanying drawings Fig. 1 is a vertical longitudinal section taken through the casing of the machine, showing the record-moving mechanism in elevation, the view being taken looking toward the ends of the cylindrical records. Fig. 2 is a vertical section taken at right angles to Fig. 1. Fig. 3 is a plan view of the record reproducing portion of the apparatus.

SOUND-BOX FOR SOUND RECORDING AND REPRODUCING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 940,794.

This invention relates to improvements in sound-boxes for sound recording and reproducing machines, and some of the objects of the invention are to provide a simple, durable and inexpensive mounting for a stylus bar; to provide an improved mounting for a stylus bar, in which a tension will be applied to the bar to restrain the oscillation of the bar, and to provide other improvements.

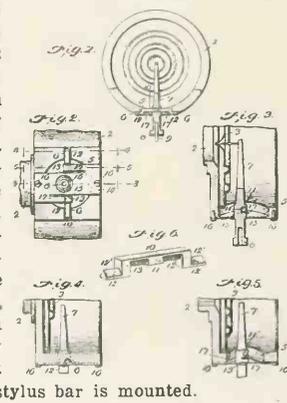
In the drawings Fig. 1 is an elevational view, partly in section, showing the stylus bar mounted upon the sound-box casing in accordance with the invention; Fig. 2 is a bottom plan view of the same, part of the stylus bar being removed to show the mounting for the stylus bar; Fig. 3 is a vertical longitudinal section on the line 3-3 of Fig. 2; Fig. 4 is a vertical longitudinal section on the line 4-4 of Fig. 2; Fig. 5 is a corresponding section on the line 5-5 of Fig. 2, and Fig. 6 is a perspective view of the support upon which the stylus bar is mounted.



SOUND-BOX FOR SOUND RECORDING AND REPRODUCING MACHINE. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 940,796.

This invention relates to improvements in sound-boxes, and the objects are to provide a simple and durable mounting for a stylus bar by which the bar will be held yieldingly in place to oscillate without restraint upon a fixed axis and to provide other improvements.

In the drawings Fig. 1 is an elevational view, partly in section, showing the stylus bar mounted upon the sound-box casing in accordance with the invention; Fig. 2 is a bottom plan view of the same, part of the stylus bar being removed to show the mounting for the stylus bar; Fig. 3 is a vertical longitudinal section on the line 3-3 of Fig. 2; Fig. 4 is a vertical longitudinal section on the line 4-4 of Fig. 2; Fig. 5 is a corresponding section on the line 5-5 of Fig. 2, and Fig. 6 is a perspective view of the support upon which the stylus bar is mounted.



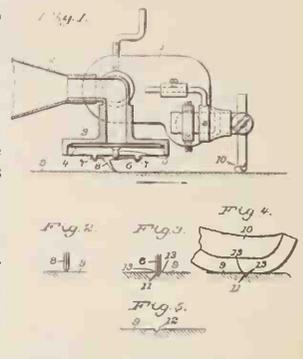
PROCESS FOR RECORDING SOUND. George K. Cheney, New York, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 941,010.

The main object of this invention is to provide an improved process for producing a true sound record from which may be obtained a faithful reproduction of sound.

Heretofore it has been common in the art to make a sinuous line, representing sound waves on photographic material or in a film upon the surface of a metal plate and then by chemical action to form a corresponding line in a tablet, and the method has also been practiced of cutting or engraving such a line in a tablet of suitable nature. All of these methods are considered by me to be objectionable, however, to a more or less extent, in that it has been suggested that the final record grooves are liable to have rough places and irregularities which may result from the methods of their formation.

In the chemical process of forming records the action of the reagent is uneven on account of local differences in the structure of the record blank, upon which it acts, and therefore the surfaces of the grooves formed thereby are not true and are cellular or pitted, which results in an unpleasant scratching sound during the reproduction of the record.

In the engraving method the record blank is usually formed of a more or less waxy and tenacious material, which, when not made homogeneous, is liable to cause the engraving tool, which removes, in the form of chips or shavings, a portion of the record blank to form the record groove, to leave the record groove with surfaces more or less uneven, because the harder particles of the tablet material may be torn or dragged from their positions instead of being cut cleanly through by the edges of the tool.



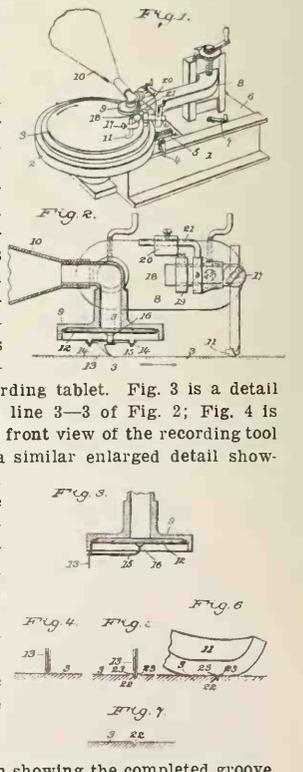
The aim of this invention is to dispense with any chemical action and any cutting, scraping or gouging action of the recording tool itself, substituting therefor a pressing or ironing action of the tool.

One form of apparatus for carrying out the improved method is illustrated in the accompanying sheet of drawings in which Fig. 1 is a side elevation partially in section of the recording apparatus shown in its relation to the recording tablet; Fig. 2, an enlarged front view of the recording tool point; Fig. 3, a similar enlarged view showing the recording tool in operative position and the shape of the groove formed thereby in the record tablet; Fig. 4, an enlarged front view of the paring knife in action removing the raised edges of the groove, and Fig. 5 is an enlarged cross-section showing the completed groove.

APPARATUS FOR RECORDING SOUND. George K. Cheney, New York, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 941,011.

This invention relates in general to the recording of vocal and other sounds and more specifically consists of an improved apparatus for producing an exact record of sharp, clean outline, in a suitable tablet from which the sound may be reproduced, said record being in the shape of a sinuous line of even depth.

Fig. 1 is a perspective view of a record-making apparatus. Fig. 2 is a side elevation and partial section of the recording apparatus shown in its relation to the recording tablet. Fig. 3 is a detail sectional view on line 3-3 of Fig. 2; Fig. 4 is an enlarged detail front view of the recording tool point; Fig. 5 is a similar enlarged detail showing said tool in operation and the shape of the furrow formed thereby in the record tablet; Fig. 6 is an enlarged detail view of the paring knife in action removing the raised edges of the furrow, and Fig. 7 is an enlarged detail cross-section showing the completed groove.



APPARATUS FOR MAKING SOUND RECORDS FOR TALKING MACHINES. Charles S. Wickes, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 941,291.

This invention relates to sound records for

talking machines, and especially to the manufacture of double-faced records and to the apparatus for pressing the same from a mass of plastic material.

The objects of the invention are to provide means for pressing double-faced records of such construction that a true and faithful record of the character above referred to may be easily and rapidly made; to make a mold which will simultaneously press sound records into both sides of the finished record and at the same time impress labels into both sides of the records; to provide a device in which the record formed therein will have its greatest diameter in a plane between its faces in order to reduce the liability of the record becoming chipped or otherwise mutilated in the later finishing or handling of the same; to unite the labels to the record in such a manner as to form no seam or mark on the record other than those which are desired; to make the various parts of the device replaceable, adjustable and of simple construction; to make a pressing mold which can be readily adapted to different kinds of presses now in use; to facilitate the removal of the finished record from the pressing device and to secure or fasten to the mold or pressing plate the matrices from which the sound records are pressed in the mold, and to provide other improvements.

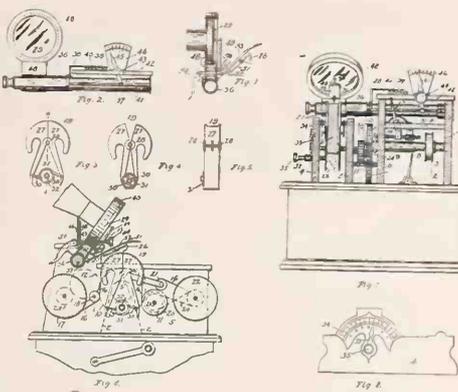
In the drawings forming a part of this application, in which the same part is designated by the same reference character throughout the several views, Fig. 1 is a plan view of the lower half of the pressing mold; Fig. 2 is a sectional view showing the disposition and relation of the parts; Fig. 3 is a view similar to Fig. 2, with the record in position as pressed between the parts of the mold and showing a modified manner of securing the matrix to the mold; Fig. 4 is a sectional view of the finished record; Fig. 5 is a detailed perspective view of one form of upper plate for depressing the label into the record; Fig. 6 is a similar view of the lower plate for depressing the label on the other side of the record; Fig. 7 is a detailed view showing the upper plate shown in Fig. 5 in position in the mold with the matrix clamped to the pressing plate; Fig. 8 is an enlarged view of a portion of Fig. 2; Fig. 9 illustrates one manner of securing a label-depressing plate to either the upper or the lower pressing plate; Fig. 10, the plate so secured with the securing means removed; Fig. 11 shows a modified form of the lower plate and the label-depressing plate, and Fig. 12 is a plan view of a part of the structure illustrated in Fig. 9.

SOUND-REPRODUCING MACHINE. Franklin C. Goodale, Tacoma, Wash. Patent No. 944,608.

This invention relates to sound-reproducing machines, and especially to those adapted to use a flexible ribbon on which the record has been made, and has for its object to provide a device whereby the intensity of the sound may be varied at will without changing the speed of operation or the form or size of the horn.

Fig. 1 is a vertical section of the reproducing mechanism; Fig. 2 is a front view thereof showing the device for shifting the reproducer from

one set of records to another parallel set; Figs. 3 and 4 are front views of the sound amplifier in its closed and opened positions, respectively; Fig. 5 is a vertical section thereof on the line a-b in Fig. 3; Fig. 6 is a side view of the ma-



chine with one of its standards removed in order to show the mechanism; Fig. 7 is a rear view of the machine, and Fig. 8 is a view of the dial of the device for controlling the sound amplifier.

SOUND-RECORD COMPOSITION. Jonas W. Alys-worth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 944,474.

The present invention is designed as an im-provement on a new record composition, patented May 4, 1909, in which asphalt is admixed with a metallic sterrate, such as sterrate of lead, and preferably also with a resin gum, such as copal gum, resulting in an excessively hard, tough and durable material.

HORN. Adolph G. Soistmann, Philadelphia, Pa. Patent No. 944,516.

This invention especially relates to horns used for talking machines, and comprises inner and outer reinforcing tapered sleeves and means for securing or locking said sleeves as hereinafter claimed.

Referring to the drawings, Fig. 1 is an eleva-tion of the horn containing the improved rein-forcing sleeve; Fig. 2 is a longi-tudinal section of the small end of the horn on an en-larged scale; Fig. 3 is a section of the inner sleeve member; and Fig. 4 is a section of the outer sleeve member.

This invention is especially adapted for horns con-structed of wood, fiber or similar material, but need not necessarily be confined to horns of that construction.

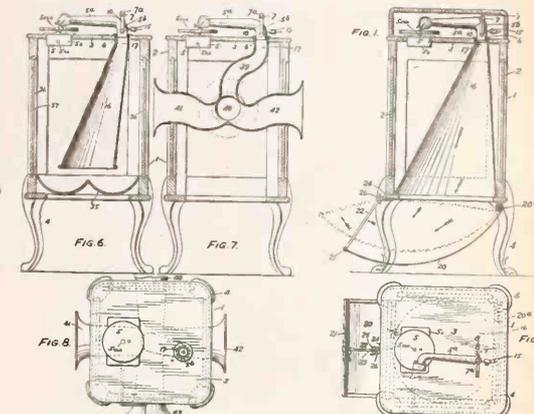
COMBINED STAND AND HORN FOR TALKING MA-CHINES. Henry C. Miller, Waterford, N. Y., as-signor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 13,044.

This invention relates to improvements in a combined stand and horn for a talking machine. Talking machines now in use employ a horn extending out from the sound-box, which is large, unsightly and frequently takes up so much room that it is in the way. It has been found that it is not essential to extend the horn from the machine, and the inventor has therefore constructed a cabinet in which the talking machine is placed and utilizes the interior of the cabinet to accom-modate a horn and a deflector to distribute the sound. The object of combining these two elements is to economize space and at the same time provide means for utilizing a large horn without projecting it out from the talking machine, as practiced with machines of this type now in use.

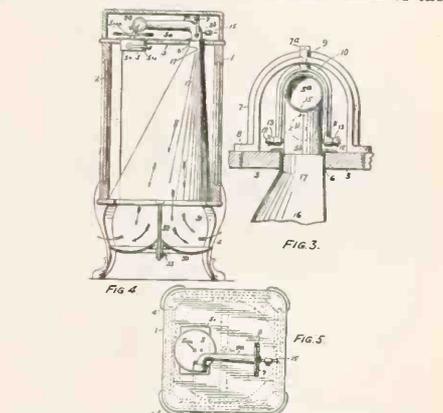
A further object of this invention is to pro-vide a stationary horn in a cabinet with an ad-

justable exit that the sound may be directed to an audience at any angle.

In the drawings Fig. 1 is a sectional view of the preferred form of the invention. Fig. 2 is a top view with the cover removed. Fig. 3 is a



detail transverse vertical section of the means employed for supporting the pipe leading from the talking machine to the horn and the connection between the pipe and the horn. Fig. 4 is a vertical sectional view of a modified form of the



invention. Fig. 5 is a plan view of the same. Fig. 6 is a vertical section of a different modifica-tion. Fig. 7 is a similar view of a further modi-fication. Fig. 8 is a plan view of the modification shown in Fig. 7.

SOUND-AMPLIFIER. Nathaniel Baldwin, Midway, Utah. Patent No. 946,096.

This invention relates to sound amplifiers of that general type illustrated in Letters-Patent of the United States granted on October 29, 1907, No. 869,288.

The principal object of the present invention is to improve and simplify the operation of the device and to provide for the more delicate bal-ancing of the controlling valves, so that they may be made more quickly responsive to the vibrations of the diaphragm, armature, or other device to which they are connected.

A further object of the invention is to provide improved means for connecting the diaphragm or other vibrating body to the valve rod for the purpose of securing increased force in the operation of the valve and further to permit of greater delicacy of adjustment.

A still further object of the invention is to arrange the opposing valves which are sub-jected to the pressure of air, steam, or other actuating fluid, so that one shall present a greater surface area than the other and the pressure operating on the excess area will tend to move both valves to open position, and, fur-ther, to provide for counter-balancing of this extra pressure by connecting with the operating device, so that the elasticity of the diaphragm, magnetic force operating through an armature, or the energy of a spring or weight, may be utilized in part as a valve closing means.

In the accompanying drawings, Figure 1 is a sectional elevation of a sound amplifier con-structed in accordance with the invention, the in-strument here shown being one which is used in

speaking or singing when the instrument can be placed close to the mouth. Fig. 1a is a detail view. Fig. 2 is a plan view of one of the valve seats drawn to an enlarged scale. Fig. 3 is a similar view of one of the valves. Fig. 4 is a cross sectional view of a valve and its seat on an enlarged scale.

Fig. 5 illustrates a modified construction of seat, and Fig. 6 a modified construction of valve that may be employed. Fig. 7 is a sectional elevation illustrating a slightly modified construction that is adapted more especially for use as a secondary instrument and may be used to control the flow of a stream of steam to the amplifying horn. Fig. 8 illustrates a construction in which only a single valve is employed, the valve being so arranged that the fluid under pressure tends to open it while its force is counter-balanced by a mechanical means.

Fig. 9 is a sectional elevation illustrating a structure that may be employed in connection with a sound reproducing machine of the cylinder record type. Fig. 10 is an elevation showing the arrangement followed when adapting the device for use in connection with a machine of the disc record type. Fig. 11 illustrates a valve operating mechanism in the form of an armature located between the pole pieces of a telephone receiver. Fig. 12 illustrates a further construction in which the valve rod carries a series of armatures connected in tandem. Fig. 13 illustrates a further modification of the electro-magnetically operated valve rod.

Fig. 14 is a sectional elevation illustrating the use of the device in connection with a musical instrument having a sounding board, the sound waves being mechanically transmitted through the valves for the purpose of controlling the flow of the stream of fluid to the amplifying horn. Fig. 15 is a sectional elevation showing the manner in which the device may be connected to a wind instrument, where the sounding column of air operates on a diaphragm that transmits movement to the valve rod.

CABINET FOR SOUND-REPRODUCING MACHINES. Arthur E. Madison, Santa Barbara, Cal. Patent No. 946,243.

This invention has reference to a cabinet for sound reproducing machines, and particularly contemplates the provision of a collapsible or foldable horn or sound amplifier, which forms a part of the cabinet.

One of the objects of this invention is to provide a cabinet for sound reproducing machines with a self-contained sound horn, which, forming a unit with the cabinet, is capable of being concealed from view, thus rendering the cabinet conveniently portable, eliminating the necessity

of a separate horn, and removing all liability of injury to the horn.

Another object of this invention is to provide a cabinet for sound reproducing machines having a self-contained horn, which may be opened to its fullest extent or only to a limited extent, whereby to obtain a modulation of the sounds emitted during the reproduction of a record.

In the drawings, Fig. 1 is a perspective view showing the invention as applied to a cabinet, the horn being shown in open position. Fig. 4 is a perspective view showing a cabinet with lids closed. Fig. 5 is a side elevation showing the sound reproducing box, the two lids in open position, and the interposed collapsible horn. Fig. 6 is a front elevation, showing the open position of the lids, and the open position of the lateral door, by means of which the records and needles may be changed. Fig. 7 is a sectional elevation, showing the lid and the horn attached thereto only partly open, the cabinet or motor-containing box being shown in fragment.

Fig. 8 is a sectional view, showing the interposed foldable horn in closed position.

VALVE FOR THE SOUND-BOXES OF TALKING MACHINES. Chas. K. Simpson, Honolulu, Hawaii, assignor of one-eighth to A. P. McDonald. Patent No. 946,524.

This invention contemplates changes in the construction and action of the valve whereby much louder and more perfect tones are produced with the expenditure of less air. The principal changes of construction are: In the spring clamp, which flexibly secures the valve to the seat; in the shape of the guiding pin in the seat, against which the end of the valve rests, the pin being tapered and the edge of the valve correspondingly beveled; and in the bars of the gridiron valve, one edge of each bar being beveled. The action of the valve is thereby changed.

In the drawings, Figure 1 is a plan view of an improved gridiron valve. Fig. 2 represents a plan view of its valve seat. Fig. 3 represents a section on the line A-B of Fig. 2. Fig. 4 is a detail of the cushion and its adjusting screw. Fig. 5 is a sectional view of modification. Fig. 6 is an elevation of the spring clamp. Fig. 7 is a diagram illustrating the passing of the air jets through an ordinary gridiron valve. Fig. 8 is a diagram illustrating the same through an improved valve.

MANUFACTURE OF CYLINDRICAL PHONOGRAPH RECORD-BLANKS. Varian M. Harris, Chicago, Ill., assignor by Mesne assignments to the Cleveland

Phonograph Record Co., Cleveland, O. Patent No. 13,967.

This invention relates to means for forming cylindrical phonograph record-blanks from sheets of celluloid and has for its object to provide a simple and efficient structural arrangement and combination of parts whereby the sheet of material bent into cylindrical form is securely held and united by a longitudinally extending cemented seam to form a cylindrical blank equal in all respects to the drawn tubes or cylinders heretofore used in the manufacture of phonograph records.

In the accompanying drawings:—Figure 1 is a longitudinal sectional elevation, on line x-x, Fig. 3, of an apparatus embodying the present invention, and showing the parts in the position in which the carriage has completed an active stroke. Fig. 2 is a similar view, showing the parts in the position for the commencement of an active stroke. Fig. 3 is an enlarged end elevation.

MOUNTING FOR SOUND-BOXES. George L. Coleman, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 946,014.

This invention relates to certain improvements in sound recording and reproducing devices, and more particularly to that part of the same known as sound-boxes. The object is to provide a means for mounting a diaphragm in the sound-boxes in such a manner that the volume is greater and quality of the tone is much clearer and more distinct and natural than heretofore rendered.

With this object in view, the invention consists in providing a simple and efficient means

for securing the diaphragm in the sound box, whereby the vibratory action of the diaphragm is rendered more efficient and the diaphragm more sensitive to the action of the sound waves and movement of the stylus bar.

In the drawing, Fig. 1 is a transverse section of the sound-box, showing the needle and part of the stylus bar in elevation; Fig. 2 is an enlarged fragmentary portion of Fig. 1; Fig. 3 is an elevation of one of the gasket rings.

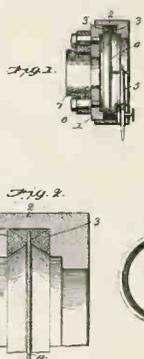
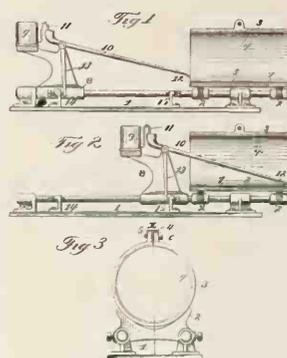
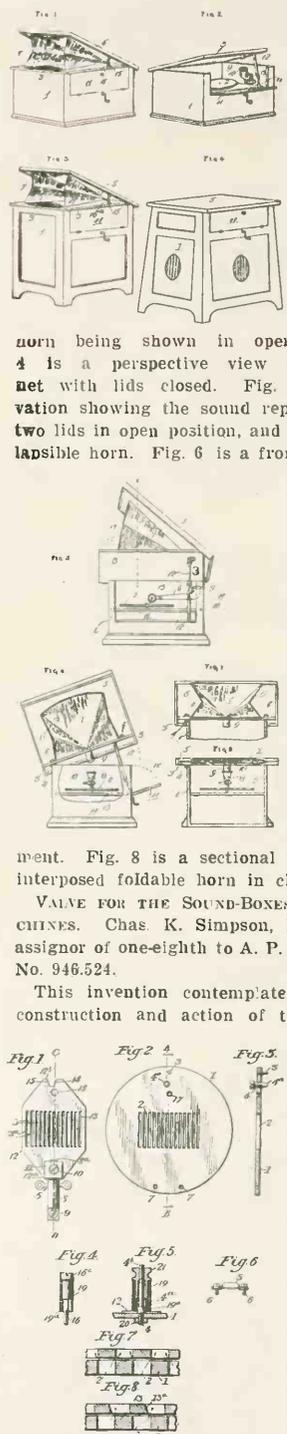
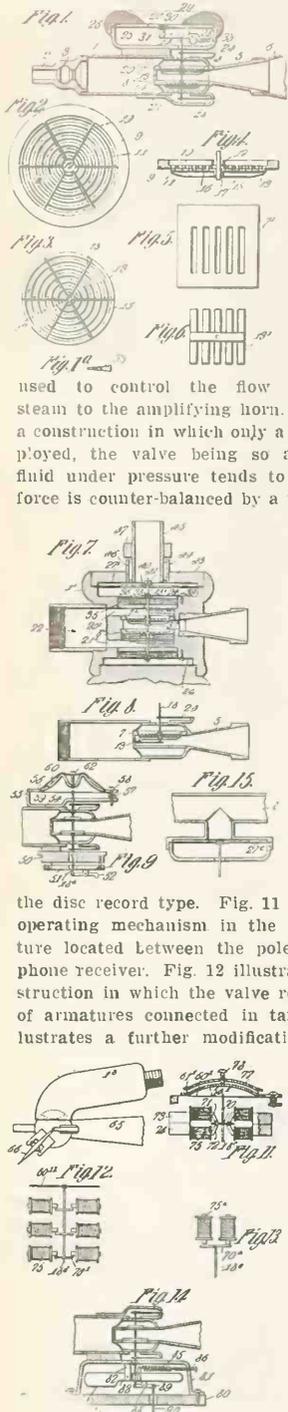
COLUMBIA CO. OF NORFOLK, VA.

The Columbia Co., Norfolk, Va., have incorporated with capital stock of \$5,000 to \$15,000, for the purpose of dealing in talking machines. The officers are: C. P. Frick, president; B. Feating, vice-president, and H. O. Gosornect, secretary.

EDISON DEALERS TO MOVE.

Cummings, Shepherd & Co., who handle Edison phonographs and records in Fort Worth, Tex., will shortly move from their present location at Sixth and Houston streets to larger quarters at 310 Main street, that city.

C. P. Chew is a recent appointee to represent the Victor Talking Machine Co., Camden, N. J., in New York City. He makes his headquarters at the Hotel Albert. Mr. Chew is new to the trade.



Leading Jobbers of Talking Machines in America



Dealers who buy these **NEEDLES** are assured of a **Good Profit**
 Correspond with us.
OLIVER DITSON COMPANY
 150 Tremont Street BOSTON, MASS.
 CHAS. H. DIRSON & Co. J. E. DIRSON & Co.
 Nos. 8, 10, 12 E. 34th St. No. 1632 Chestnut St.
 New York, N. Y. Philadelphia, Pa.

This is a Columbia year in the Talking Machine business

We are **EXCLUSIVE COLUMBIA JOBBERS** and handle the full line. All orders given immediate attention. Write for our special Columbia Dealer Proposition.
R. C. SMITH & CO.
 Burlington, Vt.

HARGER & BLISH
 JOBBERS
VICTOR EDISON
 It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
 Des Moines **IOWA** Dubuque

Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned.

KIRK, GEARY & CO., Sacramento, Cal.

Southern Talking Machine Co.
 MEMPHIS, TENN.

We assign exclusive territory to progressive dealers for the sale of Columbia Double-Disc and Indestructible Cylinder Records and Columbia Disc and Cylinder Graphophones
 Write for list. All orders filled the very day received.
EXCLUSIVE COLUMBIA JOBBERS

STANDARD TALKING MACHINE COMPANY EDISON PITTSBURG, PA. VICTOR "If it's made we ship it the same day order is received"

PACIFIC COAST DISTRIBUTORS OF
 Victor Talking Machines and RECORDS
 STEINWAY PIANOS—LYON & HEALY
 "OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland Los Angeles

Jacot Music Box Co.
 39 Union Sq., New York
 Mira and Stella Music Boxes.
 Edison and Victor Machines and Records.

CHASE & WEST
 Eighth Street, between Walnut and Locust
DES MOINES, IA.
Victor Distributors
 Talking Machines, Records and Supplies.
 Everything in stock all the time.
The best service in IOWA

Exclusive Columbia Jobbers
 Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.
Phillips & Buttorff Mfg. Co.
 NASHVILLE, TENN.

Try Our Hurry-Up Service
 on VICTOR, EDISON and REGINA.
 We make a specialty of getting the order out on time every time.
The Rudolph Wurlitzer Co.
 Cincinnati and Chicago
 Two points of supply; order from the nearer

Columbia Jobbers
 We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.
Scheuber Drug Company
 LIVINGSTON, MONT.

Mr. Dealer
 WE ARE **COLUMBIA JOBBERS**
 We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.
HOLLENBERG MUSIC CO.
 LITTLE ROCK, ARK.

F. M. ATWOOD
 123 MONROE AVENUE
 MEMPHIS, TENN.
EDISON JOBBER

BUFFALO - N. Y. } **EDISONS**
NEAL, CLARK & NEAL CO. } **AND VICTORS**
 Jobbers of

WEIN & HEFFELMAN CO.
 Canton, OHIO.
Edison & Victor
 PHONES, RECORDS AND SUPPLIES
 Largest and most complete stock in Ohio

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order
Victor Machines and Records
 ... of ...
JULIUS A. J. FRIEDRICH
 30-32 Canal Street, Grand Rapids, Michigan
 Our Motto: Quick Service and a Saving in Transportation Charge

The Geo. J. Probeck Company
 420 Prospect Avenue, CLEVELAND, O.
COLUMB'A JOBBERS
 Complete Stock Prompt Service
 Dealers Wanted
 Write To-day

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March list.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

Peter Bacigalupi & Sons, SAN FRANCISCO, CAL.
Wholesale 941 MARKET STREET Retail
Jobbers Edison, Zonophone
Dealer Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Daynes-Beebe Music Co.

45 Main Street
Salt Lake City, Utah

Send your orders to us and you are always sure of quick action.
We are

Exclusive
Columbia Jobbers

We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

SOUTHERN DEALERS GET NORTHERN SERVICE

OK Houck Piano Co

103-105 South Main Street

EDISON JOBBERS

MEMPHIS, TENN.

VICTOR DISTRIBUTORS

Send Us Your Next Order

D. K. MYERS

3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of

Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking Machines
and RECORDS Wholesale and Retail
Largest Stock in the South

SELLING DATE OF "HITS."

Sales Manager Dolbeer, of the National Phonograph Co., Sends Out Some Important Data That Will Interest the Trade Regarding Getting Special Records of Hits Before the Public at an Early Date.

Relative to advancing the selling date on certain special records, particularly "hits," F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., sent out the appended letter on February 3:

"For some time past we have been formulating plans whereby we could more promptly place in the hands of our trade records covering selections which may have proven 'hits,' or which we have reason to believe will become especially popular—the demands for which will be the greatest, of course, while the selections are being kept prominently before the public by being head-lined in theatrical publications, as well as being in the repertoire of the vaudeville and musical comedy artists. It is not our purpose to offer such records each month, but at such times only as conditions appear to make it advisable.

"The innovation as outlined will permit of the selling date being advanced 30 days, that is, from time to time as such selections appear (the masters for which have already been made with a view of listing the records two or three months hence), we will advance the selling date one month, making shipment of these records with the previous month's issue. To insure of your receiving such records as soon as placed upon the market, it will be necessary for you to enter a standing order with your jobber, and in placing same you should give your jobber specific instructions, as to whether or not a second shipment is to be made when these records appear as a part of the next monthly list.

"Owing to the popularity of the three following selections (the master for which have already been made with a view to listing them in the May supplement), we shall advance the selling date in Canada to 8 a. m. on March 24, and

PERRY B. WHITSIT L. M. WELER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

C. B. HAYNES & CO.
EDISON JOBBERS

ALL SUPPLIES

603 East Main St., Richmond, Va.

FINCH & HAHN,
Albany, Troy, Schenectady.
Edison Jobbers and Victor Distributors
MACHINES and RECORDS
Complete Stock Quick Service

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March list.

in the United States to 8 a. m. on March 25, and if you will immediately place an order with your jobber, you will receive these records with your shipment of April records, which go on sale on the dates mentioned.

"These three records will not increase the number of the May list, which will total forty selections, consisting of fifteen two-minute, twenty four-minute and five four-minute grand opera. The three selections referred to are: Standard (two-minute), No. 10,362, "By the Light of the Silvery Moon" (Ada Jones), orchestra accompaniment; Amberol (four-minute), No. 421, "By the Light of the Silvery Moon" (Ada Jones and male quartet, orchestra accompaniment); No. 432, "Cubanola Glide" (New York military band with Collins and Harlan). These are unquestionably the most pronounced song 'hits' of the season, and while of the 'rag' type, their mellow catchy rhythm has been so artistically rendered, that we confidently predict an enormous sale for them."

NEW VICTOR RECORD CATALOG.

Imposing Volume of 152 Pages Now Ready for Dealers—Arranged for Ready Reference—The Special Lauder Window Display.

The new catalog of Victor records for 1910, which made its appearance recently, is an im-

posing volume of 152 pages, and is well calculated to impress one with the magnitude of the Victor business, which enables the company to offer to the talking machine owner such an exhaustive list of selections from which to make a suitable choice. The catalog is divided into sections, band, orchestra, instrumental solos, sacred, operatic, Red Seal, popular etc. and indexed in such a way as to make it a very simple matter for the customer or dealer to find any particular record desired without loss of time. The Red Seal records for instance are contained in a special colored section of 40 pages, and are listed both under the names of the artists and according to the titles. The handsome cover in colors also tends to attract attention to the catalog.

The new catalogs are being placed in the hands of the distributors, who were prepared to supply them to the dealers about February 1.

The advertising department of the Victor Talking Machine Co. is offering to dealers, at cost, the ready-made window display, No. 13, designed to attract the attention of the public to the new Harry Lauder records. The central feature of the display is a life-sized figure of the famous Scotch comedian in kilts, and suitable signs and labels go to complete the window.

A buyer, being a human being, has troubles of his own; don't air any of yours in his presence.

The TA-SIDE ING AND NOVELTY NEWS MALINE SECTION

NEW YORK, FEBRUARY 15, 1910

THE POST CARD OUTLOOK.

Manufacturers Hold Great Expectations for 1910—Trade Settled After Tariff Upheaval—Advance of the American Made Cards.

The various post card manufacturers are confident that the present year will prove a much better one for the post card trade in general than the year 1909, owing to the more settled conditions. For some years a large proportion of the cards sold in this country came from Germany and the domestic manufacturers found it a hard matter to compete in the production of cards of equal quality. Then the tariff question came up and upset the market for a considerable period or until the new schedules were finally decided upon. Conditions were gradually changed, however, until the domestic manufacturers have secured a good hold on the market and as a result they are turning out cards that rival in every way the finest products of the foreign makers. Now the dealer can get his comics that are made in this country and are typically American in their humor and consequently more desirable for the average purchaser.

His local view cards, from being plain photographic prints on sensitive paper or half-tone reproductions, have been brought to the point where they include the finest products of the post card manufacturers' art.

And the dealer will find this year that to produce successful results he must handle the best cards possible, for the demand has progressed from that of a mere fad to a steady business basis. The public have been educated to the point where they demand the best there is and are willing to pay for it, realizing the value of the post card to the tourist, the busy correspondent, and in fact to those engaged in any walk of life. Various communities have officially approved the post card as a means of advertising their town throughout the country and showing the interesting points as they really appear and not as liable to be distorted by enthusiastic type descriptions.

On the whole the dealer who has an up-to-date stock of post cards on hand, or who invests in a representative stock, has a promising future before him.

SYSTEM IN BUSINESS.

Successful Merchant or Manufacturer of To-day Has His Business Systematized Down to the Smallest Detail—Through Well-Chosen Department Heads He Can Keep in Close Touch.

The successful manufacturer of to-day has his business systematized to the smallest detail. Sitting at his desk, miles away from his factory, he can ascertain at a glance how quick an order in work will be delivered, and any irregularity, however minor, is down in black and white with the justification or absence of it.

The modern successful business man knows that the more attention he pays to system the smaller will be the chance of errors. He recognizes the fact that it is a valuable business

asset to keep his promises, and he must employ system in order to do this.

He is constantly watching the horizon for chances to increase and expand his business and takes immediate advantage of every opportunity that comes to his attention to reach the trade he is in.

In a matter of advertising he spends what seems to the outsider to be an extravagant amount of money. His selection of advertising mediums is reached after a judicial comparison of the many methods of publicity offered him.

The men under him are selected only after they have successfully competed with other applicants for the same positions. He gets the best procurable and is willing to pay for it.

His salesmen are detailed to cover the country, and perhaps the world. They receive a liberal education on the merits and talking points of the firm's product, and start out to conquer with the best ammunition possible and a thorough knowledge of what they are selling.

The sales manager covers the country with his men and handles the hundreds of details incidental to marketing merchandise through salesmen in a manner, which, were it not for system, would be impossible.

The very backbone of some businesses is their wonderful systems for handling detail. Those firms who are now doing business in the old-fashioned way should not wonder why their sales are yearly shrinking. Unsystematic business methods is the reason.

REFORMING FILM SHOWS.

Classic Poems and Bible Stories Now Shown on the Screens.

Moving pictures illustrating the poems of Browning and Tennyson, the Odyssey, Biblical history, and the novels of Tolstoy, George Eliot, De Maupassant, Hugo, etc., are now to be seen in most of the ten-cent biograph houses. This has all come about through the moving picture men themselves. They were tired of being arrested for exhibiting questionable films which they had merely rented from the manufacturers.

They appealed to the People's Institute with the request that it establish a board of censorship, agreeing that any manufacturer who refused to submit his films to this board would be black-listed by the moving picture houses. This created a practically national board of censorship, since the association of showmen at whose request it came into being includes in its membership the majority of moving picture men throughout the country.

During the first month of its work, says the Van Norden Magazine, the board destroyed \$12,000 worth of objectionable films. As they censor all the films used in New York and 55 per cent. of those used throughout the country, manufacturers were early convinced that they would have to raise the standard of their subjects.

One of the earliest subjects taken up was Browning's "Pippa Passes," and every resource of artistic photography, stage settings, good acting was drawn upon to make the record a refined entertainment. Now the devotee of the biograph

can see Longfellow's "Hiawatha," Tennyson's "Launcelot and Elaine," and other famous poems beautifully visualized upon the screen.

A number of historical subjects have also been taken up, such as Custer's famous last stand. Even the clergy have recognized the value of the cinematograph in familiarizing audiences with Biblical history. Nativity and Easter plays have already been exhibited in France, and the story of "Jephtha's Daughter" and the "Judgment of Solomon" are already being given in excellent form and have proved popular here.

An American firm has in preparation the story of "Joseph and His Brethren" and that of the "Life of Moses," the latter being prepared under the direction of the Rev. Madison C. Peters. The French manufacturers have taken up many of the classic fairy tales.

THE CLIMBING MAN.

The Man Who Is Not Affected by Prosperity but Who Continues to Put Forth Best Efforts to Advance Still Further.

A great many people cannot stand much prosperity. If they make what to them is a hit in anything, there is a general letup in their effort. They stop and contemplate what they have accomplished, and congratulate themselves upon it, and feel satisfied with what they have done.

A satisfied or half-satisfied feeling over what one does is a most dangerous thing. Those who have done great things have looked upon every achievement as a stepping-stone to help them climb higher. They have been tonics rather than sedatives. They have been spurs to ambition.

Most of us, like the frog in the well, slide back after we take a step up. We do not hold the advance we have made and keep pushing forward. It is a great thing to hold every bit of advantage one gets; but the majority are like the spurting general, the spasmodic commander who, when the enthusiasm is upon him, makes a dash for the fighting lines as though he would annihilate the opposing army; but, after the spurt, retires, loses confidence, energy and enthusiasm, and suffers the enemy to retake the lost ground.

It is not enough to capture a fort in life—we must hold it, not let the enemy take it away from us. We must keep advancing all along the line, taking everything we come to, giving up nothing.

One of the greatest helps to achievement is to make it an inexorable rule that every time you make a success, your next effort shall be a little higher up. Resolve that each success, instead of satisfying you, shall only spur you to renewed effort.

If you meet with a misfortune, a loss, a seeming failure, determine that that shall be a turning point in your career.

Make up your mind that you will burn your bridges behind you; that you will not look back; that you will keep your eyes onward, ever upward, watching for the hand that beckons you on, listening to the voice of aspiration which bids you ascend.

A cheerful, optimistic salesman is always more welcome than a pessimistic grouch.

SHOULD READ TRADE PAPERS.

One of the Best Methods of Acquiring Special Business Knowledge—Time Spent in the Reading Well Invested.

"I have no time to read." This is an expression familiar to trade paper canvassers, and if it were as well understood by those who make use of it as it is by canvassers it would not so frequently be expressed. Instead of being an excuse for not subscribing for a paper that will benefit the merchant, it is an admission of neglect to do what every business man is expected to do.

Trade papers are busily engaged in searching for new and progressive ideas, and are bringing the best that can be found to the attention of their readers, who are continually making use of them.

A young man recently bought a business of which he has little knowledge. He has not the least inclination to read and therefore has little chance to learn, says Hardware Trade. He is consequently not making headway and cannot understand what is the matter.

Another young man started under similar conditions, but he caught on to the idea that knowledge is the source of success. He devotes certain hours every week to the reading of trade literature, and he claims that his success, to a large extent, is due to the valuable information he obtains in that way. If a man has no taste for reading he should cultivate it; in fact, should make himself read, and he will soon acquire a habit that will be beneficial to him. The man who does not read must not forget that others read him, and they soon find out that he is narrow in his views and selfish in his dealings.

It is time well spent for a merchant to look at other stores in order to get improved ideas,

but what is that compared with the knowledge he can gather from his trade paper, which is on the lookout for the best systems and methods all over the world, and which are gathered up and brought right to his desk regularly for his own benefit and at his leisure.

Luck and laziness do not go together. The man who climbs up must prove himself and grasp his opportunities. Opportunity will not look him up.

A show window has two objects in a store, though the advertising man will probably say they are both one. These objects are to introduce the passer-by to the store and to sell goods.

The value of a good window display is no longer questioned. It is equal to the newspaper and better than any other publicity method. The greatest value of a good display is secured by adapting it to the newspaper work done at the time.

Said one clerk: "I just sold a man something that he did not want." That's salesmanship. Said the other clerk: "I sold a man something that he wanted, but didn't know he wanted." That's sense.

ANCESTOR OF PICTORIAL POST CARDS.

It was in Switzerland that the mania for pictorial post cards first arose, and we well remember the astonishment evoked some dozen years ago at seeing at the Theodule Hut the excitement of a party of Germans upon ascertaining that they could despatch thence, via Italy, a sheaf of views of the Matterhorn.

If one may judge from the very interesting collection of Alpine prints now on view at the Alpine Club, Saville Row, our ancestors were also eager to carry away souvenirs of scenes unlike any to which they were accustomed, and of

which the terrors and dangers were doubtless not unexaggerated.

And so the Swiss, who were among the earliest to exploit colored engravings, provided them with material with a sufficient spice of exaggeration to satisfy those who stayed at home. These they dedicated to the "amateurs of the marvels of nature," and for them they crowded into single landscape a dozen Staubbachs and any number of aigulies and glaciers, with artists portraying them and peasants holding festivals beneath them.

SOME LIVE RULES FOR CLERKS.

Compiled by a Hardware Dealer and Which Might, with Profit, be Adopted by Merchants in Other Fields.

A Western merchant has formulated a number of store rules, a copy of which he hands once each month to each of his clerks. He also has copies posted up in different parts of the store. Several of them read as follows:

"If you feel indisposed to work, from sickness, mental tiredness, or a tendency to mental gout, come and tell me so. A bed will be rigged for you in the loft, or you will be sent home in a delivery wagon.

"I was a clerk for eleven years myself, and learned all the dodges that can be worked to beat 'the old man' out of some of the time that belongs to him; some of the best of them I originated myself. Remember, therefore, that you are not dealing with a tender-foot. When it comes to a matter of loafing on me, I have eyes in the back of my head.

"I would advise you to make all the friends you can among my customers. You may want to go into business for yourself right in this town and need them to help you along. I won't be jealous. All I ask is that you work fairly for me until you are ready to go out and work for yourself.

"Any clerk who has trouble in keeping his home clock from going too slow, especially in the morning, will receive a nickel-plated chronometer by applying to me. Also an order on the jeweler to keep it in order at my expense.

"This store is not run for the good of the neighbors or of the public at large. The first one to be considered is myself; I have put up the money, and am running all the risks. The second one on the list is yourself; you are getting a living out of it, the same as I am. The third is the man who buys the goods. Don't forget that his interests must be looked after, the same as yours and mine; the better we do by him, the more money will there be in it for you and me.

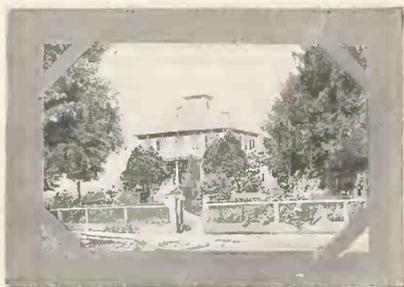
"I do not encourage any young man in guessing this or that about the goods. It is his business to know, and if he don't know, let him ask and find out."

NEW REACH CATALOG FOR 1910.

The A. J. Reach Co. have issued their catalog of the famous Reach baseball goods for 1910. A number of interesting new features are shown, including a patented globe seam, which prevents ripping between the fingers.

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks.

\$7.20 for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

NOW IS THE TIME TO PLACE

ELECTRIC-PLAYERS

to advantage and make easy money and big profits.

They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK



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

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. MUNN & Co., 361 Broadway, New York. Branch Office, 625 F St., Washington, D. C.

To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but \$1.00. All foreign countries \$1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK



EDISON

in inventing the Edison Phonograph provided the means by which the wonderful voice of



SLEZAK

the greatest tenor of the age may be preserved for all time. The great arias which Slezak sings during his American engagement, at the Metropolitan Opera House, New York, are the same arias which he sings for the Edison Phonograph—and for the Edison only. And they are rendered only on Edison Grand Opera Amberol Records.

This proves a big impetus to the Phonograph sales of every Edison dealer and will certainly boom business on your Grand Opera Record sales.

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