THE TALKING MACHINE WORLD

EDWARD LYMAN BILL
EDITOR & PUBLISHER
1 MADISON AVENUE, NEW YORK
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
New York, April 15, 1909

Will Pay the Rent and Hire the Help, Too

That is what Cameras, as a side line, will do, especially if it is the

**SENeca LINE OF CAMERAs**

Nothing ever known to trade serves to advertise your regular goods, attract attention to your store, as much as Cameras. Shall we tell you how Cameras—SENeca CAMERAs, as a side line, do this?

**SENeca CAMERA MFG. CO.**

ROCHESTER, N. Y.

Largest Independent Camera Manufacturers in the World
"Theory and Practice of Pianoforte Building."

The above is the title of a technical work which is the result of two years of careful study and research by Wm. B. White. It covers in a comprehensive manner every essential of pianoforte building and scale draughting, together with the principles of acoustics. It is a book which should be in the hands of every man interested in piano development. It is profusely illustrated with original designs.

Here are a few of the subjects treated in this book:

- The Evolution of the Modern Pianoforte
- Description of the Modern Pianoforte
- Acoustical Laws of Sounding Strings
- The Musical Scale and Musical Intonation
- The Equal Temperament
- Pianoforte Strings and Their Proper Dimensions
- Resonance and the Resonance Apparatus of the Pianoforte
- The Casing and Framing of the Pianoforte
- The Iron Frame of the Pianoforte
- The Mechanism of Percussion
- The Touch Mechanism
- The Regulation of Pianoforte Touch-Mechanism
- Tuning and Tone Regulation of the Pianoforte
- The Draughting of the Pianoforte Scale
- Development of Player-Piano
- The Small Grand

Every man, whether manufacturer, scale draughtsman, superintendent, dealer, or salesman, should own a copy of the first work of its kind in the English language.

The price for single copies, delivered to any part of the world, is $2.

EDWARD LYMAN BILL, PUBLISHER.
1 Madison Avenue, NEW YORK CITY.

Some Trade "Straws"

Here are some excerpts taken at random from the many letters which we have received from dealers, tuners and salesmen who enthusiastically endorse "Theory and Practice of Pianoforte Building."

Here is what the Phillips & Crew Co., Savannah, Ga., one of the leading firms in the South, say regarding "Theory and Practice of Pianoforte Building."

"We beg to hand you herewith our check for $2 to cover cost of one copy of "Theory and Practice of Pianoforte Building," which has been received with thanks. The book is all that you claim it to be and should find a ready place with all those connected with the trade. With our very best wishes, we beg to remain," etc.

George Rove, of the great English house of Broadwood & Sons, and one of the leading piano makers of Europe, writes: "I have perused the book with much pleasure, and 'Theory and Practice of Pianoforte Building' should be in the hands of every practical and interested man in the trade."

H. A. Brueggemann, a dealer in Fort Wayne, Ind., writes: "I have one of your books, 'Theory and Practice of Pianoforte Building,' and will say that it is just the kind of a book I have been looking for for many years. I have been tuning pianos for fourteen years, and from reading the book, 'Theory and Practice of Pianoforte Building,' I have learned something that I never knew before."

John G. Erek, for many years manager of the Mathushek & Son retail piano business, and now manager of the piano department of a big store in Cleveland, writes: "You certainly deserve strong commendation, for your latest effort 'Theory and Practice of Pianoforte Building' is a book written in such an instructive and concise form that certainly no piano player or piano professional enthusiast should lack it in his or her library. It gives to the salesman the highest knowledge of instruments and is invaluable."

Henry Keeler, of Grafton, W. Va., says: "I most heartily congratulate you for launching such a worthy book. I consider it the best work ever written upon the subject, and I hope that its ready sale will cause the reprint of many editions."

George A. Witney, head of the Brockport Piano Mfg. Co., himself being a scale draughtsman of national repute, writes: "'Theory and Practice of Pianoforte Building' is a valuable book for those interested in piano construction."

Every man, whether manufacturer, scale draughtsman, superintendent, dealer, or salesman, should own a copy of the first work of its kind in the English language.

The price for single copies delivered to any part of the United States, Canada and Mexico is $2. All other countries, on account of increased postage, $2.50.

If the book is not desired after examination, money will be refunded.

EDWARD LYMAN BILL, Publisher
1 MADISON AVE., NEW YORK CITY
VOGUE OF ROLLER SKATING

Means That Upwards of $10,000,000 Has Been Invested in Rinks Throughout the United States—Craze Now Pronounced in England.

The vogue of roller skating which has prevailed throughout almost every section of this country has again reached England, where it is said to have started early in the eighteenth century.

At the present time it is estimated that from six to eight thousand rinks are in successful operation in the United States, and the season of 1908 and 1909 promises to be as equal to any previous period.

Large and costly buildings for the purpose of conducting roller rinks have been built in all parts of the United States, and large sums of money have been invested in enterprises connected with the sport.

It is estimated that upwards of $10,000,000 have been invested in rink buildings throughout the country, and the sport affords employment for more than 30,000 persons, including some 2,000 or more engaged in the manufacture of roller skates and material pertaining to this industry.

The roller skate is a mechanical descendant of the ice skate, and the evolution from the comparatively crude affair of twenty-five years ago to the handsome, perfected article of to-day is but another evidence of American mechanical skill and ingenuity. The introduction of ball bearings is another evidence of American mechanical skill.

F. W. McIntosh, head of the F. W. McIntosh Co., of 179-181 Lake street, Chicago, is a man who has made the subject of quick selling side lines for dealers a matter of lifelong study. The question of furnishing his constantly increasing clientele with articles of intrinsic merit and which lend themselves readily to forceful and effective advertising has always absorbed his attention.

The President Ink Pencil, which he has for some time made his prime leader, and on which he has built up a remarkable trade throughout the country, is a specialty which appeals to all classes of people, and properly when displayed and advertised will not only prove a big profit maker to the dealer appreciating its merit and using it, but will serve to draw customers into the store who would not have otherwise been attracted thereto. While it has the advantages of being a distinct novelty and will attract attention and create a desire for ownership for that reason. It has all the writing facility of a first-class fountain pen, can be carried in any position without leaking and is sold at a moderate price.

The company also make a superior fountain pen ink under the President name, which stands for quality, and also a line of pastel, music, and carbon paper. A recent addition to the company's line is a series of small copyrighted statues, selling at a low price, and which make ideal desk or mantle ornaments. A few of them scattered through a show window serve to brighten up the display wonderfully, besides proving quick sellers.

Mr. McIntosh has acquired a fund of practical information regarding the effective pushing of side lines which is always at the command of dealers handling his goods.

It sometimes happens that a fellow gets a reputation for genius simply because he is too lazy to work.

"There is no test of a man's ability so unfailing as his results."

THE VALUE OF PUBLICITY.

Correct Advertising Will Make Anything Good an Assured Success.

Year after year lines of goods which it was formerly believed could not be sold through advertising have found their way into advertising columns, and have stayed there, because it has paid to advertise them. The article which has once been thoroughly advertised and then has disappeared is the exception, not the rule.

Fifty years ago advertising was comparatively unimportant as a factor in the country's industry.

To-day it is not too much to say that advertising, properly administered, is by far the greatest single factor in the promotion of many of our greatest enterprises.

Do not be deceived. You cannot take a second-rate article, spend $100,000 in advertising it, and make a fortune. At least, it is not a wise thing to try. Advertising is a force of such power that it has even made fortunes for proprietors of second-rate articles, but restrictions, destined to become more stringent than at present, are stamping out the exploitation through advertisements of unreliable goods.

A manufacturer of a superior article will place a reasonable sum of money each year in advertising, placing his expenditures in the hands of a competent man or men, using general or trade publications of established reputation, which reaches both consumers and dealers of the desired class, and keep steadily hammering away, he is certain to win.

If he does not do so, the trade is easier with the goods he makes or with the men who handle his advertising. The principle of advertising has been tried, and it is true beyond all shadow of doubt. It pays.

Look back twenty-five years and trace the growth up to the present. Note the great enterprises which have started small and have become great through advertising. Investigation is the only thing necessary to establish the power of advertising to create demand for reliable articles. It is its own defense. It needs no champions. The political managers have seen this.

How successful men work. Have you ever watched a busy man as he worked through his work? He didn't waste time in looking after the non-essentials. He didn't call his wife up on the telephone and tell her he didn't "know how he was ever going to get through with his day's work."

He didn't stop to jaw the boys, growl at the girls or scold the men.

He sat right down at his desk, or he lifted his hammer or plane, and just pounded in, working with all his might and main, and presently the thing was done.
A DEMAND FOR SIDE LINES

In Talking Machine Trade Indicated by Results of Advertisements in "The World."

Advertisers in the Side Line Section of The Talking Machine World have expressed great satisfaction with the results secured in the way of business through advertising in this Section, and it is obvious that many talking machine dealers, with available space and working force at their disposal, have broadened out their field of operations and put in such side lines as would be best fitted for their locality and best fitted to bring them returns in a monetary way.

A side line which is proving one of the "big sellers" is the motorcycle. In its perfected form it is destined to become as popular as was the bicycle, and it is virtually the automobile of the man of moderate means. It enables him to cover vast distances and produces an exhilaration and intense interest in its operations. The man of moderate means who owns a motorcycle of the man of moderate means has proven a failure in his former field or that he is destined to become as popular as was the automobile of the man of moderate means.

It is certain that the motorcycle will be one of the most popular favorites of the day, that is, those manufactured by firms of established reputation, hence the wisdom of dealers giving them due attention, which induces an enthusiasm that is certain to become contagious.

The following gratifying communication, entirely independent and unsolicited, received from the Auto-Bi Co., is not only a compliment to the Side Line Section of The Talking Machine World, but emphasizes the interest which talking machine dealers are taking in the new line on the shelves and in the window.

"Buffalo, N. Y., March 20, 1909.

"The Talking Machine World, New York:"

"Take pleasure in reporting that our first advertisement of Greyhound Motorcycles in The World has brought us replies that promise business, though it has been out but a few days. Apparently your constituents are of the kind that read the signs of the times and are interested in "five lines." We may say that we have every indication from all parts of the country that dealers are manifesting in the motorcycle as a valuable side line in their business.

"The Auto-Bi Co.,

"W. C. Overman, Vice-President."

EXPANDING A BUSINESS.

What the Dealer Must Consider When Adding New Lines—Established reputation as an Asset—A Common Sense Talk.

When an established dealer installs a new side line it is not sufficient to place a few samples of the new line on the shelves and in the window and treat it as a matter of course, but it should be given every advantage, and every bit of publicity emanating from that store should be developed in part to the new line.

When a man starts in a particular business he has to build up both trade and reputation, and it has a hard row to hoe until he establishes his standing among his competitors in that particular field. The beginner or the dealer of a new side line, no matter how extensive or elaborate it is, has a much easier battle before him. He has already established his reputation and standing in his first line of business, and knows the ground foundation to build new trade on. When Jones, who has already his regular trade to the new department, and while getting in line can devise a portion of his advertising to interesting sportsmen in general in his latest venture. Meanwhile, he is selling talking machines too, and little effort is required to sell his customers the automobile, and will keep on selling them while his sporting goods trade is being put on a solid basis. Then it is time to look for larger quarters and hire more salesmen.

Sporing goods are simply mentioned by way of illustration, and the same method can be pursued almost with any line. If the dealer is persistent in his effort with the traffic, he will be able to insure a busy store all year round, for when trade in one line is dull he can boom things with the other, and keep busy instead of sitting still and bewildering hard times. With rent and other fixed expenses running along steadily it certainly pays to keep busy.

To install a new line does not indicate, as some dealers seem to imagine, that the one doing so has proven a failure in his former field or that he is in a position to consider an addition which will be successful side line requires so much study as to start in any business independently, and when the marriage is successful this consideration is more readily assured.

PROFITS IN SLOT MACHINES.

Independent Annual Income Possible Where the Machines Are Placed in Advantageous Positions.

When a concern advertises that upon a certain amount invested with them an annual dividend of 50 per cent. will be guaranteed, you Uncle Sam opens his eagle eye and casts a glance toward that advertiser. Sometimes said glance is mercifully "blunted," but there are instances where the advertised statements are decidedly conservative, and they are in the realm of slot machines.

A dealer, especially in a medium-sized town, with a sum of money to invest will do well to investigate the possibilities for placing a number of slot machines in various prominent places, on a commission basis. there are card-printing, fortunetelling, weighing, strength-testing, and a host of other machines of similar character, as well as coin-operated machines for vending everything, from cigars and cigarettes, nuts to towels, soap and other necessities, at from a cent to a dime.

Many manufacturers of coin-operated machines send them out practically free, or sell them at actual cost with the understanding that the lessee or purchaser buy all the goods needed for keeping them replenished from said manufacturer.

Machines are easily placed in attractive positions on commission, which may often be as high as 20 per cent., and already many Ohio, Illinois, cafes, trolley waiting rooms, lunch rooms and other frequented spots being naturally considered the best locations. As a rule, the machines do not require particular treatment and rarely need any attention except replenishing stock and an occasional oiling of the working parts. So valuable are slot-machine privileges considered, that even the great New York Central Railroad retain the privileges themselves, own the machines and have the amounts received go through the officers of the company, who make weekly reports for accounts for checking. The privilege in the New York subway and elevated roads is leased for an amount hard to realize, and yet the lessee is always assured that he will be paid after paying salaries to a large force of men spending all their time in keeping the machines full of cans and chocolates and collecting the pennies.

The story you told—did you tell it your best? were you on his list as one to respect, or one to ignore? Did you make it sound to the listener as though it your best? Is there any doubt in your mind as to whether you have made the speech that you intended to make and say what you wanted to say? Or was it the talk of a better man in clumsier language dressed? Were you always sure of your facts? Were you ever mistaking yourself for it are a guarantee that while progress will be sustained and reform evolved at Washington in the next four years the Government will not be overtaxed, and the White House will be the executive mansion for public affairs and not a hothouse for the incubating of ideas and theories on all the questions before business interests of the country are to be congratulated on the outlook. It has been a long pull, and now they can sit back and regain their breath. And remember there is a large number of people who would like a little breathing spell.

YOUR IMPRESS.

Now what is your niche in the mind of the man who met you yesterday? He figured you out and labeled you; then carelessly or otherwise. Are you on his list as one to respect, or one to be ignored?

Who was the kind that's quickly floored? The things you said—were they those that stick, or the kind that fade and die? The story you told—did you tell it your best? If not, in all conscience, why?

Your notion of things in the world of trade—did you make that notion clear? Did you make it sound to the listener as though it was good to hear? Did you mean, right down in your heart of hearts, the things that you then expressed? Or was it the talk of a better man in clumsier language dressed? Think—what is your niche in the mind of the man who met you yesterday? And figured you out and labeled you; then carelessly or otherwise.
The Gillette Company begs to announce the construction of a hundred-thousand-dollar addition to its present million-dollar factory in Boston—the fourth enlargement of facilities in four years.

The present factory contains about four acres of floor space and employs seventeen hundred people. The new addition is to increase the blade equipment, which has been greatly taxed during the past three months.

Foreign demand has become so great that GILLETTE factories have been established in Canada, England, France and Germany.

The GILLETTE has been granted basic patents by twenty-two foreign Governments and is protected by over a hundred Registrations of Trade Mark.

As a money-maker for the retail store the GILLETTE is of growing importance. Dealers find it pays to give it prominent display and to use freely the GILLETTE signs, literature and trade helps.

Gillet Sales Company
519 Kimball Bldg., Boston
Factories: Boston, Montreal, London, Berlin, Paris
SALESMANSHIP QUALITIES THAT WIN.


The subject of salemanship is an old time one with writers and speakers but there is always something left for the new comer when treating of this subject. S. A. Sanderson, of Lincoln, Neb., in a recent paper on salemanship said that the basic requisites of success in this field are confidence, self-appreciation, proper attitude, loyalty, sincerity, manners, alertness, honesty, interest and perseverance, and added, "Each of us is the architect of his own future. We draw the plans for the construction of our future human edifice, and we select the materials that enter into the structure. The purpose in life is more than simply making a living; but the question of salemanship and the matter of trade ethics, which are never to be overlooked, are principles which should govern us in the conduct of our business. So that the first thing that we want to-day is character; strong, honest, self-reliant manhood. These are the foundation stones which should enter into the structure of any human edifice. We must all learn to go it alone, and not spend too much of our time watching our competitor.

SELLING MORE IMPORTANT THAN BUYING.

"In merchandising there are two very essential things—buying and selling. The old saying is, things well bought are half sold, but it don't make any difference how well you buy them, you do not get any returns until you sell them. If you purchase too many simply to get them cheap, you had better pay more and sell them off. I would put the selling above the buying with a strong, earnest self-appreciation, know yourself, develop the strong points and overcome the weak ones. That is what I mean by knowledge of yourself. Build yourself up. You should have a knowledge of your goods, how they are made, how constructed, and who makes them, and why one factory's goods are better than the other's, and why you believe they are better. Also cultivate appearance and attitude, for first impressions are lasting ones. There is a sermon in every line, and there is a sermon in every one of those points. You should also know how to approach people. First, prepare the way by getting the attention of the customer. This is done largely by judicious advertising and attractive display; then a consequent showing of the goods (not your ability, or your oratorical powers, but your merchandise), thereby creating an interest in them. Interest naturally leads to desire, and then close the sale.

CONFIDENCE IN THE GOODS is necessary, as the customer must see that the salesman is sincere, or no amount of talk will avail. The manners and general appearance may create the confidence of the customer in the salesman and therefore in his goods. The salesman's interest in the goods is so strong that it will carry over to the customer, and he will choose the goods because you do; and in order to keep the confidence you have won you must at all times be honest with your customer, and you can do this by being at all times honest with yourself, and honest with your house.

LINCOLN, NEB., and 9 to 11 Delancey street, New York City.

MOTORCYCLE BUSINESS IS COMING STRONG.

For sport or business the little two-wheeled automobile is hard to beat. A little motorcycle department added to your business now will soon become a big one.

We want to correspond with dealers who appreciate live issues and favorable opportunities. The 1098 Greyhound has no equal for SIMPLICITY and COMFORT.

Full and Prompt information for riders and dealers.

The Auto-Bi Company
Oldest American Motorcycle Makers

DON'T PAY TO DIVIDE ENERGIES.

It is unsafe to attempt too much for one's equipment, mental or otherwise. The man who tries to kill two birds with one stone often discovers that he would have done better to attack one bird with a whole handful of stones.
A STATE OF PREPAREDNESS

Is a Good One to Dwell in, and Also be a Member of the Club Says "Preparation." It was the duty to get more and then some more that made England the power she is, and later the same spirit in the early government of the United States that made this country what she is. He who is set afire with what he has and stops will discover that he is gradually falling behind. Greater business sense means something besides merely more money; it means greater opportunities for the man, a broader career and a chance to show ability. Side lines are the branch roads that lead to new treasures in business opportunities and profits. Get in touch with our Side Line Editor and get information that will prove interesting and valuable.

THE ROOSEVELT LION HUNT.


Ex-President Roosevelt, according to a well authenticated report, is to be accompanied on his hunting trip through Africa by a moving picture machine in charge of two operators who were with him last year. The expedition was at first received with incredulity, but it was confirmed last night by rivals who had failed to get the privilege.

The moving picture operators have instructions to catch Mr. Roosevelt, if possible, in the act of bagging the big game he is after. It is needless to say that he is gradually falling behind.

A man in business should be one who makes to-morrow brighter than to-day is by will-power. Let him cultivate discipline.

No further proof is needed that the trade appreciates our efforts in this direction, and we welcome them.
OBSERVATIONS AND COMMENTS.

Manufacturers of post cards are making strong efforts to rid the field of the class of men representing themselves as jobbers who buy in minimum quantities and then place assortments in stores in their respective localities on consignment. The majority of these people are employed during the day and take this means of getting a little extra money at night. As almost any small storekeeper will display cards, if they are on consignment, and may be returned if unsold, the legitimate dealer who has invested his good money on a carefully selected stock of post cards naturally suffers from this unfair competition, simply to give some young fellow a dollar or two extra to spend each week. The manufacturers have taken the matter in hand and are carefully investigating the standing of those claiming to be jobbers and hope to make the "gyp" dealer a thing of the past.

"Billy Possum" Succeeds "Teddy Bear."
With the change in the administration the "Teddy bear" has given way to "Billy possum," and everywhere one sees these possum figures dangling by their elongated tails. The orders for live possums became so numerous that a law was passed in Georgia prohibiting a clavicle on them and prohibiting hunters from molesting them for several months each year. The imitation possum is therefore in constant demand, and a funny little creature he is, too. The company has been formed in New York for the express purpose of supplying these stuffed possums, and it is said they cannot fill their orders.

Handling Supplies With Bicycles.
When a dealer handles talking machines he also handles all accessories and supplies, and when he adds a line of motorcycles and bicycles it is likewise policy for him to capture all the reminiscences he can make every machine purchaser a steady customer for supplies.

Vacuum Cleaning Gaining Popular Favor.
That the vacuum system of cleaning for home or office is being utilized more and more is evidenced by the increase in the number of orders for vacuum cleaners. The vacuum bottle is becoming a necessity in every home and hotel, and nowhere is that line so well advertised, and therefore easily sold, a feature not to be overlooked in installing new lines. The range of novelties is practically unlimited and embraces various forms of push pins, dainty stitched and loose leaf memorandum books, fancy pencils, pen holders and ink wells, paper knives and emery cards, sealing wax and initial seals, and other similar articles. Where the store has become local post card headquar-
ters a line of stationery and allied novelties.

Fountain and Stylographic Pens.
There are a large number of specialties in the line of fountain and stylographic pens. The writer, as a rule, uses the fountain pen, but it is not quite so popular as the stylographic, and it is to the latter that we give our attention in this line. These pens are worthy the consideration of dealers desiring to enlarge their stock and may readily be sold at prices that allow a fair margin of profit.

Typewriters as a Side Line.
Typewriters are finding ready sale everywhere. It is possible to invest almost any amount of money in these lines a small outlay is only necessary at the start and a good margin of profit assured. Very few men in business can now get along without some sort of stylographic pen, while almost every school youngster and college boy finds it just as necessary to his equipment. These pens are worthy the consideration of dealers desiring specialties that will interest the buying public.

RENEWING MOVING PICTURE WAR.
The moving picture war which has been vig-

The Klein & Heffelman Co.
CANTON, OHIO

Wholesale Ohio Representatives
WINNER & CO. PIANO
MASTER PLAYER PIANO
RUDOLF PIANO CO.
Rudolf Pianos and Player Pianos

Dealers wanted to represent these lines in unoccupied territory
THE ABILITY TO ABSORB IDEAS.

Almost as Valuable as Initiative in Business—
Egotism a Bad Thing for the Merchant—
New Business Men Have Profited by the ideas of Employees—James J. Hill's Method—Make Every Employee a Partner and the Business Will Surely Grow.

Next to having strong initiative, the greatest blessing of the merchant is to have the ability of realizing the value of the ideas of others and adapting them in whole or in part to his particular business.

Egotism and self-conceit are the rocks that have wrecked the ships of many merchants who have never been broad-minded enough to see that no man, no matter how experienced or clever, can know it all.

Of course, the ideas that should receive special consideration from the business man are those of his employees, for as a rule they have to do with the particular business he is conducting.

We know of a certain man, much admired for his clever trade-getting schemes, who owes the majority of said schemes to the loyalty and earnestness of certain of his employees, though they rarely receive the direct credit.

Another opposite case may be cited, where a suggestion to advance.

that "he was running that business, had run it for a quarter of a century, and didn't need any help." As a result, he was not kept informed of the up-to-date moves of competitors, did not put initiative back of his business, and not long ago, shortly after the beginning of the depression, the sheriff got him.

The twentieth century idea is aptly illustrated in the remark of the head of a well-known and growing sporting goods house, to a salesman of supplies in his line: "Can't do business with you to-day, old man, would like to and will soon, but don't forget to come in often, maybe we can teach each other something."

Get it? It's the little things that go to make the big ones. If Carnegie had kept in his shell he would very likely be only the owner of a small foundry instead of a retired steel king.

He realized the value of the ideas of others, took a number of bright young fellows—Schwab, Corey and others—and made them partners and gave them a chance to spread themselves. Any reader of the daily papers knows the results.

Hill, the head of the Great Northern railroad, he appreciated the value of an employee with ideas, and when he discovered one, even in a section gang, that man's rise to high position was meteor-like while his ideas lasted and he proved his value to the Great Northern. At the first indication of flooding, however, that man went down the toboggan quickly.

The head of the business will find initiative an invaluable asset, it is true, but his willingness and ability to profit by initiative of his employees, pick out of their suggestions that which is of value and put it in a form that will insure success, will be found to be a sufficient asset to insure a growing institution under his direction.

One of the most successful of this year's post office cards is the "moving picture" card, wherein a slowly moving a card in or out the effect of life is produced in the picture. A large number of subjects are produced, including a horse race, piano player, etc.

PROLIFIC YEAR FOR HARMONY CO.


(Special to The Talking Machine World.)

Chicago, Ills., April 8, 1909.

In a recent talk with the World, William F. J. Schultz, president of the Harmony Co., of this city, one of the largest manufacturers of musical instruments in the country, reported last year as having been the most prolific ones in the history of the house. No less than 39,110 guitars, 16,502 mandolins and 1,548 drums were manufactured and sold by them in 1908.

These figures represent an enormous increase over the output in the first years of the company's history. Starting in business in small quarters in 1891, in three years they were able to erect the main building of their present plant, to which a couple of years ago additions were made, more than doubling their already great capacity.

There are 115 men now on the payroll and from present indications the number is likely to be increased very shortly, as the present force is taxed to the utmost to supply the demand on the entire line of Harmony goods.

The guitars and mandolins manufactured by the Harmony Co. possess some valuable and distinctive ideas, while their drum embodies a patent on the rods that insures for these instruments an increased durability and lightness that is appreciated by the users all over the country.

Failure does not come through making mistakes, but in refusing to learn by mistakes how to avoid them.

The man who borrows may not be able to wear better clothes than the man who lends, but he usually does.
The Tariff on Postcards

Members of Lithographic Trade in Germany reported to be on the way to America to protest against the increase of duty and American Lithographers Prepare to Combat Their Arguments—Importance of the Industry.

The news that representatives of the Lithographic trade in Germany were coming to America to protest against the increase of duty on Lithographic work has started the Lithographers of this country to action. The employers and the Lithographers' unions which have been working in harmony in the efforts to get a higher tariff on Lithographs from abroad are satisfied with some of the provisions in the tariff bill, but they are not at all satisfied with the increase of tariff on the picture postal cards.

Committees of the National Association of Employing Lithographers and of the unions in the different branches of the Lithographic trade have held several conferences in New York to prepare to meet the arguments of the German delegation when it arrives. The committee of the employers consists of Robert M. Donelson, of the Lithographic Co., New York; Horace M. Reed, of the Niagara Lithographic Co., Buffalo, and George Meyerord, of Chicago. William A. Coxley, the spokesman of the committee, said: "The increase of the duty on postal cards under the Payne bill will not keep a single postal card from Germany out of this country. This is a very serious menace and it is a growing one, as these cards are made in towns in Germany where wages are very low and the purchasing power of money very high. Washington is flooded with them, and pictures of the Capitol on these cards printed in Germany are for sale in all the stationary and other stores in Washington. You can imagine what an effect this has on American Industry."

The staked taken by the unions as to the postal cards is also taken by the employers. They say that this is not a case of unionism or non-unionism, but a case where employers and employees alike in the trade in this country are involved.

Several meetings of the Postal Card and Manufacturers and Allied Trades Protective Association were held during the past ten days at 9 Walker street, New York, for the purpose of agitating for a higher tariff on picture postal cards than is provided in the Payne tariff bill. The members of the association throughout the United States employ 20,000 to 40,000 persons, and they say the occupation of these persons is to allow of the work being done here.

According to the members of the association the industry was just starting in this country when the Dingley bill was introduced, and nothing was said about the tariff bill. Since that time the trade grew enormously under the agreements of foreign picture post cards began to imitate the American subjects and to sell the cards in this country at prices with which the Americans could not compete.

The Business Decalogue.

I.

Thou shalt have no other god except Honesty— including in that goad integrity of purpose, sincerity in effort, and loyalty to all business. Duty.

II.

Thou shalt not cherish Meanness, Spite or Envy toward thy neighbor.

III.

Thou shalt not Advantage thyself wrongly through the weakness or error of thy craft brother.

IV.

Thou shalt not use thy power of position to crush thy struggling competitor. Do but consider that thou and he live for the service of mankind.

V.

Honor the Moral Code of thy calling and pay heed unto the Ethics of thy guild.

VI.

Pay thy just debts without haggling and remonstrance.

VII.

Demand thy just Discounts, for Time is an element of Value which thou shalt not despise.

VIII.

Exact of thy debtor Specific Performance of his Duty to thee, lest thou shouldst lose his respect and encourage him in ruinous habits of default.

IX.

Be thou of Good Cheer, for Honest Business is a joy in the sight of the Almighty.

X.

Regard thy Business as a divinely appointed office for Human Advancement; so shalt thou bless all the days of thy life, and thy house after thee shall wax in honor, riches and power.

The Novelty News.

The boy who takes down the shutters as cheerfully as he puts them up, hides under his coat one of the successful merchants of the future.

To save time: Be on time all the time.

Incorporations of the Month.

Among the new incorporations in the State of New York is the Cooper & Franks Camera, New York, organized with a capital of $6,000, to manufacture cameras and photographic apparatus. Incorporators—Thomas W. Cooper, 121 Monroe street, Brooklyn; Ernest R. Franks, 50 Nassau street; Edward A. Munger, 26 Cortlandt street, both of New York.

The Empire Film Co., Brooklyn, has been incorporated under the laws of the State of New York, with a capital of $50,000, to manufacture and deliver moving picture appliances. Incorporators—Adam Kessel, Jr., and Katherine M. Kessel, 867 Jefferson avenue; Frank Dunham, 942 Bedford avenue, all of Brooklyn.

A recent incorporation in the State of New Jersey is the Yankee Fishing Reel Co., Newark, organized to manufacture fishing reels, with a capital of $50,000. Incorporators—George Edward Matts, Charles Schied, Lee Ootolengui, Franklin W. Klein, Newark.

The Mutual Vending Machine Co., New York, has been incorporated under the laws of the State of New York to manufacture and operate machines for vending cigars, tobacco and candy, with a capital of $25,000. Incorporators—Franklin W. Van Westerborg, 503 Fifth avenue; Millard W. Cossenas, 503 Fifth avenue; Charles L. Pierce, 89 Eighth avenue, all of New York.

The Van Westerborg Cossenas Co., New York, has been incorporated under the laws of the State of New York, with a capital of $10,000, to deal in novelties and specialties. Incorporators—W. Engesser, 336 East 16th street; Herman Rothe, 3 Sylvian place; Fred Kowtlow, 327 14th street, all of New York.

The Dow Rim Co., of New York City, has been incorporated to the manufacture of motorcycles, bicycles, etc., with a capital of $100,000. Incorporators—Francis J. Erwin, 219 West 12th street; William H. Heagerty, 135 West 16th street, both of New York; Emma W. Renne, Hoboken, N. J.

Among the new incorporations in the State of New York is the Bronx Realty Co., of New York, organized with a capital of $5,000 to manufacture slot machines, musical machines, etc. Incorporators—W. Engesser, 336 East 16th street; Herman Rothe, 3 Sylvian place; Fred Kowtlow, 327 14th street, all of New York.

Among the new incorporations in the State of New York is the Steingold Mfg. Co., New York, huge incorporated under the laws of New York State to manufacture motorcycles, bicycles, etc., with a capital of $100,000. Incorporators—Robert W. Steingold, 327 14th street, New York.

The Steingold Mfg. Co., New York, has been incorporated under the laws of New York State, with a capital of $5,000, to manufacture novelties and household furniture. Incorporators—Abraham Stein, 690 East Fifth street, Brooklyn; Julius Gold, 16 West 11th street, New York; Jacob B. Greenspan, 1500 St. Marks avenue, Brooklyn.

SALES-PULLING SIDE LINES

THE PRESIDENT INK PENCIL

Guaranteed a Perfect Writing Instrument


No. 1 Short

MADE IN TWO SIZES:

No. 1 or long pen. 4 3/4 inches open . . . . . $1.50— to dealers, $2.00 per dozen, f.o.b. Chicago

No. 2 or long pen. 5 1/4 . . . . . 2.00— 6.00

President Fountain Pen Ink, Paste, Maculage and Carbon Paper

Copyrighted Statuettes—Quick Selling Novelties. Make Great Window Displays

SENTIMENTAL ARTISTIC HUMOROUS

178-181 Lake St., F. W. McINTOSH CO., CHICAGO

Among the new Massachusetts incorporations of interest to taking machine dealers handling moving picture appliances is the Boston Camera Exchange, Inc., of Boston, organized to deal in cameras and photographic supplies of all kinds, with a capital of $2,000. President and treasurer, Philip L. Graubau; clerk, William H. Gould, both of 34 Bloomfield street, and attorney, Charles F. Jenney, 35 Congress street, all of Boston.

A decided novelty in the post card field is the Steingold Post Cards, the design of the card being concealed underneath an opaque covering. The recipient must "transfer" the postal to view the subject just like children used to "transfer" pictures to swap books and even on their arms. The new cards are made by the Steingold Co., Chicago.

It is estimated that Germany uses $1,294,800,000 post cards annually, the United States 1,000,000,000 and Great Britain 800,000,000.
THE DUSTLESS AGE.


The great campaign against tuberculosis and the means to avoid it, which is now going on in this country and, in fact, throughout the world, has resulted in a regular war on dust, particularly in the home. The old-fashioned method of brushing carpets and dusting with loose cloths is being abandoned in favor of vacuum cleaning. It has been well said, "abolish dust and the standard of health will improve." It will take only a short tour among the many dealers in these various new cleaning devices to convince the most skeptical that there is great truth in their arguments. With the new cleaners, by vacuum, compressed air or merely bel lows style hand-pumping affairs, the dirt in a room or hall or theater is not merely scattered from one place to another, with only the larger pieces picked up and removed, but every particle is gathered into a cylinder, to be burned in the furnace or stove.

There is a great demand among people of moderate means for a popular-priced vacuum or suction cleaner, and this want is being rapidly supplied by manufacturers, with the result that dealers in general specialties are putting in a suction cleaner line, with profit to themselves and benefit to their community. There is no question but that the old system of cleaning is distinctly out of date and is not in harmony with this rapid age of wireless telegraphy and flying-machines. The day for getting rid of dust without danger is here, and there is a sure trade for the dealer or jobber who will get hold of a good machine and sell it in his community.

THE IMPORTANCE OF SYSTEM.

Business without system is like a ship without a compass—Drifts on the Rocks.

Business without system is like a ship on the ocean without a compass; no one knows which way it is drifting. Some of the fundamental laws of system are:

1. The art of keeping all departments of the business enterprise in good running order, as regular and as smooth as a faithful clock.

2. It is keeping your store and shelves in such good order that at a moment's notice an article can be produced.

3. In buying goods know exactly what you have in stock, and especially what you should not buy. Buying goods that are not needed is the contributive cause of overstock.

4. Your correspondence requires system. You are using system when you can lay your hands within five minutes on any letter written or received, or any order shipped during the year.

You follow system when you can see at a glance the voucher of every article in the store, where it came from, what it costs and what it sells at. The jobber can keep books for this purpose. The retailer can write it in small figures on the tag of each article, says Wettenkith in The Traveling Man. When you have a little book in your vest pocket in which you write down, as soon as the thought comes to you, everything you want to remember. Such a little contrivance is a great relief to an overtaxed brain, because you don't need to worry about some important matter being forgotten. When you know at the end of each year exactly how much profit you have made, or how much money you have lost in every department of your business. If one department does not pay throw it out.

When you know every three, six or twelve months whether a traveling salesman makes or loses for the firm. In the latter case the place must be filled by a better man.

When, daily, you can see at a glance how many goods of a certain number are sold, how many are in stock and how many are ordered.

When you can ascertain in a moment what kind of goods sell and what kind do not sell.

When every employee is in his proper place, knows exactly what his duties are and does not interfere with anybody else.

When you can every moment open your ledger and point out exactly how much expenses you had, how many goods have been sold, how much money is outstanding and how much you owe.

When not a thing can go out of the store without it is properly examined, counted, checked off, paid for or charged.

When the smallest articles, as wrapping paper, twine, ink, are charged to the expense account and added to the cost of the goods. Not to forget interest on capital invested, which many merchants do.

Here is a small illustration of what system is:
Mr. Dealer!

When you add musical instruments to your stock you use excellent judgment as no line fits in more appropriately with talking machines.

Now

Let us give you a little pointer that many dealers have learned in the hard school of experience:

That is—Harmony Instruments are the quality goods and consequently the line that holds the trade.

Mandolins, Guitars, Drums

And all styles Wood Violin Cases.

Send for Catalogue.

The Harmony Company, 941 N. Lawndale Avenue. Chicago.
PIRATED PLEASANTIES.

It was raining outside, and little interrogative Irina was in one of her worst, or at least most trying moods. Father, busily writing at his desk, had already reproved her several times for bothering him with useless questions.

"I say, pa, what?"

"Ask it, Irina!"

"'Honest, pa, this isn't a silly one this time."

"All right, this once. What is it?"

"Well, if the end of the world was to come, and the earth was destroyed while a man was up in an airship, where would be land when he came down?"

Capt. Pritchard of the Mauretania relates the following:

"Last summer, sir, he said, there was a young lady whom I showed over the steerage. As we were making out our steerage people were eating their dinner, and I couldn't help remarking the tremendous appetite of a red-haired man. I said, 'Just look at the amount of food that fellow consumes!'"

"'I suppose, captain,' said the young lady, 'that he is what you sailors call a stowaway.'"

They were on their honeymoon and were climbing the Schnuppergipfelspitzen peak, and she stood above him some twenty feet.

"What ho!" he gasped. "What do you see?"

"'Far, far below,' she cried, 'I see a long white streak, stretching like a paper ribbon back almost to our hotel.'"

"'Ha, ha!' he ejaculated. 'I'll bet it's that blessed bill overtaking us.'"

And they proceeded onward and upward.

A beautiful young girl and her mother were discussing the eternal marriage question.

"Well, there's Charles Adams," murmured the mother, after a long pause.

"Charles Adams!" sneered the girl.

"Why have you broken your engagement with him?"

"'I don't know,' replied Bobby.

"Well, this man is very young, he is handsome, he is warm."

"'He is old, he is ugly, he is mean, he is a coward."

"'Well, if the end of the world was to come, and the earth was destroyed while a man was up in an airship, where would be land when he came down?'"

"That's the last I ever saw of him," finished the mother softly.

"Archimedes," reads the pupil, "leaped from his bath, shouting, 'Eureka! Eureka!'"

"'What?" asked the teacher.

"'Eureka! Eureka!'"

"'One moment, James,' says the teacher. 'What is the meaning of 'Eureka'?"

"'Eureka! means 'I have found it.'"

"'Very well. What had Archimeides found?"

"James hesitates for a moment, then ventured hopefully:

"The soup, ma'am.'"

"'Bobby,' said the teacher to a small pupil, 'what is the hardest stone ever discovered?'

"'I don't know,' replied Bobby.

"'Can't you think?' quizzed the teacher.

"'Yes, ma'am,' answered the little fellow, 'but I can't think hard enough.'"

"'Why have you broken your engagement with Mr. Moonington, the poet?"

"'He wrote a poem in which he pretended to extol my beauty and entitled it 'Lines on My Lady's Face.'"

"Stranger—I'd like to have my measure taken for a $20 suit of clothes.

"Tabor (eyeing him)—I've taken your measure, sir. You'll pay in advance.

"'Mama, can God hear everything?" "Everything, Willie." "And is God always happy?"

"'Always, Willie. Why do you ask?"

"'Well, I should think it would make Him suffer a little to hear what little sins and that fellow of hers are saying to each other in the next room.'"

"'Would you mind if I went into the smoking car?' asked the bridegroom, in a tender voice.

"'What! To smoke, sweetheart?' questioned the bride.

"'Oh, dear no,' replied the young hus:

"'I want to experience the agony of being away from you so that the joy of my return will be all the more intensified.'"

IMPORTANT OF PROMPT PAYMENT.

CARELESSNESS IN SETTLING SMALL ACCOUNTS OFTEN LEADS TO A BAD BUSINESS REPUTATION FOR THE TRADER, AND, CONSEQUENTLY, MUCH FURTHER TROUBLE.

How many dealers realize the importance of settling their accounts regularly and on time, how much it means toward building up their business reputation and as an asset when the time comes when credit is really desired? It is safe to say that fully eighty per cent. of unpaid bills remain unpaid simply through carelessness. Perhaps the amount is small and no discount is offered on prompt payment. The dealer sees the bill and thinks, 'Why bother; it's only a small matter and the firm will never miss it. I'll pay it when the account is larger.' He doesn't stop to realize that if fifty debtors held back ten dollars each it would mean the fairly respectable sum of five hundred dollars.

After several statements the dealer finally settles and perhaps begins to realize being bothered over such a trifle, though at the same time pushing his collections right up to the minute.

In the future perhaps that same dealer finds himself slightly pushed for cash. His business has grown and so have his bills for goods purchased. Then he begins to write to his creditors, explains his trouble and asks an extension of credit. His past record is looked into and his slow paying propensities discovered. The result is that further credit is refused just when he really needs it and a crash is inevitable. The dealer wonders why he is the victim of cruel fate. The answer is, his own carelessness.

When a bill is rendered payable in ten days or thirty days, it should be settled in the time specified if the money is at all available. When a discount is offered business sense dictates that prompt payment be made and the reduction taken advantage of. Two per cent. discount in thirty days does not mean six weeks or two months. Most merchants never seem to appreciate the fact and feel mistrusted when they are denied the discount after the stated time. Prompt payments do not appear so very important to many merchants and men of business, but the transgressor will realize that such a course proves its own reward in times of adversity.

Certain dealers can vouch for the fact that the above is gospel truth and regret that they did not appreciate it when times were good. A reputation for paying bills promptly has saved many merchants from ruin in time of adversity, for their creditors had faith in their honesty.

A PIANO CATALOG OF INTEREST.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1909.

The Cable-Nelson Piano Co., general offices at the Republic Building, Chicago, Ill., have just issued a new catalog of their product which will prove of special interest to talking machine dealers desirous of embarking in the piano business. The catalog is attractively covered, of convenient size, and presents a handsome full-page half-tone illustration of the five leading styles of Cable-Nelson pianos, together with succinct detailed description. The introduction entitled Cable-Nelson Traits presents some general facts regarding the goods described which will be read with keenest interest, backed as the statements are by the strength and reputation of the well known house. The frontispiece shows the company's great factory at South Haven, Mich., which shipped last month over 600 pianos, a remarkable record, and one which should carry with it conviction as to the popularity and salability of Cable-Nelson pianos.

THE MAN WHO WINS.

Business is not like backing horses. The man who wins in business wins because he has deserved to win; the man who loses, does so because he deserves to lose.

This truth may not always be obvious, but it is none the less true. Of course the unsuccessful man won't admit it. It would be better for him if he did, for then he would seek for the deficiency in himself which brought about his failure and strive to eliminate it.

It is the old principle of the survival of the fittest. The fittest is the man of pluck, with strong belief in his own powers and a keen energy to seize every chance.

The man who believes in luck would probably be more profitably employed in backing horses, where his peculiar talents would have more play.

The trade of the moneyed class is most desirable, but don't get the name of running a store for one class of customers unless that class is large enough to supply all the business you want.

As soon as a man gets $10,000 he begins to fear that somebody is trying to stir up class hatred.

A Side Line That Sells

WELTY'S FOUNTAIN PENS

FOUNTAIN PEN INKS and SAFETY CLIPS

Write for our Catalog and Discounts. A Sample will be furnished at wholesale price.

The William A. Welty Co.

Waterloo, Ia. U. S. A.

THE LUCKY SPOT
WHY FAILURES OCCUR.

A Well-Known Business Man Has Some Interesting Things to Say About Causes of Failure.

When a leading business man was asked by this publication for his views as to causes of business failures, he remarked:

"To lack of capital is attributed over 50 per cent. of the total number of failures. If this is much over the reality, for many prefer to attribute to lack of capital the cause of failure rather than their own administration. I have studied and had occasion to investigate many failures, and I have found that when in the first years of business with no capital a merchant had succeeded in making a capital of $3,000, $4,000, $5,000, he then was rich and began to pay less attention to business. He became a little more extravagant in personal expenses, and, above all, less attentive to customers, leaving it to his clerks to look after their wants.

"This departure has the most fatal effect on the staff, for the moment the owner of a business lacks energy, stability and punctuality the whole of the staff follow suit. Care can be wiped out, and the man fails and attributes to lack of capital his lack of energy and ability.

"Inexperience and incompetence count for a very small share, and I am greatly surprised at this, as this is surely one of the absolute qualifications of a successful trader, and I believe no jobber or manufacturer should grant credit to a man in business who is incompetent, and this is one of the easiest things to find out.

"The main cause of most failures is to be found in the peculiarities of those who fail rather than in the conditions against which they have to contend. Study the methods of those who succeed, and you will find that they are taking to their work with so few faults, that they are not carried away by the pleasures of society, outdoor sports, and the theatre or similar amusements.

"I do not mean that one should refrain from all such pastimes, but they should be indulged in secondary place in our minds and occupations, for no one can hope to get along in the world without concentrating all his energies toward the attainment of the object he has in view. In this respect the same rules apply as regards business, and as regards the trades. Do not be afraid to accumulate too much information, but work on earnestly and steadily, picking up valuable data as you go along, and finding out where the various wares can be procured to the best advantage. Never fail to keep an engagement, for punctuality is the mainstay of business success. Cultivate uprightness and honesty, which are indispensable to success; always keep your word. Never make a statement without being positive that it is true, and should you find out afterwards that you were mistaken do not hesitate to acknowledge your error. By doing so, you will retain the confidence not only of your customers, but that of your jobbers as well.

"Economy is another indispensable quality.

The foremost advertising virtue is persistence. One can no more make a single effort, however large, serve a year's publicity, than he could get physical nourishment for a lifetime from a single dinner.

Suppose your newspaper published the same news items every day? asks Business Help. How long would you continue to read that newspaper? How long can you expect people to read your advertising if you continue to use the same old copy, day after day, week after week, month after month, year after year?

Never bore your customers with tales of your hard luck stories. Never make a statement without being positive that it is true. Suppose your newspaper published the same news items every day? asks Business Help. How long would you continue to read that newspaper? How long can you expect people to read your advertising if you continue to use the same old copy, day after day, week after week, month after month, year after year?

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Squads of Them Kept for Purposes of Machine Companies Alone.

How vast a business is the moving picture industry may be seen from the stable, so to speak, of actors that the film men keep. In this country scenes are being rehearsed and played all the time before cameras. There are actors who make a good business out of just this sort of thing. The vaudeville artists dance and sing for the devices which show the artist at work on the film while his voice proceeds from some talking instrument. This is an artistic bit, too, because the dancing figure does things that are fitted to the music.

It is no silly automatic performance either. It is genuinely entertaining and of the highest class. These actors go through their evolutions in the most lifelike manner and every detail of perspective and the like is attended to with remarkable fidelity.

In other countries, too, the actors are trained for the work. Some of the most distinguished performers have appeared before the moving picture men's camera on the other side and some vaudeville features have been known here through the medium of the machine long before they have been brought over "at great expense" through the medium of the machine long before the actual value of which is much less; that is ascribed by officers, to prefer them.

Two petitions in bankruptcy have been filed against the Vitak Co., manufacturers of moving picture machines at 180 Lafayette street, one by the John Simmons Co., a creditor for $501, the other by these creditors: David S. Piomb, $1,296 for merchandise; Edward F. Purcell, $4 for trucking, and Alton Manufacturing Co., $120 on a contract to buy 5,000 goose necks for $200, of which 2,000 were delivered on November 2 to November 5, but the company refused to accept them and refused to carry out the contract. It was alleged that the company is insolvent and November 5, but the company refused to accept them and refused to carry out the contract. It was alleged that the company is insolvent and November 5, but the company refused to accept them and refused to carry out the contract. It was alleged that the company is insolvent and

SUGGESTIONS FOR ADVERTISERS.

How to Make Display Matter Attractive—Retail Dealers Should Take Notice.

The use of cuts in advertising has become so general that there is hardly an advertiser to be found who does not believe they are useful if not absolutely necessary. In fact there are very few forms of advertising where a little artistic decorative work will not enhance the effectiveness of the ad. It may not be exactly a picture, but it requires the work of the artist in combination with the work of the typographer to get the most out of the ad, or the most into it, which ever way you please to figure.

In speaking of cuts or pictures in advertising we include not only pictures but decorative designs, borders, etc., says R. H. Callahan in The Furniture World. There are three ways of using pictures in advertising. One way is to use a picture that represents the article advertised. Another is to use a picture that illustrates the line of argument pursued in the advertisement, and the other is a picture which is used merely because it is pretty and will attract a passing glance.

The cuts which show the article advertised are extremely useful, provided there is something distinctive about the article, and, therefore about its picture. The picture of a brass bed is of no particular advertising value, unless it clearly shows some point wherein the bed is different from others, which is unusual. Invariably,

ROLLE SKATES
MADE IN TORRINGTON, CONN.

USED EVERYWHERE

The Best Side Line
For the Spring Season

Write us for Catalogue and full information

Union Hardware Co.,
Torrington, Conn., U. S. A.
though, the pictures we see in advertisements of brass beds do not show anything in particular, and as the average cuts of brass beds look enough alike to be twins the pictures are of no particular use.

Cuts which show the article advertised in use are good—they have action which arrests the eye. The picture of a Morris chair is not particularly inspiring, but the picture of a man reposing comfortably in the chair while reading a paper is something altogether different. The picture of a dressing table is not a subject that an artist would select for his prize painting, but put the figure of a pretty girl—perhaps with disheveled hair, and in the act of making her toilet—before the dressing table and you will have something which cannot fail to attract attention.

The picture of a pretty woman will never lose its advertising value as long as human nature remains what it is. No matter what the subject may be or what the story is if you can ring up in the picture of a really handsome and alluring sort of a woman you are going to catch the public eye and hold it. Pictures of children are also very attractive, and are most useful in the advertising of articles intended for children. Even in repose the picture of a pretty girl or child will attract attention, but, if possible, get action into the picture. Have the person in the picture doing something in connection with the article advertised, if possible, but doing something anyway.

At season events and during special sales allegorical pictures emphasizing some particular point in favor of an article or occasion are very popular. Historical characters and events are useful for the sake of the simile supposed to exist.

Cuts of humorous nature are usually very sad if the mistress is in either case being the same. The mere circumstance that such positive is rejected to the classification imposed by the Collector as articles of which collodion is the component of chief value.

Historical characters and events are useful for the sake of the simile supposed to exist. Cuts of humorous nature are usually very sad if the mistress is in either case being the same.

LATEST CUSTOMS RULINGS.

Cinematograph Films Are Held to be Durable as "Photographs."

The government received a serious setback last week in its attempt to assess a high rate of duty on cinematograph films used in the moving pictures when the Board of United States General Appraisers decided that the films have the right to enter this country as "photographs" with duty at the rate of 25 per cent, ad valorem.

The in question was imported by J. A. Bost and Sussfeld, Lorsch & Co., who objected to the classification imposed by the Collector as articles of which collodion is the component of chief value. Under the amendment made by the Collector the importers were called upon to pay duties at the rate of 65 cents per pound and 35 per cent, ad valorem. According to the importers this classification was out of all proportion to the value of the merchandise.

General Appraiser Fisher says in his decision for the board that the importers made two claims. One alleged that the goods should be admitted as "photographic dry plates or films" at 25 per cent., or as "photographs," the rates of duty in either case being the same. In sustaining the contention of the importers, General Appraiser says in part:

"The mere circumstance that such positive is pictured on a strip of celluloid and not on a strip of paper is immaterial. In either event the reproduction is light-written, and, therefore, a photographic picture or photograph. To say that the continuous method by which this negative was secured was unknown when the act was passed, and, therefore, a photograph of it was not covered by the act, is to beg the question."

THE TWO NEW INVENTIONS OF INTEREST.

The Amphibo-cycle and the Maritime Skate—One Paddles Over Land or Water and the Other Invites Travel on Boat-Shots With Oars.

Two young men of Lyons, France, have just invented apparatus for traveling upon the water. One of these is called an amphibo-cycle, because the man who rides upon it can travel both on land and water.

The inventor, M. Girard, has caused some sensation in his native city, where he is seen daily cycling on the River Saone at an average speed of nearly six miles an hour.

The other apparatus is called by its inventor a "maritime skate." This consists of a pair of wooden clogs, to each of which is attached, before or behind, a pair of floats made of waterproof cloth, which can be inflated or deflated at will. There are stiffened Oars.

The total weight is 50 kilograms; length about 7 feet, width 3½ feet.

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THE AMPHIBO-CYCLE AND THE MARITIME SKATE—ONE PADDLES OVER LAND OR WATER AND THE OTHER INVITES TRAVEL ON BOAT-SHOTS WITH OARS.

The Amphibo-cycle and the Maritime Skate—One Paddles Over Land or Water and the Other Invites Travel on Boat-Shots With Oars.

Two young men of Lyons, France, have just invented apparatus for traveling upon the water. One of these is called an amphibo-cycle, because the man who rides upon it can travel both on land and water. The other apparatus is called by its inventor a "maritime skate." This consists of a pair of wooden clogs, to each of which is attached, before or behind, a pair of floats made of waterproof cloth, which can be inflated or deflated at will. There are stiffened Oars.
COLORED MOVING PICTURES.

Latest Fact in Photographing in Natural Tints Shown With Considerable Success in London.

Colored photography is no longer a dream of the future, it is an accomplished fact; it no longer lies in the region of theory, it has become a workable, mechanical process. So much was proved by the remarkable series of colored bioscope pictures shown to the public for the first time two weeks ago at the Palace Theatre in London, Eng., by Charles Urban and Albert Smith.

The beautiful colored transparencies exhibited last autumn by Langdon Coburn, Baron de Meyer and others of the "Linked Ring" showed what wonderful progress color photography has made during the last few years. Though much time and money and thought have been spent on experiments with bioscope pictures, the exhibition referred to was the first public presentation of actual results.

"Kinemacolor" is a distinct advance on anything that has been done before. It is a step in the right direction, and every step brings the process nearer the perfect realization of photographing nature in her own hues. The bioscope pictures are colored entirely by the action of the sun's rays. The films are in no way touched by hand after being taken, except to be developed like ordinary photographs.

The process is this: An ordinary reel of films (a ribbon of celluloid in the technical name) is placed in the bioscope machine and in front of the aperture are placed two screens, or filters as they are called, which alternate as soon as the machine is set in motion, so that each piece of film as it is exposed is influenced by the filter which comes between it and the scene it records. These filters divide all the colors of the spectrum into two groups, one ranging through white, yellow, orange and scarlet to the darkest reds; the other through white and yellow to green, blue, violet and indigo to black.

The film itself is monochromatic and can be used for ordinary bioscope pictures, but when being used for kinemacolor pictures it is necessary to place two screens in front of the aperture of the machine, these being complementary to the filters used in taking the photographs, so that each picture when illuminated and projected on the sheet reproduces the colors according to the original filters, first orange red, then blue green, and those alternate so rapidly that the tints of nature are more or less reproduced.

Houses are red, trees are green, rocks and roads are brown, and sky, sea and people are represented to a certain degree as we are accustomed to see them. Doubtless when the process is further improved the tints of nature will be absolutely reproduced.

To say that the invention has not yet reached perfection is to cast no slur upon the inventors. Attached to the programme of this exhibition is a little explanation by them setting forth a few facts about their process. They admit that it is capable of fuller development, and add that they are daily working at experiments toward that end.

As it is the pictures are remarkable. They fail only in so far as they do not yet reproduce all the tints of nature. Yellows and blues are negligible quantities, while reds and greens are too inconsistent and apt to be a trifle crude. To account for this a rather fuller explanation of the process is necessary.

Every one knows the means by which an ordinary photograph is obtained, and that the rays from a light object when passing through the lens of the camera darken or thicken the negative, and that the thickening of the negative when placed over the sensitive paper prevents the light from affecting the paper, and so the object becomes light again in the positive. It is the filters used in taking the kinemacolors that determine the color of the picture.

These filters are so prepared that the filter that is complementary to the orange-red screen allows the rays of light to affect the negative in such a way that when the positive is illuminated the light passes through the orange-red screen only in such a degree as is necessary to the color of the picture. The same is true of the blue-green filter, and the intermediate colors or grays are produced by a little light passing through both filters at the same spot.

In color printing every tint and gradation can be perfectly reproduced by means of three blocks, each block representing one of the three primary colors. In the kinemacolor pictures it may be that the use of only two screens, red and green, does not permit of such gradations.

It may also be that blue and yellow are more affected by artificial light than red and green and that therefore, although the photographs may be true as to color in daylight, the artificial light which is used in showing them it would be necessary to overemphasize the blue and yellow to give these colors their proper value.

Another fault of the kinemacolor pictures is their tendency to show a prismatic line where one object touches another, and this is particularly noticeable where a white object is relieved against a dark background. For instance, in the series which shows a little girl playing with her rabbits first a red line, then a green line and then both a red and a green line appear between the edge of the child's white hat and pinafore and the trees and fence behind her. Some pictures show this much less than others; those that are simple and contain a few objects are best.

Cultivate the acquaintance of the working people when they have time to talk with you. Better, in this case, to loaf in the daytime, unless you are one of those rare people who "improve each shining hour."

The cheapest thing to be obtained in the way of raw material is courtesy. Yet how valuable it becomes when included among the permanent assets of a talking machine store.

A SIDE LINE

which may soon become

YOUR MAIN LINE

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

PIANOS and PLAYER PIANOS

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

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

Let us hear from you.

WINTER & CO.

Manufacturers

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

NEW YORK CITY
HARMONICAS AS A SIDE LINE.

Profitable and Quick Selling Specialties—
Hohner's Great Line Are Known the World Over—People Call for Them—It Pays to Handle These Instruments.

Talking machine dealers looking around for a profitable side line will find the Hohner harmonicas one of the easiest to handle, as such a thing as "dead stock" is unknown when these world-famous goods are taken on. They are rapid sellers, from the fact that the designs, pat-

terns and finishes of these instruments represent the very latest improvements, as they are made in the oldest, largest and best-equipped factory in Germany—namely, at Trossingen.

One of Mr. Hohner's very latest innovations in this line is the Duplex No. 702, herewith shown. This harmonica sustains the Hohner reputation, from that of the ordinary harmonica, inasmuch as it is a double-sided harmonica only, of full concert size, constituting two perfect harmonicas as it is a double-sided harmonica only, of full concert size, constituting two perfect harmonicas in different keys. This has been made possible only by the new construction of the reed cells and is an exclusive feature of Hohner harmonicas No. 702. Its neatness and compactness makes it a very desirable instrument. The Duplex has forty holes, 40 reeds, brass plates, nicelde plated tubular shaped corners. For prices, etc., address M. Hohner, 475 Broadway, New York City.

ALL KINDS OF PEOPLE.

Some of you we know have to associate with cross, crabbed, irritating, quarrelsome customers who are out of touch with the world and everybody in it, including themselves. They are, however, here for a purpose—to teach forbearance.

We wouldn't know there was such a thing in business if it wasn't for such men. We will not argue that they are worth cultivating for bosom companions, but we must admit that they are worth cultivating for the sake of orders. It is so often the case that a salesman lets a few moments' unpleasantness of this kind make him lose sight of the fact that every order counts on reckoning day. It's not a bed of roses, but if we didn't have a few customers of this kind to deal with, we wouldn't know how to appreciate the ones who are decent. And that certainly would be a calamity. So, after all, the grouch does answer a purpose, and we hope you'll make up your mind to tolerate him, for your own sake as well as that of the customer who treats you like a human being.

F. & H. LEVY MFG. CO. TO MOVE.

Lease Entire Loft at 53 Crosby Street—To Produce Only High-Class Cards—Working on Holiday Styles.

The F. & H. Levy Manufacturing Co., the well-known post card manufacturers at present located at 111 East 14th street, New York, have leased an entire loft at 53 Crosby street, running clear through to Lafayette street, and will move to the new quarters upon the expiration of their present lease May 1. This firm has been particularly successful of late in entering the post card field, and their product has improved in quality until to-day there is not a cheap looking point advertised in their line. Most of their cards are lithographed in 8 to 12 colors, including gold, and are heavily embossed, each style being produced in a half dozen or more designs. Besides ordinary, birthday, congratulation and anniversary cards they are already at work upon a superb line of Thanksgiving, Christmas and New Year cards which, it is said, will surpass all their previous efforts in this direction.

MOVING PICTURES CENSORED.

Only a Few Hundred Feet Out of 16,000 Condemned and That for Art's Sake.

The Motion Picture Patents Co., 80 Fifth avenue, which has called in a committee of citizens to act with the management in passing upon the propriety of films to be supplied to the moving picture theaters, which company supplies the theaters on its list which did not keep its house in safe and sanitary condition. An officer of the company said that the picture company, it was explained, supplies all the theaters for Art's Sake.

Charles Sprague Smith, president of the People's Institute and chairman of the committee, was present, along with the Rev. Walter Laidlaw, of the Federation of Churches; Thomas McClintock, of the Society for the Prevention of Crime; Gustave Strabemuller and Evangeline Whitney, of the Board of Education; Miss Theresa Townsend, of the Women's Municipal League, and several others.

The picture company, it was explained, supplies about a hundred films exchanges all over the country, these exchanges supplying 5,000 theaters. An officer of the company said that the company not only would refuse to supply any-thing except films beyond reproach, but would withdraw licenses from all the theaters on its list which did not keep its house in safe and sanitary condition.

The temporary board of censors labored for five hours, inspecting the 18,000 feet of pictures. The formal report will be made later, but it was said by one in authority that less than 300 feet would be objected to, including "Every Lass a Queen," because it was inartistic.

THE VIASCOPESpecial
NOW READY

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

Write for Catalogue.

VIASCOPEMFG. CO. - CHICAGO
Department A, 112 East Randolph Street

IF YOU ARE INTERESTED IN ELECTRIC-PLAYERS

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

THE PIANOVA CO., 117-125 Cypress Ave., N. Y.
Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS

THE TALKING MACHINE WORLD.
A PLAIN QUESTION

Do you wish to increase your business?

Do you wish to form an alliance with a product which will win you dollars?

Presumably you do, because most business men are not engaged in conducting retail establishments purely for health reasons.

Now, we can assist you very materially to build up your trade, no matter where you are located.

We make some of the most attractive pianos ever put forth.

They are good to look at and they are pleasing to listen to.

They are good business companions.

They will help you.

Yes, we have the pianos at the right price.

In fact the values offered are surprising. We have the business builders, and you have a retail establishment.

Now, let us get together for mutual good.

Not soon, but now.

CABLE-NELSON PIANO CO.

General Offices, Republic Building

CHICAGO, ILL.
STOP—

No matter in what part of the world you may be located.

No matter whether your lines are complete or not, you can do an increased business if you have an article which will appeal to the critical tastes of the people.

Now it is generally admitted that the piano player is a "middle of the road" proposition to-day.

In other words, the people are interested in piano players more than almost any other product of human brains and skill.

It is a fact, too, that the Peerless Automatic Piano is admittedly far in the lead.

It is a player which is marvelously attractive, and any dealer who secures the agency for this product has a business asset that is worth many dollars to him.

Some talking machine dealers who have handled the Peerless line have been overjoyed at the results obtained.

The Peerless coin operated player has large sales possibilities.

Just think for a moment of the hotels, cafes and other places of public amusement, etc., in your locality, and see if you cannot at once see trade possibilities opening up which are interesting.

We can help you to make them interesting, and we can help you to create a new paying business, thereby increasing your business profits. Write us.

PEERLESS PIANO PLAYER CO.

(F. ENGELHARDT & SONS, Prop's)

Factories,
ST. JOHNSVILLE, N.Y.

Windsor Arcade, 2 East 47th St., NEW YORK
Too Many Merchants Overlook That a Brilliantly Lighted Store Carries Conviction of Honesty and Fair Dealing.

"In vivo veritas," runs the old proverb—"in wine there is truth." If veritas means equal truth in sober form—then there is truth. There are few words in the English language whose literal and metaphorical meanings are so nearly akin. To have light on a subject is to have the truth concerning it, and to illuminate a physical object with physical rays of light is to bring out its true physical existence—brought out in prose, as the Latin phrase has it.

The importance of this fact, and the value of the association of the two ideas, is something to which every merchant should give thoughtful consideration. A brilliantly lighted store carries with it the positive, though unconscious conviction of honesty and fair dealing. Where there is light there is no desire to conceal. Where there is light the merchant needs no desire to conceal. Merchandise that is displayed in the full rays of the modern light-source is literally exposed to the light of truth.

Honesty is expressed far better in actions than in words. The invitation to "look for yourself" which is vividly written wherever a brilliant light shines is a more potent guarantee of sincerity and honesty of purpose than all protestations of word or pen.

Just as surely as you walk with caution in dark or dimly lighted places, so you buy with caution in the dimly lighted store.

Some merchants, recognizing this general truth, have used "the daylight store" as an advertisement; with modern illuminants there is manifestly no desire to conceal. Where there is light there is no desire to conceal. The association of the two ideas, is something to which every merchant should give thoughtful consideration. A brilliantly lighted store carries with it the positive, though unconscious conviction of honesty and fair dealing. Where there is light there is no desire to conceal. Where there is light the merchant needs no desire to conceal. Merchandise that is displayed in the full rays of the modern light-source is literally exposed to the light of truth.

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Milwaukee's Budget of News.

March Business Proves Very Satisfactory to Dealers and it is Confidently Expected That the Trade of the Prospering Industry Will Continue

Demand for April Records—Lawrence McGeary Plans Immense Talking Machine Store—Huesey Co. Stock Sold Under Hammer

Other News of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 8, 1909.

Milwaukee talking machine dealers are well satisfied with business thus far for the month of March, and are confident that the total volume of trade for the month will be far in excess of either January or February. The spring March, satisfied with business thus far for the month of 24

ment that is taking place in all lines.

fact in Milwaukee that when the piano business the talking machine line.

Wisconsin talking machine field. The piano busi-

ness in Milwaukee has been taking big spurs of late and a corresponding gain is being noticed in the talking machine line. It is a well-established fact in Milwaukee that when the piano business is good, talking machine dealers seem to meet with success. The present condition of affairs seems to result from the general improve-

ment that is taking place in all lines. Money is becoming more plentiful, confidence has returned and a feeling free to buy talking machines and pianos.

A lively demand for the new April records is being felt all over the city. Many of the new double-faced Victor and Columbia records are proving to be ready sellers. Demand for the Amberol four-minute Edison records is going on unabated and dealers are finding themselves just about able to keep their stocks up at a stage to satisfy the trade. Records of the more expen-

sive class are still increasing in popularity.

Plans Immense Retail Establishment

The initial steps in establishing in Milwaukee what will be the largest retail talking machine store in the entire Northwest have been taken by Lawrence McGeary, who is opening a wholesale talking machine dealer, in less than for the period of a quarter of a century the six-story Patton building located at the corner of Grand avenue and Fifth street. The consideration for the twenty-five year period is $350,000. Mr. Mc-

Geary's lease begins May 1, 1909, although some of the leases held on parts of the building will not expire until May 1, 1910. When the lease on the lower floor of the structure expires in May, 1910, Mr. McGeary will remodel this floor and move his entire retail business to this location. This will give the well-known dealer a space of 60 by 100 feet, located in a district which, by next year, will be the heart of the business cen-

ter of the city. The upper floors of the building will be rented as offices. Within the next few months Mr. McGeary will lease his retail quarters in his present building at 172-176 Third street. The wholesale talking machine est-

ablishment on the third floor of the Third street building will not be moved.

The six-story structure purchased by Mr. Mc-

Geary is owned by the Builders and Traders Exchange for its own use, and has been declared to be one of the most solidly constructed build-

ings in the city. It stands on a foundation so firm that the building could easily resist an addition of five or six stories, if it is ever found necessary. Plenty of room will be provided by Mr. McGeary for the further expansion of his business. The trade of the well-known dealer and jobber will probably more than double itself within the next few years if location will act as a factor, for the district surrounding the Patton building is fast becoming the all-important retail center of Milwaukee, owing to several reasons. The big department stores, office buildings and other buildings being extended westward in this locality, the free growth of the city in this direction being unimpeded. The city's two newest electric lines pass close to the build-

ing, the Chicago & Milwaukee road's cars passing the building and the Milwaukee Northern's cars pass-

ing within a block of the structure. Barrett's new department store is located directly across from the building, while the Uhlein property, declared to be the future location of another big store, is only a few blocks away. Recently the recently acquired property of Mr. McGeary, Mr. McGeary believes that, disregarding the im-

portance of the location for his retail establishment, the trade of the city is sufficient to make him a wealthy man from the very nature of the investment.

Telephone to Transmit Music.

Wisconsin owners of talking machines may now utilize the telephone to transmit music to their less fortunate neighbors as often and as much as they wish. At least the practice will be permitted by law. The Wisconsin Legis-

ature recently refused to pass a measure which aimed to make it unlawful to hold the telephone receiver to listen to conversation or to transmit music, and talking machine owners who had been in the habit of transmitting over the telephone the production of the latest record to their ad-

mitting friends and neighbors are now breathing much easier. Officials of the telephone company say that this practice is followed extensively in the country districts, and that while some little inconvenience may result they are willing to aid the talking machine in its good work of educa-

tion and enlightenment.

Huesey Co.'s Affairs.

The Huesey Co., well-known Wisconsin talk-

ing machine dealers, 454 Griswold street, and with branch offices in the Majestic building, has made an assignment to its trustee and its stock has been sold under the hammer. Liabilities were scheduled at $6,500 and assets at about $3,400.

The suit of the Victor Talking Machine Co. against the Huesey Co., in which the Victor Co. was sued for recovery on money due, and which re-

sulted in a victory for the Victor Co., with a decision calling for the payment of $1,008.78 damages, was a final blow to the Milwaukee con-

cern. The main store of the Huesey Co. has been located in an extremely poor business sec-
	
tion of the city, while the branch offices of the company in the Majestic building were out of range with the average trade. A series of un-

fortunate circumstances seemed to work to the downfall of the company, and George G. Huesey, president of the company and general manager, is being accorded the sympathy of Milwaukee dealers. It is said that Mr. Huesey will not re-


gage in the talking machine business, for the present at least.

The payment of the company, consisting of talking machines, records, attachments, cabi-

nets and bicycles, was sold at public auction in the city on March 22 and was bought in its entirety by A. D. Geissler, manager of the Talk-

ing Machine Co., of Chicago.

Lawrence McGeary was in attendance at the record sale, but his efforts to guarantee one of the National Association of Talking Machine Jobbers held at Columbus, O.

The only set of tubular chimes in Wisconsin has been erected in front of the talking machine establishment of Lawrence McGeary, 117-119 Third street, and are attracting the attention of all Milwaukee. The chimes are of the West-

minster variety, and so loud and clear are their tones that they are heard at least a block away even above the usual noises of street traffic.

The chimes strike the quarter, half, three-qua-

ters and hour as follows: At quarter past the hour, four strokes, Westminster; at half past the hour, eight strokes, cathedral; at three-quarters past the hour, twelve strokes, reveille; at the full hour, sixteen strokes, Westminster, followed by the striking of the full hour. The chimes were manufactured in Minneapolis, where they were secured by Mr. McGeary.

Chasing Under Ordinance.

Thresher owners and talking machine dealers at Fort Atkinson, Wis., are chafing under an or-

dinance passed by the Common Council, of that city, prohibiting "barking" on the streets by men connected with electric theaters and other places where amusement. Talking machine dealers of the city are wondering if the ordinance will prohibit thresher owners from using a machine for an-

nouncement and for outside attraction.

Lawrence McGeary and an Anxutophone recently filled an important role at the "Irish Bo-

hemian" night at the Milwaukee Elks' Club on St. Patrick's night. The Anxutophone gave selec-

tions interesting to the former natives of the Emerald Isle.

A Rival to "His Master's Voice."?

Jesse, the bull terrier mascot of the Milwaukee branch of the Columbia Talking Machine Co., is the mother of six young terrier pups, all "Colo-

biana dogs." Manager A. D. Herriman an-

nounces that he will give one pup to each of the Columbia establishments at New York, Chicago, Boston, Philadelphia, St. Louis and Kansas City. Jesse, the Milwaukee mascot, is an exact like-

ness of the famous Victor dog, and it is a stand-

ing boast among the Milwaukee Columbia men that if she ever met her Victor likeness there would be a battle royal.

THE TALKING MACHINE WORLD.

Victor Records

Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS to be sold under the trade mark of VICTOR RECORDS. ONE STOCK, KNOWN AS WHOLESALE TRADE, that they will receive from us VICTOR RECORDS in absolutely the same condition as were supplied us by the factory. NO RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES; NO RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS. But—

Absolutely New Unplayed Records.

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade RED SEAL RECORDS IN SEALED ENVELOPES.

This is a method of filing wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by those in retail concerns.

If You Want New Records, Send Us Your Orders.


LARGEST STOCK—BEST SERVICE.

Fifteen Years an Exclusive Talking Machine House.
New Victor Records for May

10-Inch Records—Single 60 cents; Double-Faced 75 cents
The double-faced records are lettered "(a)" and "(b)."

31730 Pride of the Nation—Arthur S. Witeomb
Cornet Solo
Acc. by U. S. Marine Band
(b) Otello—Salce, Salce (Willow Song) (Verdi).
12-inch, $3. In Italian.

31711 The Boy on the Right Field Fence...Digby Bell
58005 The Wedding of Laughe McGraw
Harry Lauder
35074 Victor Vaudeville Company
(b) Barn Dance Medley No. 1.. Pryor's Band
35068 Pryor's Band
(5) Militaire Waltz..Victor Dance Orchestra
35075 (a) Angels Ever Bright and Fair.Lucy Marsh
(b) Unfold Ye PortalsTrinity Choir
35006 Walkure—Magic Fire Spell—Pianoforte Solo.
Alfred Granfield

New Victor Red Seal Records
12-inch Records—Single $1.00; Double-Faced $1.25
The double-faced records are lettered "(a)" and "(b)."
12170 Pride of the Nation...Arthur S. Witeomb
Cornet Solo
Acc. by U. S. Marine Band
(b) Otello—Salce, Salce (Willow Song) (Verdi).
12-inch, $3. In Italian.

Two English Songs by Gadski
Johnnna Gadski, Soprano
88118 Otello—Salce, Salce (Willow Song) (Verdi).
12-inch, $3. In Italian.
88156 Believe Me If All Those Endearing Young Charms (Moore).
10 -inch, $2. In English.

A Mignon Number by Farrar
Geraldine Farrar, Soprano
88152 Mignon—Styrienne, "Je Connais" (I Know a Poor Maiden) (Thomas).
10 -inch, $2. In French.

Two English Songs by Schumann-Heink
Ernestine Schumann-Heink, Contralto.
88153 Et Ist Bestimmt in Gottes Rath (It is Ordained by God's Decree) (Mendelssohn).
12 inch, $3. In German.

Two New Elman Records
Mischa Elman, Violinist.
81153 Swing Song (Burns). 10-inch, $1.
71035 Gavotte (Grose). German Dance (Deutscher Tanz) (Dittersdorf).
12-inch, $1.50.

This complete list of new Victor Records will appear in our double-page advertisement in the leading magazines for May, and attention will also be called to them in our advertisement of April 28 in the principal daily newspapers throughout America.

This magazine and newspaper advertising reaches millions of people and benefits dealers everywhere. It's to your advantage to have the complete list on the simultaneous opening day, April 28, so that you can take care of every customer.

You know every Victor Record is a perfect record; has the unequalled Victor tone quality. And every Victor Record you sell means a pleased customer, and helps you build a steady, profitable record business.

So make an effort to get all this desirable trade that's in your neighborhood.


Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results, use only Victor Needles on Victor Records
It's So Easy

Yes, it is not only easy to learn a foreign language by the I.C.S. system—the easiest and most perfect way in the world—but it is also easy to sell I.C.S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise do not learn a language for the sake of the knowledge of it alone. It is easy to sell it for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the I.C.S. LANGUAGE SYSTEM

Do you sell I.C.S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus abso-

THE TALKING MACHINE WORLD.


Editor The Talking Machine World, New York.

Sir—On my return this day from an extended business tour in India, Burma and Ceylon, I found my friend The Talking Machine World of January 15 awaiting me here, and have read with interest and not a little surprise the paragraphs relative to the alleged sedicious Indian records. You rightly say that the yellow journals have seized the opportunity with avidity, and without taking any trouble to verify the news has made capital of it. How, under such conditions, can one think that your valuable stock of the bankrupt Hovey Co.

The talking machine display in the windows of the Hoeffler Manufacturing Co. usually attracts any amount of attention, and the exhibits of the last few days have been no exception. During the week that "The Red Mill" was presented at one of the Milwaukee theaters Manager Becker conducted a wonderful sale of "Red Mill" records as a result of a catchy window exhibit. A real hilltop occupied the center of the window during the week, and over the imiti itself was a large red card advertising the talking machine records. In addition to the big sale of records, Manager Becker reports the sale of a Victor machine, as a result of the unique advertising scheme. "Paust" records have been in demand of late, owing to the presentation of "Paust" in the city and a big poster display of the "Paust" records in the windows of the Hoeffler Co.

Mrs. A. D. Herriman, wife of Manager A. D. Herriman, of the Columbus branch, is fast recovering from a dangerous attack of diptheria.

Mr. Becker, of the Rudolph Wurlitzer Co., of Chicago, called upon the Hoeffler Manufacturing Co. recently.

B. H. Austin, a well-known talking machine man from the East, has been made manager of the Edison business phonograph department at the Hoeffler Manufacturing Co.

W. C. Poult, western district manager of the Columbus Co., was up from Chicago recently to call on the Milwaukee branch.

The Johnson Lumber Co. and the Columbus Construction Co. have added Edison business phonographs to their office equipment.

Milwaukee talking machine dealers are interested in the revival of the crusades against street signs, as a result of the action of the assistant district attorney, in urging that the 3-foot ordinance be repealed. This measure has allowed dealers a leeway in changing up their signs, and was counted upon as a permanent protection by merchants in general. Last year there was a general crusade against electric signs and dealers were forced to tear down their big and expensive signs and conform them to the 3-foot leeway. This second move will mean another tearing down in many cases and will entail considerable expense. Lawrence McCreary, the Hoeffler Co. and one or two others have had their illuminated signs close to the buildings of late, but many dealers are not so fortunate.

WHY RECORDS WERE SUPPRESSED.


Bomby, India, March 9, 1909.

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Every Victor Dealer is a Music Teacher

Exactly! A teacher is a developer, and every Victor dealer is a strong factor in the development of the higher musical tastes of his community. He is selling the musical instrument which is creating a greater appreciation of and love for the best in music—the VICTOR.

Every Victor placed in a community helps to raise the musical standards of that community. And each additional Victor makes it possible for more people to hear the masterpieces of the world’s great composers sung and played by the greatest artists and musicians of the age.

What an honor this is for you, Mr. Dealer! What an incentive it should be for greater activity in selling the Victor! What an opportunity to be of service to your town or city! And what possibilities for business and money-making it holds out to you.

It pays well to sell the Victor, Mr. Dealer. It pays in prestige, in popularity, and in profit.

Be the greatest music-teacher in your town!

Victor Talking Machine Co.
Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors.

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

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y.—Fitch & Hahn.
Aberdeen, Wash.—E. M. Balzer.
Atlanta, Ga.—E. R. Bliss & Bros.
Atlanta City, N. J.—Sol Bloom, Inc.
Austin, Tex.—The Petkevich Co.
Baltimore, Md.—Cohn & Haagen.
Banger, Mr.—R. E. Forbes Piano Co.
Birsking, Alas.—The Eastern Talking Machine Co.
Boston, Mass.—The Esposito & Co.
Burlington, Vt.—American Phonograph Co.
Burlington, Wis.—Wm. H. & L. C. Wolfe.
Chicago, Ill.—J. W. Jenkins Sons Music Co.
Cincinnati, O.—Schneider Arms Co.
Cleveland, O.—The Eastern Talking Machine Co.
Columbus, O.—The Eastern Talking Machine Co.
Dallas, Tex.—The Eastern Talking Machine Co.
Denver, Colo.—The Eastern Talking Machine Co.
Des Moines, Iow.—Iowa Piano Co.
Detroit, Mich.—H. F. Droup & Sons.
Duluth, Minn.—Sol Bloom, Inc.
Easton, Pa.—The Knight-Peterson Piano Co.
Elyea-Austell Co.
El Paso, Tex.—The Knight-Peterson Piano Co.
Escanaba, Mich.—Grinnell Bros.
Eugene, O.—The Knight-Peterson Piano Co.
Evansville, Ind.—The Knight-Peterson Piano Co.
Fort Worth, Tex.—C. E. Hayes Piano Co.
Fremont, Cal.—R. E. Forbes Piano Co.
Galveston, Tex.—D. C. & H. H. Dugger & Bros.
Hoboken, N. J.—Bergstrom Music Co., Ltd.
Jacksonville, Fla.—McGraw Bros. & Vegg.
Kansas City, Mo.—J. W. Jenkins Sons Music Co.
Lincoln, Nebr.—H. B. Stearns & Son Co.
Little Rock, Ark.—E. O. Houghton Piano Co.
Los Angeles, Cal.—Sherman, Clay & Co.
Memphis, Tenn.—E. E. Forbes Piano Co.
Memphis, Wisc.—E. F. Droop & Bros.
Milwaukee, Wis.—Lawrence McGreal.
Minneapolis, Minn.—Minnesota Photograph Co.
Montreal, Canada—Berliner Gramophone Co., Ltd.
Montreal, Canada—The Talking Machine Co.
Montreal, Canada—The Knight-Campbell Music Co.
Montreal, Canada—The Fetterly Piano Mfg. Co.
Nashville, Tenn.—O. E. Hook Piano Co.
Newark, N. J.—D. D. Dietsch Piano Co.
New Haven, Conn.—Henry Horton.
New Orleans, La.—Naff Auto. Fire Alarm Co.
New York, N. Y.—Blackman Piano Co.
New York, N. Y.—Blackman Piano Co.
Omaha, Neb.—A. Hooper Co.
Palisades, Cal.—Wright Piano Co.
Peoria, Ill.—Chas. C. Adams & Co.
Philadelphia, Pa.—Sol Bloom, Inc.
Pittsburgh, Pa.—Leslie & Clark.
Portland, Me.—P. K. Houck Piano Co.
Portland, Ore.—Sherman, Clay & Co.
Richmond, Va.—The Cable Piano Co., Inc.
Rochester, N. Y.—The Calling Musical Co.
Salt Lake City, Utah—Carrington & Anson Co.
San Antonio, Tex.—Chas. H. Ditson & Co.
San Francisco, Cal.—Sherman, Clay & Co.
Salt Lake City, Utah—Carrington & Anson Co.
San Francisco, Cal.—Sherman, Clay & Co.
St. Louis, Mo.—Sherman, Clay & Co.
Seattle, Wash.—Sherman, Clay & Co.
Spokane, Wash.—E. M. Balzer.
Springfield, Ohio—The Knight-Peterson Piano Co.
St. Paul, Minn.—W. J. Dyer & Bros.
St. Louis, Mo.—Rohan, Hunter & Hinrichs.
Syracuse, N. Y.—W. D. Andrews.
Todie, O.—The Hayes Music Co.

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


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E'F' IMPORTANT—Advertisements or changes should reach this office by the first of each month. Adver-
tisements arriving too late for insertion in the current issue must be accompanied by instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 4677 and 4678 Gram.
Long Distance Cable Address “Ebilh.” New York.

NEW YORK, APRIL 15, 1909.

CONDITIONS in the talking machine trade have not changed materially since the last appearance of this publication, and a survey of the situation does not cause us to believe that while trade during the spring months will show some betterment, it will not reach an exuberant condition before early fall.

We are moving steadily upward, but not as rapidly as most of us would hope.

There is every indication of improved business as just as soon as the tariff question is definitely disposed of, that the country must reach this office by the first of each month.

It is the belief, however, that when this subject is finally disposed of, that the country must then soon reach the highest level of prosperity.

The general business of the country grows steadily despite the tariff uncertainty, and it should be understood that in times past when there has been a disturbance of tariff conditions, business has been in a large degree unsettled.

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SOME of the great railroad magnates assert that while there will be no reduction in wages, and the present ease of money assures to the railways a good market for securities whereby to make extensions and improvements.

This fact in connection with their increased earnings shows that they are in a position to make this liberal expenditure for labor and supplies, and upon which, more than any other factor except good crops, the industrial and general prosperity of the country depends.

It is well known that in the great manufacturing districts where labor has been laid off there has been a general decrease in the sale of talking machines and accessories, and it is due largely to the fact that labor has been unemployed in many sections that the sales of talking machines have been materially cut.

All lines of trade have suffered, even those which deal solely with the necessities of life have joined in the general complaint.

To those men who have exhibited lack of faith in the future of the talking machine we would say, wait until the clouds of business depression roll by and then see how the talking machine trade will brighten up when the sun of general prosperity strikes upon it.

WHERE formerly a number of merchants shared in the trade in certain localities, it will now be taken care of by a much less number. Then, too, it is pretty certain that the men who remain in the industry possess the right kind of energy to go ahead and will make the most of improved trade conditions.

Some men have become discouraged after losing faith in the business future of the talking machine and have dropped out of the business completely.

In this particular the talking machine trade does not differ materially from other lines.

But this industry is new. It deals with a special product, and because sales have not kept up to a reasonably high standard, a lot of men have lost confidence in the trade future.

That is needless, and there is no real ground for entertaining the belief that the talking machine has seen its best days.

It has not, and next fall, in our opinion, will witness a trade revival in this industry which will be unprecedented, and we repeat there will be fewer men in the industry to divide the business plums among.

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THE talking machine business will reach a larger volume than ever, and the trade will not be divided among so many individual concerns.

Why? Simply because there has been a thinning out of the ranks brought about by reason of poor business.

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No, there are some things in connection with the talking machine business that could not be left sight of.

Not for a moment—follow the leaders—the business builders.

Do the manufacturers themselves show lack of confidence in the future of the trade?

Is there anything in their actions which would cause such a belief?

Are they unloading stocks in a manner which is detrimental to trade interests?

Are they pushing out their lines from irresponsible sources and through channels which seriously interfere or are intended to enter into competition with the legitimate dealer?

No. On the contrary they are doing everything to safeguard the industry.

They are carrying on an aggressive advertising campaign and investing huge sums of money in lines of publicity which could be saved if they so desired.

No, the talking machine men of the industry have faith and confidence in it.

Their actions prove it.

Now, just think it over, Mr. Talking Machine Man of the weak heart and shaky nerves, and just take a leaf from the leaders in the trade.

Follow out their line of policy and see if you can draw from it the belief that they have lost heart in the business.

No, certainly not.

But—

The stream cannot rise higher than the fountain, and the talking machine business cannot rise higher than the general trade conditions of the country.

It is ridiculous to suppose for one moment that it could, but it is surely rising with the general tide of prosperity.

Mark that.

Take heart. Draw inspiration from good sources.

Revitalize your business with the energy which will insure you success.

Get your business house in order.

There are always matters to consider in the conduct of your affairs which may have escaped you.

Keep close to the subject.

Watch the changes which mark the years.

Remove that clot from your business brain, and take a leaf from the leaders in the trade.

Get your business house in order.

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They expect trade to come their way without seeking it. A great deal of it does, but much more would be theirs if they realized the opportunities around them.

This continual complaining about poor trade, while sometimes justified, is in the main a chronic condition, brought about through the dealers' own inability to analyze and meet the situation in their localities. They should carry advertising cards in their local post offices or hang them on window sashes or store signs and try to make them attractive. They should better display the hangers and literature sent out by the various talking machine companies, and they should bring the talking machine to the attention of the editors of the local papers so that they may realize its improvement and progress, and thus keep it in the public mind.

This “sermon” on “summer opportunities” is delivered early in the spring so as to impress talking machine dealers with the importance of planning ahead and laying out their campaign in good season, to the end that the coming summer will be a highly profitable one for them.

CAJACOB OPTIMISTIC

Over the Future of the Talking Machine—Compares Past and Present.

C. A. Cajacob, of Wagakona, president of the Ohio State Association of Talking Machine Dealers, is most optimistic when speaking of the future of the talking machine business. In chatting recently he said: “You used to hear persons say that the day of the talking machine is numbered, and you could also hear them say that you could not hear a talking machine anywhere except in a barroom or a construction camp or in the penny theaters. Now it may be found in the most exclusive clubs, in homes and in hotels, where they are used, in lieu of bands or orchestras to regulate the patrons during the meal hours.

“The talking machine is here to stay and is destined to become more popular in the ratio of the improvements that are being made on the machine from time to time. I venture the prophecy that the talking machines, both cylinder and disc, will be improved to the extent that they will repeat with the same volume of tone the notes of the best singers and orchestras and bands. Ten or twenty years ago,” added Mr. Cajacob, “we were almost afraid to ask $25 for a machine, but now—well we do not hesitate to ask from $300 to $500 for regular styles of the better grade talking machines.”

In speaking of the spelling of his name, Mr. Cajacob said that the name is Swiss-Roman in origin, and that his people are probably descend ants of the people with whom the Caesars used to wage war to the north of Rome and on the Alpine border.

CHINESE BUYING TALKING MACHINES.

The Chinese of the Pacific Coast have a craze for talking machines. When they were first introduced the Chinese thought they were poisoned devils, but some ingenious salesman devised a scheme of procuring Chinese records. When these were heard, every Chinaman with the price wanted a “talker,” and now the streets of the Oriental quarter are musical at all hours of the day and night.

Bible G. Pease has taken charge of the talking machine department of the Holmes Music Co., 113 South Spring street, Los Angeles, Cal., the old stand of the Fitzgerald Music Shop, of which Mr. Holmes has been part owner for the past five years. This firm, which succeeds Pease & Foot, are handling a complete line of Victor talking machines and records.

Stimson Bros. department store, Evansville, Ind., are making a special run on graphophones.

BLACKMAN SAVES MONEY FOR DEALERS

“Live” Dealers are Following His “Savings” Plan

You are Wasting Time and Money.

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

Stop the Leak and Increase your Profit.

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

Order Both Edison and Victor from “BLACKMAN.”

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

Let “BLACKMAN” Do the Worrying.

We say this because he won’t do any. These “ONE LINE” Jobbers may tell you that “BLACKMAN’S” stock of EDISON or VICTOR is not as complete as theirs. Put the test in. Write us for a copy of “BLACKMAN’S” 30-page catalog.

You Can’t Afford to Overlook This.

Watch your most successful competitors and see if they don’t get the “BLACKMAN SERVICE.” We don’t handle anything but EDISON and VICTOR and you can bet that we are there with the goods. You don’t have to take our word for this. Send us an order and find out for yourself.

Yours For the Goods

BLACKMAN TALKING MACHINE CO.

77 CHAMBERS STREET

NEW YORK

EVERYTHING FOR EDISON AND VICTOR
FOLK SONGS PRESERVED

Through the Aid of the Talking Machine—
What Two Recent Volumes on the Peasant Songs of Russia and the American Indian Revealed in This Connection—An Interesting Summary of These Two Books.

The value of the talking machine as a means of preserving the folk songs of the people of all nations is being emphasized to a very marked degree these days. Two volumes relating to folk songs recently published tell of the part played by the talking machine in the preservation of the old-time songs of Russia and of the American Indian. These volumes are entitled "The Peasant Songs of Great Russia," by Eugenie Lineff, issued by David Nutt, of London, and "Hopi Songs," by Benjamin Ives Gilman, published by the Houghton, Mifflin Co., Boston, Mass.

In the opinion of Eugenie Lineff, the chief strength of the modern Russian music which at present plays so important a part in the concert halls of two continents, lies in this: that it reflects the life of the people collectively, the masses having helped in creating this music. As the critic of the Evening Post very aptly says: the Russian composers, from Glinka, the creator of national opera, through Dargomijsky, Berodin, Steroff, and others, to Rimsky-Korsavoff and Tchaikovsky, wrote works which are full of the echoes of popular melodies. These melodies have been frequently collected and printed in a more or less—generally less—satisfactory manner, and they are frequently sung in Russian music halls and sometimes in ours. Some years ago, when Eugenie Lineff gave some "lecture-concerts" in this country, she was frequently asked whether her company sang "genuine folk-songs." She could only reply that they sang according to the best existing collections; but on her return to Russia she determined to make a thorough study of the old-time songs of Russia and of the American Indian. These volumes are entitled "The Peasant Songs of Great Russia," by Eugenie Lineff, published by the Houghton, Mifflin Co., Boston, Mass.

The second half of the volume, containing the musical illustrations, is printed in the Russian language; but, fortunately, the Russians use the same musical notation that we do.

If the tonality, the modes, and scales of the older Russian folksongs present puzzles to our ears, far more does the American Indian music of which Mr. Gilman presents specimens in his volume on Hopi songs, which completes an inquiry into Pueblo music begun in 1891 with a study of Zuni melodies. The records upon which these investigations are based were obtained in Arizona by Dr. J. Walter Fewkes, now of the Bureau of Ethnology, Washington, at the time in charge of the Hemenway Southwestern Expedition. He first applied the photophone to the preservation and study of aboriginal folklore. To the lay mind nothing seems simpler than the taking of such phonograph records, but these pages show that the securing of exactness requires the most exacting investigation and adjustment. These records show not only how Indians make music, they show music itself in the making. In his treatise on Zuni melodies the author called them examples of a music without scale. "In this archaic stage of the art," he says, "scales are not formed, but forming." For this novel view he has now sought confirmation in the performances of Hopi singers, which, in his opinion, strengthen the belief that aboriginal American music "is a type apart, whose essential remoteness from the music of Europe and Asia may be symbolized, as it doubtless was conditioned, by the physical isolation of the Americans. The heavier seems witness to a wholly strange method of musical thought and delivery."

Not only is this Indian music apparently without scale, but it is otherwise characterized by the freedom which the white race personifies in the Indian. No metes and bounds to invention manifest themselves; such exactness as the music possesses does not lie in the individual intervals, and the melodies may apparently be altered by every performer: "The song is no fixed scheme in the singer's mind, but a composite memory of many free renderings as a foible in the mind of the narrator, minute alterations existing with wide latitude in the recital." Of particular interest is what Mr. Gilman has to say about "mutation" in this music; that is, a partial change in the pitch of repeated phrases. While having points of resemblance to both discord and modulation, mutation is a different means of musical effect from those upon which our music is largely based. There are several kinds of mutation used by the Zuni tribes, and with their aid the Indian singer can produce changes of mood comparable to those induced by passing from the gay major to the sad minor mode. One of the tunes recorded in this volume makes up "a dialogue of moods like Tennyson's 'Two Voices.'" Here is a new thought for our white composers of red music, says Mr. Finck. But they had better make haste, or Debussy will hear of this and get ahead of them by writing an aboriginal American opera. It is just in line. There is more individual benefit in applying the Golden Rule than in having it applied to you. A point worth considering.

BROWN SUCCEEDS SMOOT

As Chairman of Patents Committee—The Tariff Schedule Dealing With Talking Machines—A Term Obsolete in This Country.

(Wired to The Talking Machine World)

Washington, D. C., April 9, 1909.

The Senate has announced the new chairman of the Patents Committee, namely, Senator Brown, Nebraska, succeeding Senator Smoot, Utah. In the event of an amendment being proposed to the new copyright act, as is talked of regarding the word "manufacture" in paragraph E of Section 1, instead of "sold," as pertaining to records, etc., the new chairman will probably be "from Missouri," and want to be shown the why and wherefore.

In the tariff bill passed by the House this week, is the following paragraph, in the Subsidies (X) schedule dealing with talking machines, etc.: "60. Phonographs, gramophones, graphophones, and similar articles, or parts thereof, 45 per cent ad valorem." The learned chairman of the Ways and Means Committee might have ascertained from anyone connected with the business that the word "gramophone" in this country, at least, is obsolete, and is not employed excepting in legal papers and court decisions. By substituting the term "talking machines" instead, the tariff measure would have been brought up to date and its meaning more clearly understood by the public and the trade.

COLUMBIA LINE IN SACRAMENTO.

Kirk, Geary & Co., of That City, Appointed Jobbers Controlling Sixteen Tributary Counties—Placed Large Order.

(Related to The Talking Machine World)

Sacramento, Cal., April 2, 1909.

Kirk, Geary & Co., Inc., wholesale druggists of this city, have been appointed Columbia jobbers controlling the sixteen counties tributary to Sacra- mento and the entire State of Nevada, excepting the counties of Elko, White Pine, Eureka and Lincoln, all of which was formerly operated by the San Francisco store.

Kirk, Geary & Co. are one of the substantial wholesale concerns of the State of California, having a capital stock of $500,000, and do a large business along the entire coast. They have a large force of traveling salesman covering the territory who will represent them most thoroughly and they are starting off with a prospect of doing a very large business in Columbia products.

The Academy of Sciences at Vienna has decided upon the creation of phonography archives, which will be divided into three parts, and which will probably be the most remarkable library on record. The first section will be devoted to examples of European languages and dialects of the different peoples spoken at the beginning of the twentieth century. The second will contain examples of music and song of the same period, while the third section will be reserved for the records of contemporary orators.

FOR HIGH-CLASS RECORDS

FOR HIGH-CLASS CUSTOMERS

NO SCRATCH

NO RASP

NO BLAST

B & H DISC RECORDS

Records may be played indefinitely without showing signs of wear.
THE TALKING MACHINE WORLD.

TRADE ON THE PACIFIC COAST.


The general talking machine trade in the Pacific Coast territory as a whole has picked up considerably this month, and the condition is now moderately satisfactory, though there is still room for a good deal of improvement. Locally things remain quiet. The great change in the business "center of gravity" of the city, coming rather suddenly this spring, is a disturbing factor in the trade, and for that, or some other reason, the people here are holding on to their money tighter than usual. There is more business than last month over, and none of the dealers are complaining. While business is likely to remain more or less unsettled through the summer, a fast business may be counted on with some certainty.

The wholesalers are well satisfied. Several orders of considerable importance have been taken during the last six weeks, the new connection being established and several of the older concerns, which have been outside of the city, and deliveries of goods are larger than they have been for several months, while new orders continue to come in from almost every section of the territory. The wholesalers are able to cover the territory without difficulty, and with fair weather most of the time for the last six weeks dealers in the smaller towns report a lively demand for all classes of goods.

Clark Wise & Co. are now moving into their new building on Grant avenue, near Sutter street, and are rapidly selling off their old stock of 10-inch phonographs, which will continue to be their main line. The store, which has been torn up most of the month, the business has not been interfered with to any great extent. They are pushing the Zonophone with great success, and are rapidly selling off their old stock of 10-inch Zonophone records. Mr. Bacigalupi reports a steady improvement in his wholesale department.

WHY ADVERTISED GOODS PAY.


The question of advertising and non-advertising was the subject of a discussion recently between two manufacturers of some importance. The non-advertising house made this statement in substance: "Our goods are better for the dealer to buy because we charge him less than the manufacturer of advertised goods; and they are better for the customer to buy of you because we put into our goods the money others spend for advertising."

The reply made by the advertising house covered the question thoroughly so that we take pleasure in printing it: "In order that an advertising campaign shall be profitable, the advertising must be directly responsible for an increase in volume of sales, sufficiently large that the profits on the increased business will pay for the advertising and leave a fair margin for profit. It, therefore, is not necessary to raise the price or reduce the quality to pay for the advertising. The advertising pays for itself. Furthermore, it will do your business and foot the bill for an advertiser to raise prices or reduce quality, and in this way offset the value of his advertising. He is not advertising for the fun of it. He advertises to get business, and it is this increase in business that pays for the advertising, and not you, Mr. Dealer, or your customer. "Advertised goods cost you no more on account of the advertising. If the price is higher than that of some non-advertised goods, the difference is in the quality. The advertised line for you less to sell, because of the demand that has been created for it through general publicity advertising. The manufacturer who advertises to the public helps you sell his goods. He is not satisfied to simply ship you the goods and take your money. He helps you to sell them, so that you can buy more. If you handle advertised goods, your first cost is no more for the same quality, your selling expense is less and your net profit larger. "Advertised goods are better for your customer to buy of you because the manufacturer stakes his reputation and chances for future sales on the superiority of his goods over non-advertised makes retailing at the same price. Furthermore, advertising pays for the advertising and must be backed up with goods of quality."

EDISON GETS ADELSKIOld PRIZE.

A dispatch from Stockholm, dated April 1, says: "The Royal Academy has presented Thomas A. Edison with the Adelskiold Gold Medal for his inventions in connection with the phonograph and the incandescent light. This medal is conferred only once in ten years. It was handed yesterday to United States Minister Graves for transmission to Mr. Edison."

HERE'S A BIG SELLER FOR YOU AND WE'LL HELP YOU SELL IT

There are hundreds of talking machine owners in your town that can't pay $20 to $25 for a cabinet, but they will be glad to buy a

CRESCEnt
Disc Record Cabinet

Get our Special Sales Proposition to-day. We'll bring the customers flocking into your store.

A. E. CROFT & CO.

40 Dearborn Street
CHICAGO

RETAIL PRICES:

<table>
<thead>
<tr>
<th>Color</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oak</td>
<td>$3.50</td>
</tr>
<tr>
<td>Mahogany</td>
<td>$3.75</td>
</tr>
</tbody>
</table>

GET OUR SPECIAL SALES PROPOSITION TO-DAY. WE'LL BRING THE CUSTOMERS FLOCKING INTO YOUR STORE.

40 Dearborn Street, Chicago, Ill.
EDISON
Phonographs and Records

Enlarge Your Field for Edison Amberol Records

Your field for these new, long playing Records should be limited only by the number of Edison Phonographs in existence in your territory.

Every style of Edison Phonograph (except the Gem) can be equipped with the necessary attachments to play them.

Every instrument so equipped means a new Amberol Record buyer and an Amberol Record buyer is the most profitable Record buyer there is.

The sale of Amberol Records promises to soon equal the sale of Edison standard Records. This shows what the public thinks of them.

You should use every effort towards getting the Phonographs in your territory brought up-to-date. It is easy. Let any Phonograph owner hear an Amberol Record and you will have no trouble in selling the attachments.

Your trade should know about this. You should have the attachments and make a noise about them. There is good profit for you in putting them on and the profits they make possible will continue as long as people care for entertainment.

There is a jobber near you ready to supply everything you need in Edison goods.

The National Phonograph Company

59 LAKESIDE AVENUE

ORANGE, N. J.
# EDISON Phonographs and Records

These Jobbers handle Edison Phonographs and Records. Order of the one nearest you.

## A
- Albany, N. Y. — Finch & Hahn.
- Allentown, Pa.—C. C. Archbach.
- Atlanta, Ga.—Eclipse Phonograph Co., Phillips & Crew Co.

## B
- Baltimore—E. F. Droop & Sons Co.
- Bangor, Me.—S. L. Crosby Co.
- Bellingham, Wash.—W. H. Reynolds.
- Bend, Ore.—Jacot & Co.
- Berkshire, Mass.—John Sykes.
- Beverly, Mass.—M. W. Waitt & Co., Ltd.
- Bridgeport—W. L. Ahles.
- Burlington, Vt.—American Phonograph Co.
- Buffalo—W. D. Andrews, Neal, Clark & Neal Co.
- Burlington, Iowa.—Glover Arms Co.

## C
- Canton, O.—C. W. Blackman & Son.
- Cleveland—Rudolph Wurlitzer Co., Spring Co., Empire Co.
- Colorado Springs—Western Talking Machine Co.
- Columbus, Ohio.—C. W. E. Blackman & Son.
- Columbus, Ohio.—B. H. Keppe.
- Cincta, Q.—Perry B. Whitson Co.

## D
- Detroit—S. C. Welcker.
- Dayton, Ohio.—Mayer & Co., S. C. Welcker.
- De Pere, Wis.—L. H. F. Blackman & Son.
- Des Moines, Iowa.—H. A. Veysmann & Son.
- Des Moines, Iowa.—C. W. Blackman & Son.
- Davenport, Iowa.—A. J. Pommer Co.
- Davenport, Iowa.—A. J. Pommer Co.
- Detroit—S. C. Welcker.
- Davenport, Iowa.—A. J. Pommer Co.
- Davenport, Iowa.—A. J. Pommer Co.

## E
- Easton, Pa.—The Wernow Co.
- Elgin, Ill.—Elgin Arms Co.
- El Paso, Tex.—W. G. Walz Co.
- Erie, Pa.—The Wernow Co.
- Evansville, Ind.—Iver Johnson Sporting Goods Co.

## F
- Elyria, Ohio.—John Sykes.
- El Paso, Tex.—W. G. Walz Co.
- Franklin, Mass.—Iver Johnson Sporting Goods Co.
- Fort Dodge, Iowa.—Iver Johnson Sporting Goods Co.
- Fort Smith, Ark.—R. C. Bollinger.
- Fort Worth, Tex.—R. C. Bollinger.
- Fort Wayne, Ind.—Iver Johnson Sporting Goods Co.

## G

## H
- Henderson, Ky.—American Phonograph Co.

## I
- Indianapolis—Indiana Phonograph Co., Kipp-Link Phonograph Co.
- Ironton, O.—Iver Johnson Sporting Goods Co.
- Ironton, O.—Iver Johnson Sporting Goods Co.
- Ironton, O.—Iver Johnson Sporting Goods Co.

## J
- Jacksonville, Fla.—Eclipse Phonograph Co.
- Joliet, Ill.—W. F. Atwood, 0. K. Houck Piano Co.
- Kansas City—W. F. Atwood, 0. K. Houck Piano Co.
- Kansas City—W. F. Atwood, 0. K. Houck Piano Co.
- Kansas City—W. F. Atwood, 0. K. Houck Piano Co.

## K
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.

## L
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.

## M
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.

## N
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.
- Kansas City—J. W. Jenkins’ Sons Music Co., Schmeltee Arms Co.

## O
- Oakland, Calif.—Paciﬁc Phonograph Co.
- Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
- Orange, N. J.—Frank E. Bolway.

## P
- Portland, Me.—W. H. Ross & Son.
- Portland, Ore.—Graves Music Co.

## Q
- Quincy, Ill.—Quincy Piano Co.

## R
- Richmond—C. B. Haynes & Co.

## S
- Scranton, Pa.—A. C. Perman Co.
- Salt Lake City—Clyde-Dayton Music Co.
- San Antonio, Tex.—H. C. Rees Optical Co.
- Sao Francisco—Peter Blagalog & Sons, Paciﬁc Phonograph Co.
- Savannah—A. C. Perman Co., Technical Supply Co.

## T
- Toledo—Hayes Music Co.

## U

## V
- Vancouver, B. C.—M. W. Waitt & Co., Ltd.

## W
- Washington—E. F. Droop & Sons Co.
- Wyless, Ga.—Youmans Jewelry Co.
- Westminster, Pa.—W. A. Myers.

## The National Phonograph Company

59 LAKESIDE AVENUE

ORANGE, N. J.
TRADE NOTES FROM "THE HUB."


(Special to The Talking Machine World.)


Warm, summerish weather has driven the canoeists and out-door enthusiasts who own talking machines to the stores, and as a result the retail business has taken on quite a little spurt, with Saturdays as a sort of "Rush Day." The presence of the Hammerstein's grand opera company has also acted as an impetus on the high-priced records, which, by the way, continue to make a decided gain in proportion to the total volume of business. Jobbers in Boston report that the demand for high priced goods has grown unusually strong in the little outlying districts.

The Constantino records on the Edison, the Melta and Calve on the Victor, and Zenonella on the Phonola seem to be the favorites at this time. Tetzunzi has made thousands of friends in Boston.

The changes made in the Victor line seem to please the dealers here, and the expanded proposition has met with a good response. About the only complaint heard anywhere is as to the impossibility of getting enough double disc records to supply the demand. The new Amberol record is making itself felt in the Boston market in an unusually strong way.

Not to be outdone by the Columbia people who recently moved into a fine new store where everything is looking very slick and span, Manager Taft, of the Eastern Talking Machine Co., who had his fingers crossed all the time, has just had a very fine new floor laid in his retail ware- room, which is a big improvement and lifts the store up into practically the class of "everything that characterizes this store is the recent formation of a store association which will hold monthly meetings and a little dinner and at which it will be permissible to talk "shop." Thus every man can tell the boss how he thinks the business should be run, and what he would do if HR were manager. A feature of this organization is the appointment of a press representa- tive, a berth which it was felt only Freeman could fill, so heretofore he will see that the newspapers are supplied with correct news about the doings in the store. It is very probable that the Eastern Talking Machine Co. men will or- ganize a ball nine again this summer, and ar- range games with nine from the other stores.

The new store of the Columbia Phonograph Co. has proven its worth the past two weeks, for the volume of business there has been much greater than it ever was at the old store. Now that the warm weather has come and the doors can be left open, the store and sidewalk are usually pretty well crowded by listeners. Manager Eisman is out for a record in the amount of business he can pull into the store. Since coming from the West he has fallen in love with the city of Boston.

The B. & H. Fibre needles seem to be "The Thing" at the local stores, and all along the Row come reports of sales of these to customers who had always been complaining of their other needles. The verdict returned on the next visit to the store is that they are perfectly satisfactory, and give a much better tone. The difference is especially noticeable on the grand opera records where a Fibre needle seems to bring out the softness and purity of the singers' voices.

They have just finished enlisting the helping of enlarging the talking machine department again, because of the amount of business being done and the necessity for more room. The Edison line here is being boosted, and there is a great call for what are known as the "popular" records, such as Lauder, etc. The March list is proving a big seller.

At the Oliver Ditson Co. the double disc victors have the call this month, there being twice as many of these sold as of anything else. The New Victor II and III is especially adapted to the high class trade which this company caters to, and Manager Winkelmann says that he cannot get enough of them from the factory to supply his customers, some of whom have waited several weeks for their machines. Mr. Winkelmann is getting orders for quite a number of the big summer estates along the North Shore this spring.

No firm in the city recognizes the value of the talking machine as a business venture more than the C. E. Ogood Co., and they give a great deal of space in their store to this department. The front of the store has recently been remodelled, giving one Immense view, and the talking machine department has made good use of this window. Considerable advertising has been done on the March lists, and the report of the owner is that business is being handled every day. There seems to have developed here a big demand for band music.

At the Boston Cycle & Supply Co. the Edison line is being handled with more promptness than ever before. The new system of trays for store use is also in demand. Mrs. Silver Johnco's have been making a special window display of cabinets for records, which has attracted quite a lot of attention. This firm is fortunate in being situated on a corner location where people drop in at night or early-in-the-morning hours, so that their windows get a much larger crowd than most stores. If the windows were kept lighted an hour or so later than they are now it would mean consider- able more business to the company, it is generally believed.

The Indestructible records seem to have favor at the Pike store and it is reported that these are advertised quite extensively. Mr. Pike was one of the first to introduce these in Boston.

The Hallet & Davis Co. are getting in their summer Victors and records, and will have them on display in their enlarged retail wareroom very shortly.

TO DROP 300 DOMESTIC RECORDS.

National Phonograph Co. Announce That This Will Occur on Aug. 1—Why Dealers Should Get Rid Of This Stock.

The National Phonograph Co. announce that they intend dropping from their record catalog to be issued on August 1 three hundred do- mestic records of which a list is given in the latest number of the Edison Phonograph Monthly. In this connection they state: "As may be seen the list is made up almost entirely of desirable and good selling selections. They are records we would not think of dropping if we had such action upon their sales. They are selling in the aggregate nearly 400,000 records a year, and in dropping them we deprive the trade and ourselves of that much business. We are dropping them solely because the trade has advertised them quite extensively. We can demand that the total records in our cata- log be materially reduced."

It has been urged that we ought to keep the total as near 1,500 as possible. Dropping 300 will still not reduce the total to 1,500, but it is expected eventually to keep the catalogue at ap- proximately the number 20 Standard and 20 Amberol selections to and including August and drop 300 on August 1, our catalog will then contain 1,490 Stand- ard and Amberol selections and 184 Amberol. This is but a little in excess of the desired 1,500 and later cut-outs will reduce the list.

"Between now and August 1 dealers will have four months in which to clear these records of these records they may have on hand, and they ought to dispose of them so that there will be no necessity of returning any to the factory in exchange for other selections."

RECEIVER AGREES TO A DEGREE.

March 30 Judge Lacombe, United States Circuit Court, New York City, filed a decree against the Talkophone Co., defunct, Toledo, O., for infringe- ments of the Jones process patent for the dupli- cation of disc records. Several years ago the American Graphophone Co., the owners of the patent, brought suit against the Talkophone Co., and with the multiform changes that have occurred in this company for some time this case was allowed to "sleep." Recently the com- plaints insisted that the case should be ad- dicted, and the receiver of the Talkophone Co. agreed upon the decree, which was handed down by Judge Lacombe.
TRADE HAPPENINGS IN ENGLAND.


(Special to The Talking Machine World.)


A careful canvass in all sections of the talking machine trade discloses a not too happy state of affairs, for sales this month have been rather below the level for the time of year. The season may now be said definitely to be over, and while machine trade discloses a not too happy state of other manifestation that the law is "a hass!" up as an iniquitous measure which is only an widespread interest in this country. It is summed which provides that a royalty of 2 cents per disc little to be seriously alarmed about. The increase is eventually authorized it will affect actually passed by the French Chamber, and if below the level for the time of year. The season not likely to be troubled until next year. There has been no bill yet to the powers that be.

"Gotterdammerting" (Wagner), by Mrs. M. Saltz-words-Premier Mfg. Co. Demonstrating Records—Other News.

The announcement in last month's Talking Ma-

Successors a Limited Company—New Com-

Minute Records—Russell Co. Win Case—

Publicity—Censoring Records—First in

Copyright Law Arouses Interest—Reduction

in England, and if at all, we are

certainly appreciate the power of the gramophone, which so faithfully carries her sweet voice to the thousands of admirers throughout the world. The three new records are, "Wagner," "Gabling," "Verdi," "Ave Maria," "Verdi," and "O Lovely Night" (Landou Roland). Another beautiful singer, Marla Galvany, the new soprano, who recently had the honor of singing before Her Majesty the Queen, has made seven gramophone records, all very well recorded. A complete catalog of gramophone records for April, and April has been published. It is another handy and practical use to the dealer, since it entirely obviates confusion and delay by its alphabetical and numerical arrangement. The monthly list of records for April contains among other good things the following: "Passa," selection (band of H. M. Coldstream Guards), which also very faithfully renders "Egyptian, Babylonian and Galile Dances, No. 1" (Herodotes). The Black Diamonds Band gives us "The Dancing Little Duke," selections 1 and 2; "The Lost Chord" and "The Record that's half an Airs," which in the majority of cases are exceptionally

Other records issued this month are a selections by 011y Oakley entitled "Uncle John-

Under instrumental we have a really satisfactory record. "Come Back to Erin" and "The Old Rustic Bridge by the Mill." Two favorite titles are "Always" and "The Death of Nelson," which Ernest Pike and Peter Dawson harmonize with good effect in singing two duets.


Catch-Phrases

It is indeed very interesting and instructive to observe the many and varied ways in which manufacturers endeavor to bring home the merits of their goods to the advertisement reader. In the publicity put out by talking machine record manufacturers the one dominant and common policy lies in the adoption of a suitable catchphrase or sentence by which the reader will at once recognize the particular goods advertised. The value of such is in its power to produce a train of thought or association of ideas, and that it does so may be seen from the following specimens picked at random from the publicity mater before me: "His Master's Voice," Gramophone; "For Real Music," Bela; "The People's Favorite," Favorite; "The Record that's half an inch longer," Sterling; "For Titles," Tilley; "For Stock," Stockall; "Every Record a Picked
Censoring Records in Russia.

Following on the recent censorship of certain (too) patriotic records in India, comes an announcement that the Russian authorities seek a further outlet for the energies of their secret emissaries. Things have been rather quiet of late, it is true; yet far from being a hopeful sign of regeneration, the Russian police censor regards it in the light of a calm before the storm, and he is evidently greatly alarmed; so much so, that he needs again turn to the talking machine record. It has never yet been found to lend itself to the propagandas of sedition, but the Russian officials have always looked with suspicion upon records; no doubt realising the power for good or evil which they wield, and so it has come about that all new issues must in future be submitted for judgment before they are distributed. We are in hopes that the continuous verdict of "not guilty" will soon enlighten this absurd government to the annoyance and stupidity of their action.

Pathe Freres vs. Ivatts Hearing.

The hearing was concluded of the action reported last month, brought by Pathe Freres (London) Ltd., against C. P. Ivatts, formerly a director of the company, to recover $1,479, money alleged to have been advanced by the company to Mr. Ivatts to meet his personal expenses. Mr. Ivatts denied liability, contending that the money was spent on behalf of the company and that he had been released from any obligation to pay the amount. In giving judgment His Lordship said that Mr. Ivatts had failed to prove that he was authorized to charge to the company the sums which he had expended in entertaining the artists. There had been no real release by the company of Mr. Ivatts' obligation to pay. He entered judgment for the company on the claim and counterclaim with costs. Stay of execution was granted on Mr. Ivatts bringing the amount of the claim into court within ten days.

Microphonograph Co. Novelties.

Several novelties have recently been marketed by the Microphonograph Co. "Labrien" is a high grade flaked graphite preparation, especially recommended for lubricating coiled springs, motors, etc., of any machine. The difficulty of adopting a tone arm for any size machine has been successfully overcome by the use of the "Seymour" tone arm, which comprises a series of tubes, arranged telescopically for adapting to any size either for playing the photo or disc cut record. Yet another of Mr. Seymour's new goods is a sound-box with a diaphragm of quite a new variety; it is made of horn and I must say the results are indeed excellent and well bears out the claim that it absorbs fifty per cent, at least of the scratch without detriment to the tone. Those wishing to obtain reproduction of their records in the greatest detail with full and rich tone should see that they are not without a Seymour sound-box which may be obtained at a moderate price.

Two Important Price Reductions.

The Beka Record Co. advise me that after very careful consideration they have decided to reduce the prices of their now world famous records from April 1st. The ten-inch double-sided, which hitherto has retailed at 3/-, will now be sold at 2/6, while the double 12-inch record is reduced from 6/6 to 5/ each. We understand this applies only in the United Kingdom, and is the result of the company's determination to further popularize their products by getting into line with what appears now to be a standard price. Monthly recouping will continue and all the latest hits and best pieces will be secured, while the very high quality in both artists and reproductions—qualities which have made the name "Beka" stand for "real music" everywhere—will be more in evidence with each succeeding monthly issue. A further announcement of great interest comes from the Favorite Co., who are also reducing the price of their ten-inch D. S. records from 2/- to 2/6, and the twelve-inch D. S. from 5/- to 4/- each. As Mr. Viacher aptly puts it, "We are lower in price, but higher in quality," and that sums up the future policy of Favorites, and indeed, they are Favorites all the time.

Material for Use of Diaphragms.

Various material for the use of diaphragms is on the increase; each carries claims to be "better," and the result to the man in the street is confusion. Here is a list of diaphragms now in use: Glass, wood, micro, paper, carbon, tortoiseshell, copper, ivory, horn, and amber, not forgetting Pathe's air sound-box. As a matter of fact the comparative difference in either is infinitesimal, except in certain instances in relation to reproducers as distinct from a disc box.

Merits of the B. & H. Fiber Needle.

Daws Clarke writes me that the B. & H. fiber needle is gaining a good demand from all real music lovers, and from a personal test I can fully endorse the claim that results from the
Fiber needles are much superior to steel for playing records in an average size room, for the tone comes out more mellow and quite as distinct. Another advantage accrues in saving your records, provided you use them for all time, as fiber needles rather improve the sound grooves than wear them out, and at the same time they create hardly any surface noise at all, which in all respects is otherwise with the steel needle. I would recommend all those who detest harsh and loud reproduction to use in future fiber needles in conjunction with Mr. Clarke's tension attachment and Flex diaphragm, which latter, by the way, reproduces faithfully and brings all the best out of a record. Mr. Daws Clarke, 5 Longford Place, Longsight, Manchester, will be happy to forward full particulars upon request.

"Ebonite" 200-Thread Records.

Probably by the time these lines appear the first list of "Ebonite" 200-thread records will have been issued. The latest issues of clarion standard records are as follows: "It's Easy to Pick Up the Chorus" and "Welcoming Him In" (H. Rule); "Shadowland" (Harry Fay); "I Like Your Old Pick Up the Chorus" and "Welcoming Him In" (S. Kirkby); "Sweetheart Days" (H. Rule); "Sweet Western Bell"; "Good-Bye Ebeneser" (Miss Cassey Walmer). There are some well recorded band pieces by the Premier Military Band, "British Patrol," and "Waldmere March"; "The Elephant and the Gnat," Premier Bijou Orchestra, and "Feels and Strathpeays," by the Premier Concert Orchestra. The whole twelve are good numbers and will no doubt sell well.

Walter Gibbons Acquires Premises.

Walter Gibbons, who controls a number of music halls in London, has acquired the premises of the Edison Bell Co. in Charing Cross. These are good numbers and will no doubt sell well.

Seymour vs. F. M. Russell & Co.

This was a keenly contested case which occupied the courts for a week. The claim was for breach of contract and damages. Both sides called over twenty witnesses and counselors were often at loggerheads through the failure of the defense to disclose certain documents which were put in as evidence. Mr. Seymour came in for some complimentary remarks from Mr. Justice Grantham, who, however, thought he had not fully made out his case. After fifty-five minutes deliberation the jury returned a verdict for defendants.

Rena Manufacturing Co.'s Progress.

For a young concern the Rena Manufacturing Co. are doing big things. Their latest record list is evidence of this, and in up-to-date titles they are supreme.

Carl Lindstrom, Ltd., Increase Capital.

Carl Lindstrom, Ltd., the well known Berlin talking machine manufacturers, have increased their capital from £37,500 to £50,000.

Strange Things Will Happen.

A remarkable instance of a debtor's honesty of purpose comes from Nottingham. A man was made bankrupt as far back as 1887. Little by little he has saved up until just recently with sufficient in hand he was able to pay his creditors in full with the addition of 4 per cent. interest. Such conscientiousness is worthy of the fullest credit, and I trust it may point a moral to all and sundry—particularly in this trade, where of late there seems a tendency to slide by the use of dubious documents to slide monetary obligations in the vain hope of regaining lost ground to other persons detriment at the end.

Company News.


Beka Meister 12-Inch Records.

Three more of the famous Beka meister twelve-inch, D. S. records have just been issued, and they are the following: Overture from "Rienzi"; Fantasie from "Flying Dutchman" (Wagner) played by the Beka Symphony Orchestra, which is composed of the chief members of Mr. Henry J. Wood's celebrated Queen's Hall Orchestra; and the London String Quartet gives Haydn's "Adagio from Emperor Quartet," and Schubert's "Andante from Quartet in D Minor," while Signor Alleno (baritone) renders with truly sympathetic feeling Valentine's song from "Faust" (Gounod) and Ella Giammal Mamo from "Don Carlo" (Verdi). All these records are remarkably pure in tone and well recorded.

New Tension Attachment.

The very ingenious and practical tension at-
FROM OUR LONDON HEADQUARTERS—(Continued.)

The Premier Manufacturing Co., Ltd.
31 CITY ROAD, LONDON, E.C.

“CLARION”

FULL-LENGTH CYLINDER RECORDS

10-in. DOUBLE-SIDED PHONO. CUT DISCS

MONEY-MAKERS

All Jobbers and Dealers should get into touch with us. We can interest you

The First List of the New 5-Minute Records Now in course of manufacture

The retail price is 1/6, the material is hard and smooth, and surface noises are conspicuous only by their absence. I was next shown a new cylinder machine, which plays either the 100 or 200-thread record just at will and by the simple movement of a lever. The motor is of strong and good workmanship, as are the other parts, but that of particular interest was the reproducer, which plays both kinds of record. It is done by means of a two-edged sapphire, the alteration for either track being effected by the movement of a small lever. It is a most ingenious arrangement, given every satisfaction, and is an undoubted achievement worthy of the fullest credit. The diaphragm in this reproducer is of copper. Yet another new device consists of an attachment for the well known Edison standard machine. It is marvelously simple and is easily fixed to make the necessary gear-change to play both records. These revolutionary new products so carried me away with enthusiasm that I quite forgot to remain throughout the concert, but in nowise did it suffer, for from reports since received I learn that many well known talking machine artists rendered unto the gods of their best, which the crowded audience heartily appreciated. Harry Lauder and George Robey might have once. The whole arrangement were organized and carried through without a hitch by that well known sales manager, Mr. G. C. Hallett, to whom: “Tu te cede mali, sed contra audientur in.”

Meeting of the Creditors.

The first meeting of the creditors in the matter of the Russell Hunting Record Co., Ltd., under winding-up order, dated January 26, 1909, was held March 31 at 33 Carey street before the official receiver, who said that the statement of affairs which should have been received in March remained in round figures the sum of between £2,515; preferential creditors—£1,000 to £1,500 available for the unsecured creditors. The following are particulars of assets realized: Sale of records to Mr. Holmes, £3,388; sale of business to Mr. Hunting, £600, and £10 from Mr. D. Rees for the Linquaphone business. In the course of his remarks the official receiver said it would be a matter for the liquidator to consider as to imposing some payments made to certain creditors in preference to others a few weeks prior to the resolution to wind up the company, and also to consider the legality, or otherwise, of certain debentures issued on or about the same time. Application to the court will be made to appoint Mr. E. Johnson as liquidator, with also a committee of inspection comprising three of the principal creditors and two shareholders.

NORTH OF ENGLAND NOTES.

Manchester, April 4, 1909.

Talking machine trade in Manchester during the past month has been somewhat slow. Money has been rather hard to get in from the retailers, who are undoubtly feeling the pinch of the scarcity of it as regulated by the spending powers of the middle and working classes. Generally speaking, in the North, the larger mills are only employing their hands three to four days a week. Instead of this leaves no margin whatever for luxuries, such as talking machine goods, and we are sorry to say that there are at present no signs that these conditions will be any better for some time to come.

In fact, it is generally recognized in the trade that there will be a diminution of dealers who cannot stand the strain before the business re gains its normal capacity.

At Messrs. Richardson's, of Manchester, Liverpool and Blackburn business generally is reported as moderate. They anticipate that the new British list of the "Amberol" records will give to a large extent a considerable fillip to the cylinder trade and thereby increase the sales in records in a British variety that have been hitherto unobtainable. They report that their new venture in Blackburn is meeting with considerable success.

Both Burrows & Co. and Messrs. Duve, of High street, also report business as fairly moderate. At present there somewhat of a bull, the same as being experienced with other large firms in the North.

Talking Machines, Records and Accessories of Every Description

WHOLESALE, RETAIL AND EXPORT TRADER

On Cash Lines at Close Market Prices

Should you desire to buy English or Continental goods, write me at once. Prompt attention given to all inquiries, and orders shipped at shortest notice. DEALERS who desire to keep in touch with this side please state requirements.

For the past 3 years we have sent goods all over the world and in each case continuous re-peat orders have been the result. We are prepared to STUDY YOUR INTERESTS if you favor us with your inquiries and orders.

OUR SPECIALTIES ARE

MACHINES, MOTORS, GEAR and GEAR WHEELS NEEDLES, ALBUMS, REPRO and SOUND BOX SPARES FAVORITE, Beka and ZONO RECORDS, Etc.

Lists and all particulars free on demand.

"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.
THE ANNUAL TRADE FAIR AT LEIPZIG

(See also "The Talking Machine World.")

Leipzig, Ger., April 4, 1909.

Peter Strasse was, in appearance, as gay as usual this year for the annual talking machine and novelty exhibition. All reports confirm that the fair was not so important as in previous years, probably owing to the fact that the majority of the leading record firms refrained from exhibiting while the keen competition among manufacturers of machines, horns and accessories also reduced the field of exhibitors.

There were, however, some very attractive displays, the chief center of interest being that of a new concern styled the Saechsische Holzwaren Fabrik, Max Bohme & Co., formerly very large cabinet makers who have now entered the field as manufacturers of motors, tone-arms and records. The tone-arm is the well known Columbia pattern, with sound box with patent clip. The motors are unique, being quite different in make to anything else on the market, and needless to say the firm are reaping the reward of their enterprise.

Carl Lindström had a very busy time. His display of machines—something like 150 models, ranging in price from 16s. to £100—caused a deal of interest.

A very fine range of machines was also exhibited and seem to be gaining in popular favor, one or two Swiss firms had displays, but their automatic model, selling at a moderate price. Several lines were shown by Herman Thorens. One or two Swiss firms had displays, but their machines, in appearance at any rate, were somewhat inferior to the German standard.

Pattie Frerils had on show their new 20-inch cabinet makers who have now entered the field as manufacturers of motors, tone-arms and records. The tone-arm is the well known Columbia pattern, with sound box with patent clip. The motors are unique, being quite different in make to anything else on the market, and needless to say the firm are reaping the reward of their enterprise.

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EDISON ON COLLEGE STUDY.

He Thinks Very Little of the Arts Part of It—Academic Training, He Says, Is Old and Does Not Keep Pace With the Times—A Scientific Career Spurs Because It Interests—Man the World Wants.

Thomas A. Edison in an interview recently in the Yale News scored academic education as a waste of time for practical business or industrial men. He said:

"My answer to the question 'is a college education an essential or even a valuable advantage as a preparation for a young man about to enter upon a scientific career?' is that it is decidedly not an essential. As to its being a valuable advantage I should say that, of course, the mental development which a college course brings quickens the perceptions and enables a man to make more easily grasp the minute points of science, but it seems to me that a purely academic training is a great waste of time, since in four years no one can learn all the essential points of science, and four years of active and experimental work will be of much greater value than an equal amount of time spent in obtaining a college education.

"I do not mean, however, to depreciate the value of a college education too much, for it is undoubtedly a desirable foundation for any of the professions, such as law, the ministry, medicine or literature. For a scientist four years of academic work seems to be a waste of time, in spite of the fact that college men's minds are fully trained and therefore attain further learning more easily.

"In scientific work, as in all other work, the chief factor of success is the power of sticking to a task, and I attribute all that I have accomplished to the fact that I hold on where most persons get discouraged. Another fundamental characteristic for a successful scientist is the power of being a close observer. For instance, while I am experimenting to find some special thing by my close observation I often see dozens of other things not connected with what I am experimenting with, and from this the scientific field is one that is constantly expanding and broadening out into new fields.

"Unlimited opportunities are offered in the scientific field for good practical scientists, and the higher positions are awaiting the skilled men. For all the $3,000 or $4,000 positions there are many capable candidates, but when it comes to the $10,000, $15,000 or $20,000 positions it is very hard to find the right man. Accordingly at the present time many important high-salaried positions are vacant for want of enough capable scientists. In fact, the modern times are always demanding a higher intellectual standard for all important positions.

"What the country needs now is the practical, skilled engineer who is capable of doing anything. In three or four hundred years, when the country is settled and commercialism is diminished, there will be time for the literary men. At present we want engineers, industrial men, good business-like managers and railroad men. In fact, there is a demand for such men everywhere.

"One of the chief attractions of scientific work is that it is extremely and constantly interesting. A literary career often becomes monotonous, while scientific work is always increasing in interest. This spirit is shown, for example, by a machinist who toils at one thing all the time, but is easy for him to get some experimental work for a while and his keen interest is at once manifested.

"My greatest objection to a college education for a scientist is that academic or classic learning is old and does not keep progress with the times. It does not teach a man to think practically. Science is deeper than Latin or Greek. It is easy for a lawyer to get along with small ability, but a poor engineer is found out in less than six weeks, and unless he has learned to think for himself and understands his work he cannot succeed.

"A scientific education is valuable not alone to an engineer, but also to a business man, for it teaches practical lessons. On the other hand, Latin or Greek are of no value to the practical business or industrial man. If colleges could teach their men to become first-class draughtsmen that would be a great advance, for skillful draughting makes your engineer do anything. In my opinion the best course offered at present in the colleges is economics, for this strengthens the minds of the students and gives one a clear conception of things as they really are.

"In conclusion I say that as it is impossible to learn everything in the world, let each man pick his course, and with care and then follow it. As for the literary or professional man, although this is not the time for the former, he should follow a classical course such as is offered at Yale, Harvard, Princeton or some of the other colleges."

GRAPHOPHONE FOR SUNDAY-SCHOOLS.

Sunday-schools and churches are rapidly recognizing not only the entertaining, but educational features of the talking machine and employing it to good purpose. From a Louisiana (Ky.) power of recent years in speaking which emphasizes our opening remarks. It reads:

"That the modern graphophone is something better than simply 'vexed sounds,' was demonstrated last Sunday morning at Trinity M. E. Church Sunday-school, where under the direction of Morris Silverstein, local manager for the Columbia Graphophone Co., this machine rendered a sacred concert. The introduction of the graphophone into the Sunday-school room was a decided novelty as well as a complete success, the machine rendering in a clear and intelligible way such favorite hymns as 'Holy-Holy-Holy,' 'Nearer, My God, To Thee,' 'Lead Kindly Light,' etc. With the possibilities of the Columbia Graphophone as a part of the church musical organization, thus demonstrated, it is probable that other churches and Sunday-schools will follow the innovation set by Trinity."

INSURE AGAINST PANICS.

Liability Insurance Companies Protect Managers Against Loss—A Board of Censorship to Pass on Films.

Insurance companies, according to Frank L. Dyer, of the Moving Picture Patents Co., controlling ninety per cent. of the film production for moving picture shows, will now cover the owners of licenses for amounts as high as $10,000 for damages or death resulting from fire or panic.

Mr. Dyer, who is also president of the National Phonograph Co., said: "A board of censors has examined 30,000 feet of films in the last few weeks and I predict that with a short time not one of the 5,000 licensed theatres in the United States will be able to procure films that are not moral, educational or cleanly amusing."

PUBLICTY PAYS.

The advantage of a trader keeping his name before the public was exemplified the other evening at a crowded political meeting held at Dallycastle, County Antrim (Ireland), when one of the speakers, Mr. Crawford, referred to an opportunity of his member (Mr. Glenndening) joining issues with his Tory opponent and doing some educative work in the constituency. "And," went on Mr. Crawford, "if he were himself unable to reply, Edens Osborne would have supplied him with notice with a gramophone record, with which he could have pulverized his opponent by the simple process of winding up." This sally was greeted with loud laughter and applause. There is no doubt that Mr. Osborne deserves the free advertisement given by the reference.

Alden Biddinger & Co., Waukegan, Ill., have taken a five years' lease on the building next door to their present quarters and have arranged for a double warehouse, in which separate rooms will be required for Edison phonographs and Victor talking machines.

J. T. Grubb, Dayton, O., has sold his stock of talking machines and supplies to Crawford Jobes, who will continue the business.
THE FAMOUS VICTOR ORCHESTRA.

Portraits of the Men Who Make Up This Very Clever Organization—Records to Their Credit of Which Any Body of Musicians Can Well Feel Proud—Produced by Request of Many Admirers Throughout the Country.

Many talking machine dealers and others have frequently expressed considerable curiosity regarding the men who make up the famous Victor Orchestra—that band whose superb playing is reproduced in millions of homes throughout the world by means of the Victor records. We have become familiar with the portraits of the great opera singers, of the popular recording artists and a score of others, but the men who go to make up the orchestra have largely remained unknown except through their work.

This is hardly fair in view of the pleasure given by the instrumental records produced by the Victor Co. It is difficult enough to make the record of a soloist, but the perfected record of the orchestra means that every musician in the band must be above criticism. As the record is virtually a photograph of the playing, so will all errors and mistakes appear; hence each player must be an artist to insure the perfect ensemble. It is with much pleasure, therefore, that we present herewith a picture of the famous Victor Orchestra, whose clever playing has delighted millions and added so much to the prestige of the Victor records.


The Flick-Hynds Co. are a new firm of music dealers in Nashville, Tenn. They will handle pianos, talking machines and other musical instruments.

J. A. Clore has opened a hospital for talking machines at 1116 Walnut street, Milwaukee, Wis. head of the company agency in Galveston for the past two years, and from now on will conduct a jobbing and retail house in this city, maintaining at the same time a branch house in Galveston in the same line of business.

Since selling out his talking machine business to P. A. Powers, of Buffalo, and Rochester, N. Y., and New York city, Alfred Weiss, of the latter place, has gone into the motion picture film business. He is owner of a film exchange and also operates a theatre, and his profits are so alluring that Mr. Weiss says he can hardly realize the way they roll up; in other words, it is "easy money." Mr. Weiss, speaking of the official censoring of films said it was the best thing that could happen to the business, making it cleaner and more wholesome, and eliminating the disreputable features which the best men in his line always deprecated.

Tom ("I. W.") Murray, of the Wooden Phonograph Horn Co., Syracuse, N. Y., favored New York with a visit a fortnight ago. He was warmly greeted and cordially welcomed by the jobbers. Of course he visited Wall street, and disposed of a batch of his high priced stocks at an advance of a dozen or more points. Then they jumped fifteen more points, and Tom sadly remarked regarding the disposal of another lot. "I won't, I won't."
TIMELY TALKS ON TIMELY TOPICS

Finally the case of the New York Phonograph Co., New York City, against the National Phonograph Co., Thomas A. Edison, Edison Phonograph Co., Columbus, O., has been settled out of court, and arrangements were amicably agreed upon by both sides on the evening of April 29. The stipulation of the stipulating parties is: "Nothing therein said shall be held against the respective parties for false or erroneous statements." It is submitted to the parties immediately in interest, and the suits in the Federal and state courts have been withdrawn. The litigation has been before the courts, in one form or another, going on ten years, the contest being waged bitterly at times. Emotion has been strong, as it did not cost a single Edison jobber or dealer anything, for neither Edison jobbers nor dealers were asked to "forget it." The latest stage of the litigation occurred March 17, when the United States Circuit Court of Appeals, second circuit, affirmed the opinion of Judge Hazel in the Circuit Court. It is needless to go into the particulars, for neither Edison jobbers or dealers were directly concerned, although attempts to scare the New York trade "stiff" by threat of a lawsuit occurred March 17, when the United States Circuit Court of Appeals, second circuit, affirmed the opinion of Judge Hazel in the Circuit Court.

"I have every confidence in "the machines of the future will be able," though such vast strides have been made in the improvement of the films that they are well night perfect. To be sure, disruptive people are a worry, and the motion picture amusement institutions have their "black sheep," who have brought considerable discredit on the profession, as it were, by pandering to the vicious side of the trade. So far as "talking machines" are concerned, in conjunction with the moving picture a very desirable and attractive feature is enjoyed. In fact, unless speaking or singing are added the public will not be satisfied. Phono-phones and graphophones" are employed. Phonographs and gramophones are described as a specific type, but "gramophones" is never heard in the American talking machine business. Our national admen should "bet" that the public will stay away from the procession in the employment of correct nomenclature when it comes to framing laws intelligently, especially such as pertain to the phonograph. Phono-phones and graphophones have not infrequently led to momentous consequences.

"Caruso and a few of his colleagues may be the only mortals who make $10,000 to $20,000 a year by singing into phonographs, but there are many humbler singers in all parts of the world who have made as much or more for all times. Students of folk-song and primitive music are busy making records. Doubts have been expressed as to the reliability of such records on the ground that the phonograph might not supply truth when in presence of an awe-inspiring apparatus in rapid motion, sing as he usually does, but this objection is founded, as Benjamin Ives Gilman remarks in his "A Thousand Songs of Javanese and Syrians" (Houghton-Mifflin Co.), on a wrongful attribution to ethnic peoples of our own taboos and self-consciousness. He says on this subject: "A Kwakiutl Indian, whose performance before a phonograph I once heard through Dr. Boas' kind-ness, sheepish as was his air before beginning, when once buried in his song crooned away as if he had been squatting on damp stones in a circle of his mates by a British Columbia river, instead of being seated in an office amid inquiring Ame-ricans. Among the Bushmen of South Africa as I had before among Chinese, neither constraint nor indifference, but instead a very lively in terest, beheld the instrument and great pride of his fellow Bushmen. I am pleased with this marvellously delecte echo." Dr. Frewick tells me that his experience in recording the performance of the Hopi was very similar. The Shake chants had all to be repeated to the old priest who sang them, and not until they had passed his censorship and he had breathed upon the cylinders would he consent to give the records over."

The "Slide Line Section" of The World has been removed with every evidence of approval by the trade. E. A. Schweiger, Brooklyn, N. Y., handling the Victor and Edison lines as leaders, also photographic, sheet music, sporting goods, etc., very frankly said a few days ago: "I am from the "Slide Line Section" of The World the best thing ever done for the trade. It shows enterprise of a high order and excellent journalistic judgment. Besides, as in the same exact plane as The World—the best paper of this kind the world over—I have every confidence in the firms who use it to advertise their specialties. To me this day has been of great advantage and I am certain many more talking machine dealers throughout the country are of the same opinion, and have been benefited in the same way.

It will be observed in the tariff bill now being debated in Congress that in the paragraph referring to products of the trade, which is published in Washington, is another page, that the words talking machines are not used. Instead, "phonographs, grammophones and graphophones" are employed. Phonographs and gramophones are described as a specific type, but "gramophone" is never heard in the American talking machine business. Our national admen should "bet" that the public will stay away from the procession in the employment of correct nomenclature when it comes to framing laws intelligently, especially such as pertain to the phonograph. Phono-phones and graphophones have not infrequently led to momentous consequences.

The piping days of spring look good to the motion picture contingent. So much is heard of the profits in this line as to make the margin of ordinary commercial business seem tame, if all the stories one hears can be credited. Almost without exception, if a place is operated in a clearly and fairly entertaining way, the coin lips. While we are not "capitalists" turned on by an imaginatively light, it can be readily believed that there is more truth than poetry in the tales that are floating around respecting this business. It is serious, and the talking machines, in conjunction with the moving picture a very desirable and attractive feature is enjoyed. In fact, unless speaking or singing are added the public will not be satisfied. Phono-phones and graphophones have not infrequently led to momentous consequences.

A flying machine with a sound reproducing attachment is an idea of an inventor of Long Island. As the party in question has had years of experience as a professional recorder and is a man of a mechanical bent of mind, the scheme may be more than a passing fancy. The utility of this peculiar combination is still to be demonstrated.

A sound-box that may be heard of in the future is so gravity registering that its seating is of a composition that practically eliminates the scratch of a disc record. The material absorbs the foreign mechanical noises on the principle as in the "flying machine" the telephony. Great things are predicted for its use when the promoters get ready for the market. Besides these enthusiasts claim to have a moving picture with a "talking machine," and a machine that "lays over" everything known now in this line.

Commenting on various improvements embodied in the talking machine of the present day, an expert of international renown remarked the other day: "From what I know and can learn, the machines of the future will be horrid, and of the music-box type. The Edison trade are now familiar with this fact, and I am firmly of the belief it is only a matter of a comparatively short time before they will be introduced in this country. They have their advantages, the reproduction being very satisfac-
CUBAN TRADE.

Each Section of the Island Should be Exploited by American Manufacturers, Arousing Securing Trade in That Country.

Vice-Chairman H. M. Woolcott, of Santiago de Cuba, and a special report for the occasion, the section concerning the successful trade of canvassing the trade of the island by districts instead of confusing the efforts therefor to Havana.

‘A writer in the January number of an American trade publication makes the following statement: ‘Commercially speaking, Havana is the last and only word in connection with business in Cuba.’

‘While it is not thought that the foregoing statement represents the general opinion of American exporters, it is believed that they give too little attention to the trade of this section of Cuba. Of course, many times it is not possible for salesmen who visit Havana to make the trip across the island, but they should not be deterred in so doing by the erroneous belief that the trade of the provincial cities is not worthy of their attention. In fact, American manufacturers who visit Santiago are urged to call upon the consul, who will render them all assistance consistent with the duties of his office.’

WILLIAM L. TOMLINS.

Music Like Electricity.

The power of music as an uplifting force in life is as tangible as electricity, and can be utilized as electricity is at present,” said William L. Tomlins, former choral director of the World’s Columbian Exposition, in an address on “The Moral Influence of Music” before the department of superintendents of the National Educational Association, in Chicago, recently. Continuing to amplify this novel statement, he said:

‘Real music does not lend itself to ignoble expression. Music vitalizes as nothing else can. And we will furnish handsome advertising circulars printed in 2 colors ready for your imprint. How many New Idea Record Albums may we send you on approval? Dealers’ prices, 25c for fan size; 31c for 12-inch, (used also for 10-inch Records).

BRUCE & BROWN CO’S GOOD REPORT.

The Bruce & Brown Co., of Seattle, Wash., report that business for the month of March showed an increase of 35 per cent. over the month of February, and the present outlook is that the month of April will show an increase of at least 40 per cent. above the month of March. They are doing strictly a wholesale business, sell only to dealers, and are able to fill orders absolutely complete the day they are received.

MUSIC LIKE ELECTRICITY.

The Talking Machine World

THE QUAKER CITY'S BUDGET OF NEWS.


Fire, followed by two explosions in the building occupied by the Columbia Phonograph Co. at 1199-1111 Chestnut street, caused a damage early today to that building and adjoining premises approximating $200,000. The first explosion occurred just as the firemen arrived, and blew out the windows of the Columbia Co.'s store, hurling a dozen firemen across the street; soon afterward the second explosion occurred in the rear of the building. A score of fire fighters were scorched by the flames or choked by the fumes, and were treated in near-by hospitals.

The Columbia Co.'s loss was a total one. Manager Gouldrup, however, did not allow the grass to grow under his feet, for within twenty-four hours he was again in business, having established temporary offices in the Stephen Girard building, and is handling correspondence and carrying on the usual work of the business as if nothing had happened. He arranged for wholesale shipments being made to dealers throughout the country. He has also ranged for retailing headquarters at 1020 Walnut street, to where a full stock was immediately shipped from the factory. Within a very few days he will be well equipped to meet all demands.

Mr. Gouldrup, by the way, is most appreciative of the courtesy and thoughtfulness of all the local talking machine men. They offered him the use of their warerooms and offices, and he speaks enthusiastically of the good feeling and sympathy which they manifested in his trouble.

The talking machine trade in this city and vicinity has changed very little during the past year either for better or worse, though several of the jobbers express their firm belief that it will not be very long before a decided improvement will be noted. Those houses doing business in the steel and mining regions are far from satisfied with present conditions in the western part of the State, the dealers placing very conservative orders, if any, and practically standing pat, awaiting the settlement of the labor situation in those states.

When business so far this year is compared with that of the same period for 1908 it is found that there has been a considerable gain which is especially true of the Victor and Columbia machines and records, and the near future is viewed optimistically.

C. J. Happe & Son report a very good business, both wholesale and retail, in view of general conditions. While the single orders come in by dealers are somewhat small, as a rule, they come with greater frequency, and as a result a very fair average is maintained for the month.

The travelers from the local store have been appointed Edison jobbers for that territory, and are proving an excellent means of stimulating trade in his territory.

JONES PATENT AGAIN SUSTAINED.

The Jones process patent for duplicating disc records was declared valid a second time by the United States Circuit Court of Appeals, New York, on April 13.

The Los Angeles, Cal., branch of the Columbia Co., of which Wm. F. Stidham is manager, reports an excellent volume of business for the past month. The travelers from the local store cover a large section of Southern Arizona and that conditions in the interior are very satisfactory.

The Houston (Tex.) Phonograph Co. have been appointed Edison jobbers for that territory, the concern taking over the stock of the Texas Phonograph Co., bankrupt. The change was effected April 1.

In retail business it is well to remember the fate of the orator who called upon his friends to witness the defeat of his opponent and the next day found that his friends had gone over to the other side and he was friendless. Opposition is fair; competition is healthful; abuse is unwise and to defame is dishonest.

Overstocked Dealers—Attention!

Write me at once. I buy excess Records— both disc and cylinder—Machines and Accessories. Send list and prices. Music Store, 325 West 59th street, New York.

POSITION WANTED AS MANAGER.

Man of experience in the Victor and Edison lines desires position as manager of department or store in a large city, where ability to handle and attract the Red Seal trade is desired; basis, salary and commission. Address "Producer," E. T. M. Phonograph Co., care of The Talking Machine World, 1 Madison Ave., New York.

MR. DEALER

Have you a copy of "How to Repair Talking Machines and Phonographs"? Copyrighted. If not, order it now, get the use of it at once. Post-paid on receipt of price, $1.50. Frank E. Drake, 4245 Tracy Ave., Kansas City, Mo. Reference to Gate City Bank.

MANAGER DESIRES POSITION.

Position desired by a competent manager. Thoroughly acquainted with Victor and Edison. Experienced in buying and also selling wholesale, retail by correspondence, mail soliciting, canvassing, etc. If you want a wide-awake manager, who has all business-getting propositions at his finger tips, to take charge of your talking machine department, answer this ad. and get next to a live wire—one who can "carry the message to Garcia." Address "Producers," E. T. M. Phonograph Co., care of The Talking Machine World, 1 Madison Ave., New York.

FOR DEALERS


BUSINESS FOR SALE.

Good phonograph business already established in California. Record trade will keep business going. Only business of that kind in that part of town. Will cut down stock of goods to suit purchaser, but must have at least $1,000 to put in business. Room in store to handle pianos. Rent low. Best climate in California.

Easter Advertisement.

Address E. T. M. Care of TALKING MACHINE WORLD 1 Madison Ave., New York.

BIG TRADE OPPORTUNITY

On account of outside enterprises, a talking machine man, well established in the central states, will close out business. This is a splendid opportunity for an enterprising business man.

The only exclusive talking machine store within 150 miles of a large Western city.

No used machines on hand.
No shop-worn or old-style machines.
It will pay to investigate this proposition.

All particulars will be cheerfully furnished.

Address E. T. M. Care of TALKING MACHINE WORLD 1 Madison Ave., New York.
HARMONY OF WORKING FORCE

Is Most Essential to Success in the Talking Machine Business—Some Wise Straight from the Shoulder, Talk from an Employer Which Has the Right Ring About It—Pays to be Frank With Employees.

How to get the most out of employees is one of the great problems that confronts every merchant, whether selling machines, or dry goods, or money. As a matter of fact the employer and employe form one large family working for a common cause, the employer being the head of the family. No business can succeed if it should unless the employees take an interest in the business, put their shoulder to the wheel and work together in perfect harmony for the advancement of the firm. Today's business places a premium upon moral worth. Business men recently M. C. Hale, Tulsa, Oklahoma City, said:

"I have found many cases where this lack of harmony was fatal to the business. A jealousy among the clerks, a lack of respect for the employer, and an indifferent interest in the business are all serious handicaps for the success of the business. No business can succeed if it does not take its employees enough into its confidence, that we are indifferent to their opinion. The clerks are quick to correct them when they make a mistake, but slow to praise when praise is due. Nothing helps a clerk so much as to receive praise when he has made a good sale or brought a new customer to the store.

"We are all human and appreciate worthy praise. We always talk over with my clerks the advisability of adding new goods to stock and the general policy of the business. Some dealers may think they cannot learn anything from a clerk, but this is not so. I have in mind one of the largest wholesale houses of the country, one whose business system is as nearly perfect as is possible, and which pro-claims its business methods. One of the largest wholesale houses of the country, one whose business system is as nearly perfect as is possible, and which pro-claims its business methods. One whose business system is as nearly perfect as is possible, and which pro-claims its business methods.

"The summer home at Sea Side Park, N. J., of the Victor Talking Machine Co., in Sea Side Park, N. J., was found to have been broken into and the furniture was only broken and destroyed recently, although no articles of value were taken, so far as known. The "burglars" had made a night of it, starting up the heater and warming the house well. Then they invaded the wine cellar, getting some choice wines which cannot be entered. It is assumed that the furniture was broken after the wine began to get in its work and the burglars fell to quarreling. The cottage is one of the finest in Sea Side Park.

TAFT FAVORS TARIFF BUREAU

Says It Will Prove of Great Aid in the Application of the Maximum and Minimum Rates of the Payne Bill and Hopes Congress Will Act in the Matter.

(Special to The Talking Machine World.)


President Taft to-day declared himself in favor of a tariff bureau to be created at this session of Congress, and he believes that such a bureau would be of great assistance to him in the application of the maximum and minimum principle of the Payne bill in the negotiation of foreign trade agreements, as well as in furnishing detailed information to Congress and to the White House on various tariff questions as they arise.

The President's announcement was made to the executive committee of the committee of one hundred created by the National Tariff convention recently held in Indianapolis. This committee, consisting of H. E. Miles, chairman, Henry J. Towne, of New York, and D. A. Tompkins, of Charlotte, N. C., called at the White House to-day to lay before the President the views of the tariff bureau and to recommend a permanent tariff commission.

The members of the executive committee agree with the President that it is necessary for Congress to provide a commission or bureau for the aid of the executive and legislative departments of the government, and that they will use their influence as far as possible to secure legislation on the subject at this session of Congress.

LANDAY BUYS MUSICAL ECHO CO.

The Well Known New York Jobbers Buy Out This Concern Which Will be Closed Out on May 1st.

Landay Bros., Victor distributors, New York, bought out the Musical Echo Co., Philadelphia, Pa., last week, Max Landay being over there for several days during the negotiation and getting back the business in that vicinity. The Musical Echo Co. will be continued until May 1, in the meantime the Edwards, Columbia and Zonophone goods will be discontinued, and the stock being removed to New York, and placed on sale in the regular way with Landay Bros. After concluding his negotiations in the Quaker City Max spent Sunday in Atlantic City, N. J.

MURPHY TO BECOME COLUMBIA JOBBER.

On the first of the month, H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, New York, went to Buffalo, N. Y., where a change was made in the local establishment. S. O. Murphy, the Columbia Co. manager, who was in New York the previous week, has taken over the business as an independent Columbia territorial jobber under his own name, which was recently incorporated. Mr. Yerkes closed up the details of the deal while in Buffalo. He also visited Detroit, Mich, and Cleveland, O., before returning.

The Guernsey Music Store, North Yankin, Wash., under the able management of C. W. Harris, is going after the talking machine business.

EDIISON BUSINESS PHONOGRAPH

Has Become a Necessity With Every Progressive Business House—Is the Greatest Economizer of Time—Graphically Portrayed.

As an economizer of time in the despatch of correspondence, the Edison business phonograph stands high in the esteem of busy men. As the company truly say, it "saves the time of high salaried men, increases their letter writing capacity, improves their dictation, gives them more time for other duties, equalizes the work in the typewriting department, insures perfectly written letters and decreases the cost of correspondence."

The accompanying illustrations graphically depict, in a very practical way, just what the Edison business phonograph can do.

"Usually one stenographer takes the notes of four persons.

Do three of your men stand around while one tries to think of what he wants to say or do all think and dictate at the same time and let this one stenographer write the letters of all and have them ready to sign at quitting time?"

MARCH RECEIPTS SHOW GAIN.

(Special to The Talking Machine World.)

Washington, D. C., April 5, 1909.

The statement of Government receipts and expenditures for March shows a gratifying balance in the receipts, both as to customs and internal revenue.

While, as a whole, they do not equal those of the period just before the panic of 1907, the receipts from customs are within $1,000,000 of the figures for March of that year. The internal revenue receipts, however, are over $2,000,000 short of March, 1907. The expenditures continue to increase, although they are considerably less than was anticipated one month ago, when the Sixtieth Congress adjourned.

NEW EDISON DEALERS.

The Maine Jewelry & Optical Co., are new Edison dealers in the city of Everett, Wash., having removed from the state of Maine. They believe the outlook for business in the Golden West is much ahead of the outlook back East, where they came from. They have a full catalog of Edison records and are doing a very nice business.

The John C. Walling Co., Seattle, Wash., have refitted their store on Union street and equipped it with a balcony of four sound-proof rooms, in which to demonstrate talking machines and records.
Millions of Readers See

And We Are Sending Them

No advertising campaign ever had a more plain and definite purpose than this one of ours.

We had an extraordinarily interesting story about Columbia Double-Discs, to tell to owners of disc machines. We had a no less interesting story about Columbia Indestructible Records to tell to owners of cylinder machines. We had a somewhat more educational but no less important story to tell concerning Columbia Disc and Cylinder Graphophones to those who have not yet come to an appreciation of these peerless musical instruments and all-round entertainers.

We are illustrating on these pages some of the magazines of general circulation which have carried our story repeatedly during the last few months, and in which that story is still being told to some like ten million readers.

WHERE DEALERS MAY SELL

Atlanta, Ga., Columbia Phonograph Co., 85-87 W. Broad St.
Burlington, Vt., R. C. Smith & Co., 68 Church St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Buffalo, N. Y., A. Murphy Co., 622 Main St.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., G. J. Probeck Co., 520 Prospect Ave.
Dallas, Tex., Columbia Phonograph Co., 525 Main St.
Denver, Colo., Columbia Phonograph Co., 360 S. Fifteenth St.
Des Moines, Iowa, Columbia Phonograph Co., 704 W. Walnut St.
Detroit, Mich., Columbia Phonograph Co., 400 Woodward Ave.
East Liverpool, Ohio, Columbia Phonograph Co., 117-119 W. Fourth St.
Jacksonville, Fla., Kraemer & Co., 218 Duval St.
Johnstown, Pa., Kroesen Co., 107 Pearl St.
Kansas City, Mo., Col. Pacific Phonograph Co., 214-216 Main St.
Little Rock, Ark., Col. Pacific Phonograph Co., 424 Main St.
Los Angeles, Calif., Col. Pacific Phonograph Co., 424 Main St.
Memphis, Tenn., Col. Pacific Phonograph Co., 424 Main St.
Minneapolis, Minn., Col. Pacific Phonograph Co., 424 Main St.
St. Louis, Mo., Col. Pacific Phonograph Co., 424 Main St.
Nashville, Tenn., Col. Pacific Phonograph Co., 424 Main St.
New Orleans, La., Col. Pacific Phonograph Co., 424 Main St.
New York City, Col. Pacific Phonograph Co., 424 Main St.
Oklahoma City, Okla., Col. Pacific Phonograph Co., 424 Main St.
Omaha, Neb., Col. Pacific Phonograph Co., 424 Main St.
Philadelphia, Pa., Col. Pacific Phonograph Co., 424 Main St.
Pittsburgh, Pa., Col. Pacific Phonograph Co., 424 Main St.
Pueblo, Colo., Col. Pacific Phonograph Co., 424 Main St.
San Francisco, Calif., Col. Pacific Phonograph Co., 424 Main St.
St. Louis, Mo., Col. Pacific Phonograph Co., 424 Main St.
Columbia Advertising

Straight to Your Door

We don't tell our story and leave the reader up in the air—we tell him to you for proof.

It's gotten far by the theory stage now—we know quite well that thousands of interested people every week are following our suggestion asking for proof and demonstration in the scores of our dealers.

But this is not a history of the past. It's the future we are all interested in and we want to give you our assurance that, sensational the results have already been, we have only just begun.

The Columbia dealer who has secured exclusive Columbia rights and gotten started on the Columbia line in this month of April, 1909, has built himself the solidest foundation that a business could want—and he will see it more and more plainly every month.

The exclusive Columbia agency is the one real live issue in the business this minute. Take that hint.

COLUMBIA PRODUCT

Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.

Pittsburgh, Pa., Columbia Phonograph Co., 501 Sixth St.

Portland, Me., Maine Phonograph Co., 24 Preble St.

Portland, Ore., Columbia Phonograph Co., 271 Washington St.

Rockester, N. Y., Columbia Phonograph Co., 28 South Ave.

Syracuse, Ia., W. A. Dean & Co.

Salt Lake City, Utah, Columbia Phonograph Co., 25 W. Third St.

San Francisco, Cal., Columbia Phonograph Co., 912 Van Ness Ave.

Seattle, Wash., Columbia Phonograph Co., 1217 First Ave.

Spokane, Wash., Columbia Phonograph Co., 412 Sprague Ave.

St. Louis, Mo., Columbia Phonograph Co., 307 Market St.

St. Paul, Minn., Columbia Phonograph Co., 20 Washington St.

Windsor, D. C., Columbia Phonograph Co., 2122 10th Ave.

COLUMBIA PH COMPANY, Gen'l, NEW YORK
RECLASSIFYING FREIGHTS.

Small Goods Trade Will be Interested in Move to Classify Commodities for Shipment According to Their Value Instead of Weight.

(Special to The Talking Machine World.)
A move on the part of experts to revise freight classification along railroad lines will concern the shippers of small goods as well as piano manufacturers. It is understood that at a meeting to be held in New York Wednesday of next week, the official classification committee will consider the advisability of classifying commodities for shipment according to their value, instead of weight and bulk. The subject is also before the uniform classification committee in Chicago. It would be a drastic departure from the present method of practice and its object is to simplify the working out of a uniform classification which was actively begun about a year ago.
The proposition had its inception in a suggestion made last December by Commissioner Prouty of the Interstate Commerce Commission, when he said: "While we decline to establish a rating upon the basis of value, it must not be understood that we have reached a final conclusion that such a principle might not with propriety be introduced into the classification. There is much to be said on both sides of the idea. If the committee should suggest a workable plan, it would meet with the approval of the commission."

Should the idea be carried into effect immediately, representatives of American railroads would have an undertaking before its first time in a manner to demand serious attention its reception by the shippers of the country. They believe that these connected with organized bodies, will be awaited with much interest. Under present methods articles of widely varying values are so classified as to have been classed as a rate. For instance, it costs no more to ship cheap tables than the most expensive mahogany furniture. Planea properly belong in the same classification. The same is true of books, whether they are editions de luxe or cheap novels and probably the rule applies to certain grades of small goods.

HENRY BABSON A VISITOR.
(Special to The Talking Machine World.)
Henry Babson, of Babson Bros., Edison jobbers, Chicago, Ill., was a visitor at the plant of the Victor Talking Machine Co., Camden, N. J., and was received in the main building by Judge Chatfield, United States Circuit Court.

The manufacturers of the famous phonograph recently occupied their space with demonstrating booths, carrying on for "dubbing," pending the court's action in the matter.
The store of the National Phonograph Co., Camden, N. J., against Leeds & Catlin Co., has been before the Federal Court by the New Jersey Patent Co. and the National Phonograph Co. to have Thomas C. Hough and James A. Latta, trustees in bankruptcy, ordered to appear before Judge Chatfield, United States Circuit Court, eastern district of New York, to set aside his opinion also. It was stipulated between counsel, however, that the defendants should stop "dubbing," pending the court's action in the matter.


VICTOR RECORDS DESTROYED BY FIRE.
(Special to The Talking Machine World.)
About 2,000 talking machine records were destroyed by a livery fire which was discovered in the stockhouse building at 35 and 37 Arch street, occupied by the M. Beinert & Sons Co., shortly after 10:30 last night.
The blaze, which was one of the smallest observed in the city proper in recent time, is believed to have been burning for several hours before its discovery.

Early in June a successful jobber and dealer who is going abroad for a vacation of a couple of months, and will visit the chief capitals of Europe, invites inventors and patentees to communicate with him regarding any devices, improvements, appliances, attachments, etc., connected with either disc or cylinder machines, with a view of introducing them in the foreign trade. The particulars of this offer are presented on page 49. Correspondence will be strictly confidential.

TRADE SLIGHTLY IMPROVING.

Business Getting Better With Both Dealers and Jobbers and Small Goods Trade Will be Interested in Move to Reclassify Freight Stamps According to Their Value Instead of Weight.

The eastern railway classification of the country is making a better showing, with the West still holding its own, with the possible exception in a couple of the cities, notably Chicago and St. Louis. The factories are fairly busy, especially on foreign trade. This branch of the business is expanding very rapidly, especially in the Spanish-American countries.
The disappointment is not bearing from the United States Supreme Court in the Berliner case is exasperated by everybody, including the contestants.

NO DECISION YET IN BERLINER CASE.

Again The World goes to press and the Supreme Court of the United States is still mute on the Berliner case (Victor Talking Machine Co. against Leeds & Catlin Co.) this being before them in February 14. Possibly some learned justices may conclude their ponderings in time to give an opinion before the summer recess.

In the cases of the Columbia Phonograph Co., general, New York, and the Victor Talking Machine Co., Camden, N. J., against W. V. R. Bradley, Brooklyn, N. Y., and others, for "dubbing," Judge Chatfield, United States Circuit Court, eastern district of New York, has set off an opinion also. It was stipulated between counsel, however, that the defendants should stop "dubbing," pending the court's action in the matter.

COLUMBIA QUARTERS IN ATLANTA, GA.

The store of the Columbia Phonograph Co., Atlanta, Ga., on May 1 will be removed from 26 Whitehall street to the new building of the Cable Co., the prominent piano manufacturers of Chicago. This is one of the finest business buildings in the South, and the Columbia Co. will utilize their space with demonstrating booths, carrying on their under their own supervision, the department being managed solely by them. Manager Terhune has made a sales record for his establishment.

CAN'T SELL BELOW SPECIFIED PRICES.

(Special to The Talking Machine World.)
Minneapolis, Minn., April 3, 1909.
A preliminary injunction has been sought in the Federal Court by the New Jersey Patent Co. and the National Phonograph Co. to have Thomas C. Hough and James A. Latta, trustees in bankruptcy, desist from selling any of the Edison phonographs belonging to the estate of T. C. Hough at public auction, as less than is specified in an agreement with the National Phonograph Co.

The Turner Music Co., Wallace, Idaho, have secured larger quarters and now have sound-proof rooms in which to demonstrate their talking machine business. They take one of the nicest stores for a town of that size in the country.

McDonald's Talking Machine Store in the city of Bellingham, Wash., is hard after business and is doing a better business this year by far than last. A much larger increase in the near future is looked for.

Shaw & Hodges, Everett, Wash., say their Edison business has increased at least 25 per cent, in the last four months.

PERTINENT APHORISMS

Of Interest to the Talking Machine Man as to Everyone Else Contributed by J. C. Rahm- ing to The Traveling Salesman.

A salesman should look upon himself as a storehouse and should keep an inventory of the stock he works with day by day. Call the stock the faculties of the mind—which are intelligence, memory, imagination and will.

Look into yourself and learn whether you are improving this stock of faculties by true education.

True education means the cultivation of the faculties, developing thereby the positive qualities of the mind.

Keep a full supply of the positive quality of judgment and imagination.

Get rid of the negative quality of prejudice and needlessness.

Always take in a large stock of initiative and self-control.

Let go that old stock of laziness and indecision.

Place your supply of "I wills" to the front and take your stock of "I can'ts" and bury them.

The salesman who will take the mental stock of himself and act on the good suggestions every day, practising them constantly until they become a fixed habit, will find himself climbing out of the rut of the ordinary salesman by increasing his business with the old and making new customers.

It is the positive qualities that win.

It is the negative qualities that lose.

Do you want to be a winner? Then get busy now cultivating the qualities that win.

As Hubbard says: "The greatest reward goes to the man who takes the initiative, the next best to the one who is told once."

Cultivate the following habits until they become as natural to you as breathing.

The habit of giving good suggestions and making use of them.

The habit of doing it now.

The habit of making notes of special you have offer on certain days.

The habit of keeping posted on everything concerning your business.

The habit of being thorough in all you undertake, realizing that which is worth doing at all is worth your best efforts.

The habit of being simple.

The habit of cheerfulness.

The habit of making new customers.

The habit of perseverance.

The habit of writing your orders plainly and correctly.

The habit of stimulating old customers.

The habit of telling your troubles only to the right person—the one concerned, and who can adjust the difference or misunderstanding.

The habit of always talking the profitable lines—talking quality, not prices.

NOT GOOD DAYS FOR BUSINESS

Rainy days are not good days for business, but they are good days for a man to plan and to get ready for the days of sunshine that are sure to follow. No store can be conducted successfully without some good, hard business. The merchant who stands about his place of business on rainy days with a long face and his hands in his pockets, complaining about the weather, is losing valuable time that should be put into rearrangement of stocks, writing advertising copy and attending to the numerous details of the business which slip past him on busy days.

The various branches of the lithographic industry who have failed to change the schedules afflicting the duty on import post cards in the Prince will be now turning their batteries on the Senate, where the bill is now up for consideration.
THE TALKING MACHINE WORLD.

FAMOUS EDISON SUIT SETTLED.

The End of Years of Litigation—An Adjustment Reached That Closes the Legal Strife Which Has Been Waged for the Past 10 Years —The Amount Paid Not Given Out, Although Reports Vary —They All Agree That the Figure Was Arranged by All of Various Companies Included in the Settlement.

When the March issue of The World went to press the case of the New York Phonograph Co., New York, against the National Phonograph Co., Thomas A. Edison, and others, Orange, N. J., an appeal to the United States Circuit Court of Appeals, second circuit, had been argued March 16, the court handed down its opinion, affirming the decision of Judge Hazel, in the Circuit Court, and a little more. At any rate, the findings of the Court of Appeals was not altogether agreeable to the defendants, and subsequently a motion was duly made and argued, with a filing of supplemental briefs, for a stay of mandate, the matter coming again before the judges in this regard April 2, with decision being reserved.

The ultimate purpose of the defense was to take the case to the Supreme Court of the United States on a writ of certiorari.

This was the state of affairs until the 9th successively, when the Supreme Court was met by the National Phonograph Co. that a settlement had been effected with the New York Phonograph Co. the night before, and the suits in the Federal and New York State courts and all other actions, were discontinued. Just what the nature of the arrangement was, is a matter of conjecture, the money consideration being variously estimated from half a million to two million dollars; though a party in a position to know, and who acted in a confidential capacity throughout the entire negotiations, stated to The World that the amount of cash passed was comparatively modest, whatever that may mean. At any rate, it has been agreed between the parties in interest that the terms of settlement will not be revealed for publication.

An all-night conference was held in the Union National Bank, Newark, N. J., on the day above-mentioned, at which the following were present: William H. Fahnestock, president of the New York Phonograph Co.; James L. Amend, secretary, and Frank L. Dyer, president of the National Phonograph Co., representing also Mr. Edison in person and all the other Edison companies; William Pelzer, vice-president; Carl H. Wilson, managing attorney; Alfonso Westee, secretary and treasurer; and Judge Edward W. Hatch, of Sheehan, Parker & Dyer, president of the National Phonograph Co., representing also Mr. Edison in person and all the other Edison companies.

Suits that have been brought in the various States by practically all the same complainants against the National Phonograph Co. and others, are included in this friendly settlement. It is learned the New York Phonograph Co. will not be "wiped off the map" in a legal sense, as several National Phonograph Co. people will go on the board of directors and control its future. The same is as now done with the New England Phonograph Co. The National Co.'s policy will continue as before, with the statement that they have named the dog Victor, Jr., and that his photograph was taken while he was listening to His Master's Voice.

The Newark Talking Machine Co., since moving to their present quarters, have been very much pleased with the increasing demand for their machines. They have parlors attractively fitted up and command a very exclusive trade.

The World bears with regret of the death on April 9, in her home at Highwood, N. J., of Mrs. Louis Hicks, wife of Louis Hicks, the eminent New York patent attorney, well known in connection with all the leading talking machine cases that have been before the courts during the past few years. The funeral took place Monday. Mr. Hicks is on the legal staff of the National Phonograph Co., Orange, N. J.

One of the latest bits of news set afloat is that an Edison machine of the famous Victor Victrola type is a possibility of the near future. This is interesting, if true, but neither official confirmation or denial is forthcoming.

WELL-KNOWN talking machine dealer and jobber who is going abroad in June would be pleased to take along and introduce any American invention of merit, such as attachments, horns, needles, sound-boxes and anything whatsoever in the way of patented novelties in the line.

Correspondence invited in confidence and prompt attention given all communications. Address "EUROPE" Care of THE TALKING MACHINE WORLD 1 Madison Avenue, New York City.
BIG CALL FOR VICTOR-VICTROLAS.
The Victor Co. Find It Difficult to Supply Demands for These Creations.

The demand on the Victor Talking Machine Co. for Victor Victrolas is a striking feature of the other day. The distribution all parts of the country are writing and wiring in for the biggest hit ever made in the history of the American talking machine trade. Complaints are repeated of defeat in filling orders for Victrolas, but the company claim that they are doing their level best to supply the demand. They have appointed more representatives of the immense demand for these instruments.

POWERS CO. LEASE OFFICES.

The Powers Co., who will manage a motion picture business, leased a suite of offices on the eighth floor of the New York World Building, New York City, Monday. This is the company composed of P. A. Powers, of Buffalo and Rochester, N. Y., and C. V. Henkel, also former manager of the Douglass Phonograph Co., dissolved, of Buffalo, and John Kaiser, of the same company, and manager of the Douglass Phonograph Co., New York City, who closed out their business this week.

BUTTON TO SUCCEED GAINES.

On May 1, H. S. Gaines, in charge of the promotion bureau of the wholesale department of the Columbia Co., will sever his connection, to enter another line of business. He will be succeeded by John C. Button.

THE NATIONAL CO.'S POLICY.

Conserving Trade and Eliminating Weak Dealers and Jobbers to the End of Helping Business.

The policy of the National Phonograph Co., Orange, N. J., is to eliminate as many Edison dealers and jobbers as possible consistent with the proper representation of their line. They will create no new dealers in territory more than amply covered, and where one, two or several in a large city or good sized town desire to withdraw from the field the company arrange to sell the stock on hand to a competing firm who are regarded as a stronger and better representative, and one who will market the goods by up-to-date methods and progressive merchandising. Quite a number of dealers who have become faint-hearted and are possessed of a "tired feeling" have sold out under such conditions, leaving the really right kind of people to reap the benefit of lesser competition. In this way the "survival of the fittest" are better protected, do a larger and more satisfactory business, and everybody concerned is naturally pleased.

IMPORTANT COPYRIGHT DECISION.

Court Holds That Printed Play Is Not a Book and Can Be Copyrighted Here Although Put in Type Abroad.

Paul Hervieux, the French dramatist, has won his long standing suit against the J. R. Giguere Publishing Co., which was brought to test the validity of the copyright of a five-act play called "Le Debacle." M. Hervieux wrote the play, and had it printed in Paris, and then copyrighted in the U.S., by the American firm. He then had the printed play entered in the copyright office at Washington in December, 1903. Two years later the French company copyrighted a play in English based on the Hervieux drama and entitled "The Labyrinth, or a Case for Divorce," by George Morehead.

M. Hervieux promptly suit for infringement of copyright. Counsel for the company declared that there could be no infringement because the copyright secured by Hervieux was invalid, for the reason that a book set in type outside the United States could not be copyrighted here. The plaintiff contends that the play was not a "book." The copyright law clearly distinguishes between books and musical and dramatic compositions and provides penalties for infringement of the several copyrights. Judge Martin in his opinion filed Tuesday holds that M. Hervieux's play is a dramatic composition and as such has a valid copyright.

THE "DUBBING" CASE.

Decision of Judge Chatfield Eagerly Awaited—Victor Co. Also Complainants.

When the "dubbing" case against W. V. R. Bradley, Brooklyn, N. Y., sales agent of the Continental Record Co., was argued in the United States Circuit Court, eastern district of New York, Judge Chatfield sitting, with the Columbia Phonograph Co., General, and the Fonotipia Co., Milan, Italy, as joint complainants, on March 4, the Victor Talking Machine Co., Camden, N. J., also were heard against the same defendants. The Victor Co. proceeded against Mr. Bradley and others for "dubbing" their "Red Real" record and the experts declared as a complete defense of the entire matter in controversy. As the Victor Co. record their own "talent," manufacture the master dies or plates, and do their own pressing, their bill of complaint differs materially from that of the Columbia Co., as the masters they use in duplicating the Fonotipia records, Columbia series are supplied from abroad. The interesting cases are awaited with more than ordinary curiosity by the entire trade. As yet Judge Chatfield remains silent.

A BIG INITIAL ORDER.

In our San Francisco letter, elsewhere, reference is made to the appointment of the South California Music Co., as Columbia jobbers. Their initial order was for $25,000 worth of Columbia double disc records alone, and a full line of grand opera double discs, including both the Symphony and Fonotipia series. In a chat this week the Columbia Co. stated that their proposition is appealing more and more to music dealers, and added "Forty per cent. of the new dealers we are signing up this month are from the East."

Elliott Piano House, Spokane, Wash., are re-fitting their talking machine rooms and propose to push the Edison retail as hard as they now do the Victor.

Sherman, Clay & Co., Spokane, Wash., are remodeling and enlarging their Victor, talking machine rooms to take care of their increasing business.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, left New York, Monday, for a trip of inspection of the company's stores between here and Chicago. He will be on the road a couple of weeks.

E. N. Burns, manager of the Columbia export department, states business is very much improved in Havana, Cuba. He is now in the City of Mexico, and expects to be at headquarters again May 1.

The Novelty Parlor, Seattle, Wash., owned by Mead & McGuire, are pushing the Edison line hard and are very much pleased with the results as business is daily improving.

W. R. Barry, of Roehester, Vi., has purchased the talking machine business of J. R. Jerd, Randolph, Vi., and will continue same.

THE TALKING MACHINE WORLD.
SOUTHERN CALIFORNIA NEWS.


(Retrial to The Talking Machine World.)

Los Angeles, Cal., April 4, 1909.

Rain and thunder has not affected the trade as much as it does as a general rule. All southern California has shared in the uneventful conditions of the weather, which seems now to have been ended. The above alterations have demanded a great deal of interest among the prominent dealers, involving as they do the leading citizens who are interested in the future of the city. If present plans are successful Los Angeles will be a seaport city; that is, if San Pedro and Wilmington are consolidated with Los Angeles.

Many important changes have taken place since the middle of the month—namely, the closing of one store and the opening of two others.

The store of the Exton Music Co. was closed for all time about the last of the month after a special sale, which was under the direction of F. A. Ingersoll, who was appointed superintendent by the owner.

Of the two new stores recently opened the Holmes Music Co. was first in the field, although they have not had time to undergo considerable remodeling. The interior is fitted up in a modest style allowing four large rooms for their talking machine department. Sibly Pease has been appointed manager and prides himself in the new store. They have started business in a very promising manner.

The other new store is that of the Fitzgerald Music Co. at 523 South Broadway. They have a large demonstration room, which has undergone considerable remodeling. The store has been given over to its talking machine department.

The W. H. Clune Film Co., 727 South Main, Needles Free To Prove Quality.

Loma, Cal., April 4, 1909.

The W. H. Clune Film Co., 727 South Main Street, are among the oldest talking machine dealers of the city, and have lately decided to push that line more vigorously than ever.

Geo. Snider, of Kern, Cal., is greatly pleased with the increased volume of business he is doing with the Amberoid goods.

Davy & Sawrie, well-established Edison dealers of Selma, Cal., have set up one of the finest stores on the coast. Their department is exceptional for a city the size of Selma, having as it is a population of 6,000. The volume of business recently done with the Edison Amberoid goods has led to the enlarging of their facilities.

A good mail-order business has been received from lower California, by the dealers of southern California since the better steamship service has been established. Occasionally a visitor arrives from the south with orders for talking machine goods as well as small goods and sheet music.

W. W. Jancz, manager of the Record Exchange and Music Co., 213 Mercantile plan, in this city, is greatly pleased with present conditions.

The greatest success of the Edison Amberoid record has been the main business attraction for the Southern California Music Co. The volume of business done in this line already surpasses that of the two-minute by a very large margin, especially on the new monthly issues. A shipment of record cabinets in various styles and finishes has lately been received by this firm. Foreign records have been in great demand and much attention is paid to this department by the dealers.

It is the opinion of the dealers of the Pacific coast in general that much money is lost in not being able to complete the orders of the customers with talking machine records of hits which are popular on the coast only. It would be well for the manufacturers to take into consideration these facts when making up their monthly lists.

Carl J. Schults, representing the Rudolph Wurllitter Co., of Chicago, has just left for the East, after spending several days in and about Los Angeles. While here he entertained members of the Chicago White Sox in the talking machine department of the Southern California Music Co. Edward Boggum has returned from a tour of the most southern points of the State, reporting very favorable conditions.

There are rumors to the effect that a new fiber needle, which is to be manufactured in Watts, Cal., will be placed on the market in a short time.

The T. T. Jones Co., manufacturers of disc records and phonographs, have received many orders for their new style product which is carried in stock by most all dealers in this city.

The handsome display windows gotten up by the Emporium of Santa Barbara, for the Southern California Music Co., of Santa Barbara, have come in for general commendation.

The Heard Music Co. is a new concern in Des- tricto, Neb. They handle pianos and Victor and Edison talking machines and records.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Melitone

"GIVE A MELLOW TONE"

PLAYRITE

"THE NAME TELLS WHAT THEY DO"

NEEDLES

Best for Volume Tone and Lasting Quality. Made with the strongest and finest materials. Good trade marks are a guarantee of quality. 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

REGINA SALES FORCE IN WEST.

Group Assembled Seeing Mr. Sachs Off to Pacific Coast.

(Special to The Talking Machine World.)

Chicago, Ill., April 5, 1909.

The accompanying cut shows the western sales force of the Regina Co. in the act of seeing I. S. Sachs, who has long represented the company of the middle western states, off for his initial trip to the Pacific Coast. The gathering of the clans in Chicago was due to the recent visit of General Manager J. Bloemberg, who spent a week at their western office, coaching the boys on some of the Regina Co.'s new productions and laying plans for the spring and summer campaign.

The names of the gentlemen ornamenting the rear platform of the coach, reading from left to right, are as follows: C. Hueteigh, city salesman; A. M. Jansen, Illinois; I. S. Sachs; T. H. Walker, Michigan, Iowa, Southern Indians, Missouri and Kentucky; M. J. Faber, manager of the Chicago office.

W. P. Ainsworth, a partner in the late firm of Leonard & Ainsworth, recently dissolved in Rantoul, Ill., has decided to enter the field again under the name of the Ainsworth Piano Co. In addition to pianos and organs a full line of talking machines and records will be carried.

Rain and thunder has not affected the trade as much as it does as a general rule. All southern California has shared in the uneventful conditions of the weather, which seems now to have been ended. The above alterations have demanded a great deal of interest among the prominent dealers, involving as they do the leading citizens who are interested in the future of the city. If present plans are successful Los Angeles will be a seaport city; that is, if San Pedro and Wilmington are consolidated with Los Angeles.

Many important changes have taken place since the middle of the month—namely, the closing of one store and the opening of two others.

The store of the Exton Music Co. was closed for all time about the last of the month after a special sale, which was under the direction of F. A. Ingersoll, who was appointed superintendent by the owner.

Of the two new stores recently opened the Holmes Music Co. was first in the field, although they have not had time to undergo considerable remodeling. The interior is fitted up in a modest style allowing four large rooms for their talking machine department. Sibly Pease has been appointed manager and prides himself in the new store. They have started business in a very promising manner.

The other new store is that of the Fitzgerald Music Co. at 523 South Broadway. They have a large demonstration room, which has undergone considerable remodeling. The store has been given over to its talking machine department.

The W. H. Clune Film Co., 727 South Main, Needles Free To Prove Quality.

Loma, Cal., April 4, 1909.

The W. H. Clune Film Co., 727 South Main Street, are among the oldest talking machine dealers of the city, and have lately decided to push that line more vigorously than ever.

Geo. Snider, of Kern, Cal., is greatly pleased with the increased volume of business he is doing with the Amberoid goods.

Davy & Sawrie, well-established Edison dealers of Selma, Cal., have set up one of the finest stores on the coast. Their department is exceptional for a city the size of Selma, having as it is a population of 6,000. The volume of business recently done with the Edison Amberoid goods has led to the enlarging of their facilities.

A good mail-order business has been received from lower California, by the dealers of southern California since the better steamship service has been established. Occasionally a visitor arrives from the south with orders for talking machine goods as well as small goods and sheet music.

W. W. Jancz, manager of the Record Exchange and Music Co., 213 Mercantile plan, in this city, is greatly pleased with present conditions.

The greatest success of the Edison Amberoid record has been the main business attraction for the Southern California Music Co. The volume of business done in this line already surpasses that of the two-minute by a very large margin, especially on the new monthly issues. A shipment of record cabinets in various styles and finishes has lately been received by this firm. Foreign records have been in great demand and much attention is paid to this department by the dealers.

It is the opinion of the dealers of the Pacific coast in general that much money is lost in not being able to complete the orders of the customers with talking machine records of hits which are popular on the coast only. It would be well for the manufacturers to take into consideration these facts when making up their monthly lists.

Carl J. Schults, representing the Rudolph Wurllitter Co., of Chicago, has just left for the East, after spending several days in and about Los Angeles. While here he entertained members of the Chicago White Sox in the talking machine department of the Southern California Music Co. Edward Boggum has returned from a tour of the most southern points of the State, reporting very favorable conditions.

There are rumors to the effect that a new fiber needle, which is to be manufactured in Watts, Cal., will be placed on the market in a short time.

The T. T. Jones Co., manufacturers of disc records and phonographs, have received many orders for their new style product which is carried in stock by most all dealers in this city.

The handsome display windows gotten up by the Emporium of Santa Barbara, for the Southern California Music Co., of Santa Barbara, have come in for general commendation.

The Heard Music Co. is a new concern in Des\ntricto, Neb. They handle pianos and Victor and Edison talking machines and records.
BALTIMORE TRADE GLEANINGS.

Decided betterment in trade—Big call for Victor Victrolas at the leading stores—Cohen & Hughes' New Department—Columbia Activity—Cooper Establishing Agencies.

(Special to The Talking Machine World.)

Baltimore, Md., April 5, 1909.

From reports given out by those engaged in the talking-machine business in Baltimore there seems to be nothing the matter with the trade here. All the dealers talk prosperity, and in this they appear to be much better off than most of those who are wrangling with the piano-selling proposition in this city. The reports given out do not merely pertain to the sale of records, but to the machines as well—and the most expensive ones at that. The Victor Victrolas, particularly, seem to have a big run. Sanders & Stayman, Cohen & Hughes, H. R. Eisenbrandt Sons, E. P. Droup & Sons Co. and others report that the demands for these machines are quite lively. The high-priced Victors, Columbias, Starrs and Edisons have all come in for a brisk demand.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co. states that his store had the best month during March of any since December. He reports that the instalment business has shown wonderful improvement, while the collections have been excellent right through the month. One of the machines which the Columbia are having great success with is the new popular-priced one with the wooden horn. As for the records, the greatest call has been for "I Wish I Had a Girl." In this connection Mr. Lyle says the record has proven so popular—priced one with the wooden horn. In this connection Mr. Lyle says the record has proven so popular.

THE TALKING MACHINE WORLD.

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

400 FIFTH AVENUE, NEW YORK, N. Y.
Executive Committee of the National Association of Talking Machine Jobbers Meet at the Warerooms of Perry B. Whitsit, in Columbus—Many Matters of Interest Discussed—Annual Convention at Atlantic City in July—Dolbeer Addresses Jobbers—Banquet Enjoyed—New Members Enrolled.

(Special to The Talking Machine World.)

Columbus, Ohio, April 3, 1909.

The called meeting of the executive committee of the National Association of Talking Machine Jobbers, held in the salesrooms of the Perry B. Whitsit Co., of this city, Sunday, was most interesting from several points of view. The sessions, which lasted the entire day, were of the most practical character from a trade standpoint, and the work accomplished demonstrates that the committee are "on their job" and attend strictly to business when they come together in conference.

President Bowers presided. Secretary Whitsit reported the results of the last meeting, the most important of which was that regarding the concessions by the Victor Talking Machine Co., Camden, N. J., of the committee's request to give distributors the usual margin of profit on their ten inch double-face records. When the matter was made plain to the Victor Co. they acted promptly and favorably on the suggestions.

G. E. Mickel, of the Nebraska Cycle Co., a member of the association, addressed the meeting in behalf of the Missouri Valley Jobbers' Association. In the course of his remarks, Mr. Mickel assured the committee that the Missouri Association was and would be in hearty sympathy with every move and purpose of the National Association of Talking Machine Jobbers, and would give it unequivocal support. They would also endeavor to increase the membership of the national organization in their territory.

When the selection of a place for holding the next annual convention of the National Association came up it was evident everybody, East and West, not only favored but voted for an eastern place. As J. Newcomb Blackman, chairman of the special committee, explained: "The main reason is that the plants of the National Phonograph Co. and the Victor Talking Machine Co. are located in that section, and it is a good time and season to get a line on what will be ready for the market in the fall. This information can be gained by making factory calls. New York City is so large and has so many diversified attractions that there would be danger of our people getting scattered. On the other hand, Atlantic City is a seaside resort and a place where one would naturally go for a vacation."

At any rate New York and Atlantic City, N. J., received the majority of votes. Atlantic City, however, was chosen and President Bowers appointed J. Newcomb Blackman, of New York, and Louis Buehn, of Philadelphia, a committee of arrangers. While it is intended to make the Hotel Chalfont's headquarters it has not been definitely settled as yet, as there is plenty of time for the selection to be made. The date of the convention will be July 13-14. The committee, however, will use every effort to duplicate or even exceed the attendance of last year. It is also about fixed that the banquet will be given at the Marlborough-Blenheim, and that no "switching" will occur this year under any circumstances. While Messrs. Blackman and Buehn will look after the details of all the arrangements, an additional special or sub-committee, to be known as a reception committee, will be named by them, to be composed of members in their respective territories to secure pledges for a record attendance at Atlantic City. This committee will consist of half to a dozen members.

Ten new members were enrolled in the association, as follows: Southern California Music Co., Los Angeles, Cal.; Geo. E. Mickel, or the Nebraska Cycle Co., Omaha, Neb., and J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa.

Frank K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., addressed the meeting on a matter of importance in his informal address Mr. Dolbeer said the company contemplated introducing something that would, they considered, be of great benefit to their trade. At the close of his remarks the committee expressed themselves in hearty sympathy with the matter presented. Other questions regarding the policy of the National Phonograph Co. were introduced, the purport of which are deemed inadvisable to reveal just now. Afterward Mr. Dolbeer invited the jobbers to be his guests at dinner. The invitation was accepted, the committee adjourning especially to accept the invitation. The dinner, which was elaborate enough to be properly styled a banquet, was served in the Southern Hotel, and was greatly enjoyed by the host and his guests.

Matters of great interest to the trade came up for discussion and will be presented later to the manufacturers. The meeting adjourned at 6.30 p. m., and was pronounced one of the most successful ever held.

On his way home from the meeting Mr. Blackman, accompanied part of the way by Messrs. Andrews and Buehn, reported to Secretary Whitsit that he had secured three new members, through a personal appeal, which was found most effective and seldom fail, he said, when rightly executed. These include Collister & Sayle, of Baltimore, O., who filed their applications; A. F. Ferris and Wm. Harrison, both Edison jobbers, Utica, N. Y., also followed suit, this making a solid delegation from that city; and in Schenec-
dady, N. Y., J. A. Rickard, an Edison and sporting goods concern, will likewise sign the roll.

A curious similarity of voices among the record "talent" is that of Pete Murray, who is also the artist staff of the Universal Talking Machine Mfg. Co., Newark, N. J., and of the widely known Billy Murray, whose services are exclusive with the Victor Talking Machine Co., Camden, N. J. Both are baritones of about the same pitch and quality, and each has a marked style. It takes an expert to differentiate the two voices on the records.

Now Sold Everywhere
By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

THE TALKING MACHINE WORLD.

TALKING MACHINE JOBBERS HOLD EXECUTIVE SESSION

Success! (Our Secret)—Service Rendered

10,000 square feet devoted exclusively to wholesaling Victor goods, "The Cabinet that Matches," Exhibition Needles and other valuable Talking Machine Accessories.

Don't these views seem to spell "Wholesale?"

Here's clean, fresh goods.

Here's ability to fill your orders Complete.

Here's the most complete, up-to-date Repair Shop in the country.

The Talking Machine Co.
72-74 Wabash Ave.
Chicago Ill.
THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS
ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLENGEN, MANAGER.


(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1909.

Jobbers are all well pleased with the showing made by March, and in every instance reports reveal a marked increase over the same month a year ago. This is the first time that an increase of material proportion, as compared with the preceding year, has been reported universally by the jobbers since the depression set in the latter part of 1907, and therefore indicates a progress towards a restoration of fully normal conditions, which is very gratifying. Furthermore, the volume of business since the first of the year has been steadily increased, while during the first three months of the year the sales were materially below those of the corresponding period last year. The general belief in the trade here is that each month the balance of the year will show a strong improvement over last year, and while the current fall trade the percentage of this increase will be notably larger, with perhaps a return to something like the figures of 1908.

Local retail trade has made a very good showing, indeed, last month with the large establishments within the loop, and while it has been a little spotty this week, it is expected to resume as Decoration Day approaches. Since the beginning of the year it has been a matter of great interest to the customers, especially appreciated by the customers while in the record booths. Taken all in all, the Columbia Co. will benefit greatly by the move, both in location and in store arrangement, and when the improvements and alterations are completed will have one of the most up-to-date talking machine establishments in the country.


Arthur D. Geisler, general manager of the Talking Machine Co., left on Tuesday of this week for the East, to be gone for about ten days, during which time he expects to see the wholesale establishments in the eastern trade.

C. E. Goodwin Succeeded by Wiswell.

Mr. Phillips, who has Michigan holdings anything from a postal card to an 8x10 negative.

Professional rack, adjustable, holding anything from 8x10 to 14x17.

Retail price, $1.75.

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover.

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Professional rack, adjustable, holding anything from 8x10 to 14x17.

Retail price, $1.75.

The Ideal Negative Rack—For photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, $1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, $1.75.

We can now make prompt shipment in Jobbing Quantities.

COMING—The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.

R. H. JONES Patentee and Sole Manufacturer 1-17 Bryan Place, Chicago, Ill.
Let Us Increase Your Sales

You, Mr. Talking Machine Dealer, can only increase your sales—and thus your profits—by giving prompt service and furnishing reliable goods.

A satisfied customer is always the best advertisement and the basis of a larger and more profitable business.

It is not necessary for you to carry a large stock, but when a customer says: "I want a Victor or an Edison Outfit," he usually wants it quick.

And you simply can't afford to take any chances of losing a profitable sale by allowing your customer's ardor to cool while he waits a fortnight or so for you to fill his order.

You may not be to blame for the delay in filling the order, but the firm from whom you order may be at fault by reason of faulty methods or faulty employees.

It behooves you, therefore, to deal with an established house, where improved methods and a large and capable sales force can fill your orders promptly and accurately.

It is just such dependable service, supported by forty-five years in the music business that we offer you.

If you are not already on our list of

Victor and Edison Dealers

write us at once. We want to keep you posted on all kinds of money-making merchandise. Victor and Edison goods of all kinds, in vast quantities, are constantly on hand.

We sell "Everything known in Music."

Lyon & Healy

CHICAGO
it is doing for the trade, its growing membership, and the character of its associates. George H. Michel, of the Nebraska Cycle Co., of Omaha, and who attended the meeting as a representative of the Missouri Valley Jobbers’ Association, spent several days in Chicago, where he returned. Lawrence McKeel, of Milwaukee, dropped in on a few of his Chicago friends en route. WiswellPleased With Activity.

L. C., who handles the talking machine department of Lyon & Healy expressed himself along the lines of the other men of the local trade and is well pleased with the increased activity, as evidenced in March, as compared with last year. April so far has opened up in a gratifying manner, dealers showing an increased liberty in orders for machines as well as records. The department has two exclusive talking machine men on the road, besides reaping the benefit of a large force of the firm’s general travelers. These are W. A. Volts, who returned to the house a couple of months ago after a year’s absence, and J. Pelater, formerly in the retail talking machine business at Mariont, Ill., and who is now on his initial trip.

Fern in the Retail Business.

E. A. Fern, who has been with James I. Lyons for a number of years, and for the past one and a half years manager of his retail store at 1041 Lincoln avenue, will engage in the retail business for himself at the same location, having bought the fixtures from Mr. Lyons and installed a complete stock of Victor and Edison goods.

George Hardin, western representative of the Edison Co., is reported to have furnished a suggestion for a new moving picture film to be entitled “The Man from Mexico,” and in which the hero appears in many a touching scene.

Malcolm B. Henry, the energetic representative of the Hawthorne & Sheble Mfg. Co., is again in the city this week en route.

Spencer Bartlett & Co., and a prominent factor of the Missouri Valley Jobbers’ Association, spent a month’s trip through the state of a kind that will greatly increase the output of the factory, which the patent on their automatic record sweeper and attachment for Victor machines has been allowed. The device does its work of cleaning the grooves of the record simultaneously with the playing thereof and is evidently proving a distinct success judging from the constantly increasing demand.

Col. F. B. T. Hollenberg, of Little Rock, Ark., the well-known Columbia jobber, was a Chicago visitor last week.

Friends of George M. Nibbett, now manager of the Mexican National Phonograph Co., which controls the Edison interests in the sister republic, gather from letters received from the popular ex-Chicagoan that he is happy, likes the climate, and is getting “biza.”

Talker Represents Absent Alumni.

At a banquet of the Chicago Alumni of Amherst College, held at the Grand Pacific on March 25, a number of prominent graduates and members of the faculty for the occasion by absentee were listened to through the medium of a Columbia graphophone. Several records by prominent Chicagoans who were present, but who made the records at the Chicago Columbia headquarters for the benefit of the Alumni celebration in New York last month were also listened to. The records are in great demand and will be shipped to various cities within the next few months for gathering of fund. aston Thomas, the famous playwright through the “Via Wireless Company,” and he introduced the medium of the graphophone. The toastmaster was Mr. Sain Polis, now appearing here with the “Via Wireless Company,” and introduced the absent alumni with great eclat. The graphophone also favored the guests with a number of musical selections during the evening.

The H. & H. Filre Manufacturing Co. report that March was the biggest month in the point of sales of the fiber nipples that they have ever experienced. Considerable inquiries for machines which will greatly increase the output of the factory is being added in order to meet the heavily increasing demand without delay.

The Seibert Extensible Racks for cylinder machines are steadily gaining ground according to G. H. Seibert, of 199 West Madison street, Chicago. Each shelf holds twelve records which cannot fall out and the rack can furnish his customers with additional racks as the machine owners’ stock increases, thus creating a continual source of revenue from his established trade. Mr. Seibert expects shortly to establish a downtown office.

A. V. Chandler, Illinois representative for the National Phonograph Co., has returned from a month’s trip through the state of a kind that made the heart of the jobber glad.

Death of Henry W. Chester.

Henry W. Chester, a director of the Hilburn Spencer Bartlett, was a prominent factor in the business of the great wholesale hardware house for over a quarter of a century, died on March 29 after a week’s illness of pneumonia. He was prominently a talker of the most efficient order, secretary of the Citizen’s League, and chairman of one of the committees of the Chicago Association of Commerce. Mr. Chester was general supervision of the sporting goods department, including talking machines, which branch of the business is in immediate charge of J. F. Jones, president Edward P. Schubert, of the Columbia Phonograph Co., General, spent a couple of days in Chicago the latter part of last month on his return from a tour of inspection of phonograph users will soon be placed on the market.

Patent Allowed on Record Sweeper.

The Record Sweeper Co., of Highland Park, Ill., have just received a notification from Wash. Department of Patents that the patent on their automatic record sweeper and attachment for Victor machines has been allowed. The device does its work of cleaning the grooves of the record simultaneously with the playing thereof and is evidently proving a distinct success judging from the constantly increasing demand.

The big talking machine cabinet factory of the Salter Manufacturing Co., of this city, is kept very busy on their extensive line of disc and cylinder record cabinets. Their new flat-felled shelf cabinet is proving very popular. The Columbia branch at Salt Lake City is now moving to a much better location at 23 West Third South street. George F. Standke is the manager.

The splendid facilities for handling stock enjoyed by the Talking Machine Co., as shown by the illustrations in their advertisement in this issue.

The Economy and Precision Disc Record Racks made by R. H. Jones, are being heard from with great persistence and in a favorable way.

The Davidson Bros. are having a fine Victor trade at their store, the talking machine shop on Michigan avenue. They do quite a little feature advertising in the dailies. During the opera weeks they will have on exhibition in the store’s crystal front, a fine collection of autochrome photos of the artists appearing in the opera and who are represented in the Red Seal list.

TAKES OVER DENHAM CO. LINES.

The importing, phonograph and novelty end of the business of the Edwin A. Denham Co., 500 Broadway, has been taken over by the Manufacturers’ Outlet Co., 89 Chambers street, New York, who will in future handle many of the articles formerly carried by the Denham Co.

AMERICAN PHONOGRAPH CO. TO REMOVE.

The American Phonograph Co., Detroit, Mich., Edison jobbers, announce that on May 1 they will remove from their present store at 106 Woodward avenue to new quarters at 223 Woodward avenue.

Edison Jobber

Zonophone Distributor

RECORD CABINETS

for all makes and sizes

SPRINGS

Wire

Record

Racks

New Design

Wooden

Disc Record

Racks

STEREOPHONICS, POST CARD PRODUCERS AND MOVING PICTURE MACHINES

JAMES I. LYONS

265 Fifth Avenue

CHICAGO

THE TALKING MACHINE WORLD.
TRADE NOTES FROM CINCINNATI.


(Special to The Talking Machine World.)
Cincinnati, Ohio, April 7, 1909.

The past month was not a bad one for the dealers in talking machine goods. This is perhaps the best way of saying that conditions generally are improving and that the dealers are hopeful of better things this spring. The wholesale situation is also improving from month to month and jobbers figure out that the smaller dealer would not place orders unless he saw a fine chance of disposing of the goods. Moreover, these dealers are placing canvassers out who are stirring up trade.

Locally the sale of machines shows improvement in the high grade class. The cheaper machines are still on the stand-still, waiting for the workingman to get on his feet, where he can again indulge himself. The sale of records here in the city also indicates improvement. The dealers have been featuring the music of the songs that appear in town each week. This catches the popular ear and results in quite a large number of sales. April is looked upon with favor by dealers, who say that the increase of trade will be more in evidence than any month so far this year.

The Columbia Phonograph Co. have the same good report to make for March that was made for February. The month held up in fine shape and showed the healthy increase over February, which is held up in fine shape. As is known, the Universal Co. have been making arrangements to establish dealers of Greater New York to be his guests and look him and his place over, with a luncheon, etc., to be served on the premises. Despite rumors to the contrary, Mr. Bloom does not intend to lease his building at 46 West 24th street, though he has received an offer of $75,000, which he refused, for the place.

NEW REGINAPHONE STYLE
Just Being Placed on the Market by the Regina Co.—A Most Attractive Creation.

The Regina Co., New York, are showing a new type of Reginaphone, namely, a hornless cabinet, combining the music box and talking machine. It is designed on beautiful lines, and the finish of the woodwork and mechanical parts is of the well-known high standard for which this company are famous. Two cabinets are displayed, one in golden oak with a special fine figure, and the other comes in solid mahogany. These machines materially strengthen the Regina line, and department store management is confident they will prove strong sellers.

R. C. Beach, of the Cleveland (O.) Phonograph Record Co., when in New York recently, stated that they would open up in this city with a line of their own machines and indestructible cylinder records. Mr. Beach also said the company were making arrangements to establish their own jobbers and dealers.

You can make dollars out of the horn trade with such a product as this. Just glance over a few of the many selling points that are contained in the

MUNSON FOLDING HORN

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

NEW AUXETOPHONE FEATURES.
Victor Co. Sends Out Circular to Trade Explaining Them in Detail.

On April 1 the Victor Talking Machine Co., Camden, N. J., sent the trade a circular concerning the re-exchange of Auxetophone sound boxes and blowers for the new type, in which they say: "The Auxetophones which are now being delivered from our factory are equipped with a few new features, which we find materially increase the efficiency of this instrument. First—the sound box has been made lighter, which we have found to be an advantage in reproducing. Second—the blower is of the endurable type, with a new lubricating system. This blower runs quietly, and is kept properly lubricated by the new arrangement of oil cups, insuring longer life to the motor, and in addition it is less liable to get out of order than the former type. It is very desirable that all instruments now outstanding should be brought up to date."

SOL BLOOM TO INVITE TRADE
To Inspect His Palatial Talking Machine Quar ters at 465 Fifth Avenue.

When Sol Bloom has his new place, 465 Fifth avenue, New York City, finished the various rooms—Greek, Japanese, Egyptian, the nursery and the auditorium, seating about 150—in the basement, he intends giving a "trade matinee," in that is to say, he proposes to invite the jobbers and dealers of Greater New York to be his guests and look him and his place over, with a luncheon, etc., to be served on the premises. Despite rumors to the contrary, Mr. Bloom does not intend to lease his building at 46 West 24th street, though he has received an offer of $75,000, which he refused, for the place.

OFFERS YOU GREATER SALES AND LARGER PROFITS
FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out. WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

Retail $7.00

Further Particulars and Discount Sheet on Application.

FOLDING PHONOGRAPHIC HORN CO.
650-652 NINTH AVENUE
NEW YORK CITY.
Cleveland, Ohio, April 9, 1909.


(Special to The Talking Machine World.)

As in other lines of trade, the awakening of business in talking machine circles has not proven as satisfactory as was anticipated early in the year. But the bulk of trade in this line will compare favorably with that in most others.

The demand is for the higher grade machines and records, and the main complaint of dealers is the inability to procure from the manufacturers sufficient Victrolas to supply the demand.

Dealers generally are optimistic in their views as to future prospects, and are making preparations to meet a sure-to-increase season's demand.

An indication of the growing popularity of the talking machine and moving picture show, is in the installation of a Sunday-school at Canston, Ohio, with an enrollment of 2,500. Through their instrumentalities the pastor has made his church and Sunday-school the most popular and attractive places in northern Ohio.

When the play of "The Wolf" was given at the Colonial last week it was discovered that the original records for the production, which were made at the New York Zoo had been damaged. As long as, dreamy wolf howls bear an important part in the play the manager decided to have new records made, and accompanied by C. J. Ross, visited the five wolves at the Wade Park Zoo. Some good howls were canned and the finishing touches put on at the talking machine store of W. J. Roberts, Jr.

Suit, charging forgery and embezzlement, has been brought by the city solicitor in Common Pleas Court against Louis Devineau, inventor of the Ideal Horn and the Divineau Biophone. He has, and had been for several years, secretary of the city sinking fund commission, and as such was bonded by the American Bonding Co. of Baltimore, Md., to the sum of $10,000. The sum alleged to have been embezzled is $12,000. The company refusing to make good the deficit in accounts are included in the suit.

Clevelel and Orleans, formerly with the Columbia Phonograph Co., and later with the International Talking Machine Co., is now engaged in the automobile line with the Odomobile Co. He is figuring on connecting up a graphophone with an auto.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., was a visitor with the talking machine dealers of Cleveland March 31st.

Conditions were reported but little changed from the previous month at the store of W. H. Buescher & Sons. The demand for records was said to be excellent and all the while broadening, and fairly good for machines, especially those of the higher grade. Mr. Buescher said the double-faced Victor records for April were unusually good and selling well, while the Red Seal records were as popular as ever.

Mr. McMillin reports that the demand is largely for Victrolas and the high grade records, and that the greatest trouble experienced is that Victrolas cannot be procured as fast as the demand requires.

"No one really fails who does his best."
VALUE OF ATTRACTIVE WINDOWS

So Often Overlooked by Dealers Emphasized by Victor Co. Who Have Employed a Specialist to Arrange Special Displays for Dealers All Over the Country—Some Philadelphia Victor Windows Recently.

The value of the window as a publicity pro-
moter is too often overlooked by some of our
progressive talking machine men. There is per-
haps no better means of concentrating attention on
one's stock than a properly displayed win-
dow—that is a window gotten up in an at-
tractive style—in a style to be entitled peculiarly
individual. For it must be out of the ordinary
to win the desired amount of notice.

The Victor Talking Machine Co. have realized the tremendous value of window display, and are now employing a specialist in the person of
Ellis Hansen, who has been associated with the
leading Philadelphia talking machine stores
and the pictures of the actual displays emphasize
the tremendous value of window display, and
the leading Philadelphia talking machine stores
are now employing a specialist in the person of
Hansen's work in the windows of
the three on the right are Sol Bloom, Inc.; Louis Heppe & Son, and the Musical Echo Co., while
the windows are: James Bellak's Sons Co.; C. J.
Iquique, 3 pkgs., $277; Havana, 7 pkgs., $418; 5 pkgs., $171; Barinam, 15 pkgs., $383; Tampico, 42 pkgs., $608; Trinidad, 13 pkgs., $280; Val-
paraiso, 1 pkg., $87; 8 pkgs., $114; Vera Cruz, 31 pkgs., $1,375; 109 pkgs., $1,368; Wellington, 14 pkgs., $127.

APRIL 1 AND 8.

Records Seen Recently.

Antofagasta, 8 pkgs., $365; Batavia, 9 pkgs., $282; Berlin, 38 pkgs., $718; Buenos Ayres, 3 pkgs., $297; 2 pkgs., $172; Cape Town, 5 pkgs., $161; Cartagena, 7 pkgs., $862; 13 pkgs., $789; Cienfuegos, 5 pkgs., $114; Colon, 5 pkgs., $171; Corinto, 7 pkgs., $685; Hamburg, 3 pkgs., $230; Havana, 7 pkgs., $418; 5 pkgs., $276; Kingston, 6 pkgs., $189; La Guaira, 20 pkgs., $810; Liver-
pool, 1 pkg., $133; 23 pkgs., $3,910; London, 4 pkgs., $256; 288 pkgs., $10,674; Manila 20 pkgs., $855; Montevideo, 5 pkgs.; $114; Para, 2 pkg,
$166; Porto Barios 9 pkgs., $102; Rio de Janeiro, 6 pkgs., $175; 14 pkgs., $396; Singapore, 19 pkgs., $561; Tampico, 3 pkgs., $106; Trinidad, 16 pkgs., $474; Valparaiso, 10 pkgs., $1,744; Vera
Cruz 47 pkgs., $2,506; 72 pkgs., $2,907.

SOME INTERESTING VIEWS


Commenting upon the new copyright law the
Grand Rapids, Mich., Herald believes that the
protection given to composers by the compulsory
payment of two cents royalty by the manufac-
turers of talking machine records and performed
music rolls has a broad application in the patent
field. It says:

"An act passed by Congress on the eve of its adjournment suggests a remedy for patent and other similar monopolies that might with ad-

vantage to the public be made more general, if not uniform, and without detriment and possibly with

material benefit to inventors. The act in question, passed for the protection of the com-

posers of "acted" music—that is, records or rolls used in talking machines and piano players

provides for a 2-cent royalty to the composer on each record or roll so used; while monopoly

is guarded against by the provision that, if re-

duction of the music is permitted at all by the

composer, any record manufacturing company may

shall have the right to reproduce it on the pay-

ment of the same royalty. Thus, of course, was a case of copyright, and not of patent proper; but

the principle is the same. How to safeguard the

rights of inventors to their legitimate earnings

without at the same time building up patent mo-

opolies, has long been a troublesome problem.

The existing patent laws, both in this country and

Europe, as a rule, do neither. In certain cases—

as in the cyanide process for gold mining, for in-

stance—the New Zealand government has sought a remedy for such monopolies by buying up valu-

able patents and making their use free to all on equitable terms. But, as with many, if not most cases, the value of a new invention is proble-

matical, the royalty plan adopted by congress in

the case of talking machine records seems de-


cidedly the better.

PHONOGRAPH SAFE LOCK.

Chaport's invention Referred to Before in this Page Now Demonstrated a Success.

A couple of months ago in The World there

was a long story relating to a safe lock phono-

graph apparatus. This lock, which is the inven-
tion of Geo. J. Chaport, of Denver, Co., was
given an exhaustive test by the authorities in

that city recently, and found to be absolutely

perfect. In fact, it is a device of great value

which will undoubtedly come into general use.

It has in place of the ordinary knob the mouth-

piece of a telephone transmitter. Attached to its

base is a delicately weighted needle, its end resting in a groove of a sound record made on a phono-

graph cylinder.

The phonograph cylinder is part of the mechan-

ism of the lock. The record is the countersign

spoken by a certain voice.

When this countersign is spoken into the safe

by the same man the vibration of the needle

coincides with the record on the cylinder and a

continuous electrical contact opens the safe door.

No other voice will do it.

PHILM AND TALKERS BURNED UP.

(Special to The Talking Machine Worlds.)

Portland, Ore., April 1, 1906.

Six hundred thousand feet of motion picture

films were destroyed in a fire in the supply depot

of Sam Newman, 283 Burnside street. Loss,

is $14,000, fully covered by insurance. In addi-

tion to 600 reels of moving-picture subjects,

each carrying 1,000 feet of film of value of

10c. a foot, 600 illustrated song slides of value of

$5,000, seven motion picture machines worth

$2,100, six stereopticons totaling $900, phono-

graph records of the estimated value of $1,000

and four 600 phonographs.

The Monarch Midget IS IT.

if you don't know how good it is if you don't use one.

Revolves on Ball bearings and sets on your counter giving access to every one of the 200 recordings without the necessity of the demonstrator stepping away from his machine.

Keep all your latest and most popular numbers in a Midget and let it assist you in selling.

If your jobber hasn't them in stock give us his name. DO IT NOW.

Syracuse Wire Works
SYRACUSE, N. Y., U. S. A.

Canadian Representatives, R. S. WILLIAMS & SONS' CO., Toronto and Winnipeg.
INDIANAPOLIS TRADE NOTES.


Mr. Devine, of the local Columbia store, has noted a marked increase in the sale of 12-inch, containing about 2,000 indestructible records. It is the largest crate of records ever received in Indianapolis, and goes to the Columbia store last week.

The Kipp-Link Co., jobbers and dealers in Victor talking machines, have been making use of the Symphony graphophone in advertising among the wealthier classes of the city. Theounded aristocratic Jewish organization of the city, the Northern Indiana Teachers' Association and the Southern Indiana Teachers' Association met in Indianapolis at the same time, and there were thousands of school teachers in the city, so many, in fact, that they had great difficulty in finding lodging places, even when the supply of private lodging houses was drawn on. These visitors brought business to many.

The Columbia Phonograph Co. have been making good use of the Symphony graphophone in advertising among the wealthier classes of the city. On the opening night of the Indianapolis Club, the aristocratic Jewish organization of the city, one of these machines was on display and was used with the famous series of Fonotipia records. During automobile show week one of these machines was on display at the Willis-Holcombe Co.'s show rooms and was viewed by thousands of people. The automobile show continued for one week—week before last—and was a grand success, bringing thousands of people to the city.

Somewhat of a curiosity was received at the Columbia store last week. It was a crate, 3 by 12 feet, containing about 2,000 indestructible records. The records were placed in the machine without any excelsior packing, which is usually used in such shipments. This is regarded as the champion single package shipment of talking machine records ever received in Indianapolis, and goes to show the possibilities of the indestructible records when it comes to shipping.

Thomas Devine, of the local Columbia store, has noted a marked increase in the sale of 12-inch records since his company originated the system of delivery of records at the place of purchase. The record customer will buy one.

The Penny arcades and moving picture shows also did a quiet business last month. The first few days of the present month, however, were better, as the Northern Indiana Teachers' Association and the Southern Indiana Teachers' Association met in Indianapolis at the same time, and there were thousands of school teachers in the city, so many, in fact, that they had great difficulty in finding lodging places, even when the supply of private lodging houses was drawn on. These visitors brought business to many.

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Demurrer is Sustained

And the Bill Brought Against the Hawthorne & Sheble Co. by Victor Co. is Dismissed.

The demurrer of the Hawthorne & Sheble Mfg. Co., manufacturers of talking machines, records, horns, etc., Philadelphia, Pa., to the bill of complaint by the Victor Talking Machine Co., of Yonkers, N. Y., charging the defendants with infringing patent No. 832,896, known as the Dennison hollow arm patent, was sustained and the bill dismissed by Judge McPherson, United States Circuit Court, Philadelphia, on March 12, for lack of invention. The opinion in full follows:

"It is true that the improvement covered by the patent in suit (No. 832,896) is prima facie novel; the grant of letters carries with it such a presumption, but the presumption must give way if the case is clearly convinced, from examining the improvement, that the element of invention does not appear. In my opinion, such a situation is presented, as it seems to me no invention is disclosed by the device in question. What the patentee did was simply to take the old amplifying horn of a talking machine, cut it in two for reasons of convenience, and provide well-known means for refastening the parts when the occasion to operate the machine should arise. The specification does not refer to the reasons that suggested the change of construction, but they are thus correctly stated — in the brief of the complainant's counsel:

"'It will be evident to this honorable court that by the existing machine having an amplifying horn, such as is shown at 11 in Figure 1 of the drawings, immovably fixed to its supporting bracket, would be most unsuitable for transportation and shipping purposes; and furthermore, when not in use, the amplifying horn would occupy a large amount of unnecessary space, and if it should be desired to store the talking machine having its amplifying horn immovably mounted upon its bracket the clumsiness and inconvenience of handling and storing the talking machine will be obvious. And furthermore, it may be desired to change horns.'

"As thus stated, all this is 'evident,' and I think that the device of the patent by which these inconveniences are avoided is 'what the law and did not call for the exercise of the inventive faculty, but merely for such skill as a capable artisan is not likely to lack. The demurrer is sustained and the bill is dismissed.'"

Incorporated

U. S. C. C., E. D. of Pennsylvania. No. 179 October Session, 1908. Victor Talking Machine Co. against Hawthorne & Sheble Mfg. Co., of Yonkers, N. Y., has been incorporated with the Secretary of the State of New York, with a capital of $8,000, for the purpose of manufacturing talking machines and horns.

Combined Talking and Exhibiting Machines.

In view of the success which is obtained by the moving picture apparatus, the idea naturally occurred to use the phonograph in connection with it, so as to hear the voice at the same time that we see the picture. Attra-Acta phonetic devices in a combined talking and picture-exhibiting machine recently devised and patented by a New York man. At the top is an opening for viewing the pictures, and adjacent thereto, where they will come in contact with the ears of the user, are sound tubes. The latter are adjustable to accommodate the many sizes of heads naturally encountered. In making the pictures for these moving pictures that sing and talk, the actor takes his position before the camera and his movements are photographed. Coupled with the moving picture machine is a phonograph. While the latter is repeating the actors' words he goes through the necessary motions to accompany the words. The moving picture machine thus secures the photographic record of the series of gestures during the whole time that the phonograph is working. Duplicates of the pictures are then made from the original and use in the penny-in-the-slot machine, the mechanism operating the phonograph in conjunction with the moving of the pictures.

New Columbia Dealers in Florida.

Ttie, K. Henderson, special eastern ambassador of the Columbia Co.'s wholesale department, paid an extended visit recently to the Lud- den-Campbell-Smith Co., of Jacksonville, Fla. He had made a trip over the State and besides establishing a number of small dealers has secured orders from J. L. Stover's, a dealer in pianos, organs and everything in the line of musical instruments in Key West, Fla. Mr. Henderson also closed a contract with the South Florida Music Co. of Tampa, Fla. Mr. Henderson reports that the Florida tourist crop this year was a hummer, and, as a consequence, all of the dealers in the State are wearing a broad smile.

"Victor Salesmanship."

A Volume of Exceeding Interest Just Issued by the Publicity Department of the Victor Talking Machine Co.

Recently the publicity department of the Victor Talking Machine Co., Camden, N. J., presided over by C. M. Brown, issued what is entitled "Victor Salesmanship," a book of over sixty-three pages, with a stiff paper cover, and the famous fox terrier trade-mark embossed thereon, printed in the company's usual elegant manner and fully illustrated. It contains "a series of salesmanship lessons compiled for the benefit of those interested in the sale of the Victor and Victor records." Every detail in the manufacture of the Victor goods is interestingly described, and regarding the selling proposition the following general observations are given in the brief preface:

"In these lessons we have endeavored to impart to you a comprehensive and thorough knowledge of the Victor salesmanship acquired through years of intimacy with the Victor and Victor records. Everything depends on the way you read these salesmanship lessons. We assume that everyone interested in the sale of the Victor is ambitious and anxious to increase his or her value to the limit of their ability, and we believe, and in fact know, that a thorough reading and study of these lessons will increase the efficiency and income of everyone who sells the Victor, be he employer or employee."

Wurlitzer Publicity.

The Rudolph Wurlitzer Co., of Cincinnati and Chicago, are issuing some effective talking machine publicity in the form of miniature newspapers covering the wholesale and retail field. They are skillfully "made up," and reflect the ability of C. W. Page, the Wurlitzer Co.'s clever advertising manager.

Piano Dealers Falling in Line

And Taking on Talking Machines—Increasing Number Join Jobbers' Association.

It will be noticed that of the ten new members of the National Association of Talking Machine Jobbers, whose applications were favorably acted upon by the executive committee at their meeting in Indianapolis, O., on March 25, all are gear dealers with the exception of a couple. They are representative firms in their respective localities and therefore valued acquisitions to this live, progressive and practical organization.

Change in Firm Name.

The Rhodes & Haverty Furniture Co., Savannah, Ga., large dealers in Columbia graphophones in that city and vicinity, have changed their firm name to the Haverty Furniture Co.

Pacific Phonograph Co. Formed.

The Pacific Phonograph Co., of San Francisco, Cal., has been incorporated. The object of this company is to take over the talking machine department of the Kohler & Chase Co., and keep it as a distinctly separate institution.

We Want Your Business

1. Our message is specifically to the dealers of Northern Ohio, and Indiana, and all Michigan. We want your business because we are in shape to care for your orders promptly, immediately. This does not mean that we will fill them to-morrow, or the day after, or next week, but on the day received. Within the hour your order is received, we will begin work, getting it ready for shipment.

2. Our shipping facilities are excellent, in fact, they could not be improved. When you order from us, by mail, by telegram, or long distance telephone, you will not be disappointed.

3. Our lines in every department are most complete. Stocks are full, running over. We have everything and anything you want. We make it a point to keep forearmed at all times so that our customers shall not suffer through delay. Suppose you give us a trial order—nothing is so conclusive as the actual business, the practical test.

4. We want your business, and if we get it we shall make it so advantageous to you that we will hold it.

American Phonograph Co.

160 Woodward Avenue, Detroit, Mich.
To a doting parent, especially, the records of a talking machine are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.

**SALTER'S IMPROVED CABINETS**

*are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.*

**SALTER MFG. CO.**, 102 to 108 N. Oakley Avenue
CHICAGO, ILL.

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**RECORDS FOR THE CHILDREN.**

Every Dealer Can Add to His Record Sales by Striving in Behalf of Their Introduction.

Juvenile records are not nearly so numerous as they should be, but there are a few to be found in every talking machine catalog, and it will pay you, Mr. Dealer, to demonstrate to your customers their ability to amuse.

Just think of a moment of the millions of children who tax the patience of mothers and nurses every evening at that festal hour which comes just in advance of the sandman. They grow weary of the same old story heard so many times before. Even their favorite nursery rhyme, crowed to them ever so softly, loses its charm at last, and they wait for something new. Would not a talking machine concert comprised of a few good tales, well told, a lullaby, or a Mother Goose ditty, be eminently to the point? Instead of the wakeful, obstreperous youngster, you possess the power to create in his place a happy and contented child reveling in the delight of bedtime, lulled to sleep by a storyteller who never tires.

Very often, I'll wager, children visit your store in company with their parents, and are compelled to submit to a long program of Wagner, Beethoven or from Sappe, perched on a chair with their little legs dangling a foot from the floor, and all the while, within the very room, perhaps, are records capable of bringing a cry of sheer joy to their lips. Would it not pay you to pay a juvenile record occasionally for their benefit? Most assuredly, for it would show the parents your interest in their children. Your interest is reciprocated, and there you are.

Did you ever think of suggesting to a doting father of a large family, who has just purchased an outfit from you, that in order to protect his diminutive but highly inquisitive progeny, he should buy them a cheap machine and a few indestructible records for their very own? If this were done, they would be pleased and satisfied, having no desire to experiment with the more expensive instrument. Instruct every new customer who has children along the above mentioned lines, and if he does not deem it expedient at first to abide by your advice, refuse to be discouraged. Your victory will not be long in coming. Wait until the nursery squad make a successful raid on the record cabinet, and Father comes to you with a long face and a tale of woe about mishandled kids and broken records. Then bring once more to his attention the subject of the cheap outfit. He will see the point very clearly this time and will thank you for your suggestion. Herewith—Another outfit disposed of.

Conversing with a veteran talking machine man the other day on the subject of records for children, he told me that during the days when the phonograph was a novelty in school houses, churches, halls, etc., he went from town to town giving entertainments. "In all my travels," he stated emphatically, "I never forgot the children. I made it a point to include something of a juvenile character in every concert, and the result was always gratifying.

Often I was compelled to spend the night at a farmhouse, and that proved a paradise for the little ones. Seated on my luggage, they would beg for a certain selection that had taken their fancy at the exhibition the night before, clapping their chubby hands in ecstasy at its conclusion. I think it very strange," he added in closing, "that manufacturers do not turn out more records for children. They would meet with a ready sale the year round, and at Christmastime, if judiciously advertised, their sale would be extremely satisfactory. There is a logic in this gentleman's opinions, Mr. Dealer; give them your consideration.

Just a suggestion in parting: How would it do to add one juvenile record to each monthly record supplement?

HOWARD TAYLOR MILSTEIN.

**HEAR ALUMNI BY PHONOGRAPH.**

(Special to The Talking Machine World.)

Chicago, Ill., April 1, 1900.

Phonographic addresses by graduates of Amherst College now occupying positions of trust and honor in various departments of the United States government, illustrated stereopticon views of the Massachusetts college, were features of the seventeenth annual banquet of the Amherst Club of Chicago, given at the Grand Pacific Hotel last week. President George Harris of the college was the guest of honor and reviewed the ten years of his connection with the institution. Thirty-five classes were represented at the banquet from 1856 to 1911, the class of 1880 with five members being the largest present.

**ACHIEVING NEW TRIUMPHS.**

Commenting upon some late inventions in the talking machine field, the Troy Times, in a recent issue, said: "The talking machine, like other inventions, is achieving new triumphs. A Denver man has invented an attachment to a telephone transmitter, in connection with a phonograph cylinder, by which the mechanism of a lock can be controlled and a safe unlocked by use of a countersign. However, provision against tampering with the safe is said to be assured by the fact that the mechanism can be worked only by the voice of the man who gives the countersign in the first instance. Any other voice will fail of the desired effect. Whether a cold in the head or any other influence that will change the voice will make a difference is not explained."
A PROGRESSIVE MAINE JOBBER

Is John Dunn, of Portland, Who Has Built Up a Great Business, Now Known as the Maine Phonograph Co.

One of the men who can claim the title of "the pioneer talking machine dealer of Maine" is John Dunn, of Portland, who is said to be known to more talking machine dealers in Maine than perhaps any other man.

Four years ago Mr. Dunn made the first quantity purchase of talking machines, possibly excepting one, necessary to become a jobber in the State of Maine, and opened the first store devoted to talking machines exclusively. At that time, only four years ago, conservative business men thought it a venturesome proposition to endeavor to maintain a store in the metropolis of Maine with nothing to sell but talking machines and records. At that time $10,000 would have probably represented the purchase price of all talking machines and records in the entire State. The goods were carried as a side line in the back part of hardware stores, etc. No one then realized the wonderful possibilities of the business. To-day $100,000 would not cover the jobbers and dealers' investments in Portland alone. Four years ago there was but one jobber and three dealers in Portland, all of whom handled talking machines as a side line in a small way. To-day in Portland there are six jobbers and ten dealers. This is a wonderful illustration of the development of the industry in this one State. It is a known fact that the development has been just as rapid and pronounced elsewhere throughout the country.

The talking machine industry is based on the firmest foundation in the world—the home. The strength of our country is represented by our homes—anything that will increase the prestige of our homes—anything that will make the family more solidly united.

A short time ago Mr. Dunn associated himself with David H. Watson and organized the Maine Phonograph Co., incorporating it for $25,000. This company handles Columbia goods only—they have the exclusive jobbing rights for the entire State of Maine and a portion of New Hampshire.

TRADE IN THE SAINTLY CITY.

Business for March Shows Improvement Over Last Year—E. D. Easton a Visitor—Good Report from St. Louis Talking Machine Co. —News of the Travelers—Columbia Graphophone for Alumni Meeting—Grand Leader to Handle the Victor—Other items of the Month Which Merit the Consideration of Readers.

(Special to The Talking Machine World)

St. Louis, Mo., April 7, 1900.

The talking machine business is in a fairly good state of activity, and has been better for the last month than it was for the same period last year by a good percentage. The demand for high-class machines is quite good.

E. D. Easton, president of the Columbia Phonograph Co., accompanied by his wife and daughter, spent Wednesday and Thursday, March 17 and 18, here. They were returning from a three weeks' tour of the leading offices of the company in the South and West, going as far as San Francisco. Mr. Easton expressed himself as being well pleased with the shewing made by the various offices visited. He left here for Chicago and from there to New York. W. C. Puhr, western district manager of the Columbia Phonograph Co., spent the same two days here that Mr. Easton was in town.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports that their trade is very good. This concern recently closed a large deal with the Grand Leader, our lending department store here, for a complete Victor line which they will handle exclusively. They have installed three handsome sound-proof booths on their third floor, and their new department is very finely equipped in every modern detail. Mr. Meyers is manager.

Mr. Gressing recently returned from a ten days' trip to Evansville, Ind., points in Kentucky, Memphis and Little Rock and reports that he found things picking up very nicely in those parts and that prospects look very good in those sections.

L. A. Cummins, traveler for this concern, recently returned from a successful trip through Illinois, on which he sold a $500 Amotograph to A. Seiler & Co., dealers at Quincy, Ill. Mr. Cummins will leave on another trip shortly.

The annual meeting of the Amherst College Alumni Association was held Saturday evening, March 27, at the Buckingham Hotel, one of our swell hotels here. The Columbia Phonograph Co. furnished one of their B. C. Graphophones to reproduce special records of the leading Amherst College professors, who were unable to attend the banquet. This entertainment was received with great enthusiasm by those who heard it, and it was pronounced a great success.

E. B. Walthall, manager of the Columbia Phonograph Co., states that their trade for March is about double that for the same month one year ago, but not quite as good as their February business for this year. W. S. Byrd, traveling salesman for the company, returned recently from a successful trip through Illinois and is now in southwestern Missouri. D. E. James, late with Jenkins & Co., of Kansas City, is now a member of the selling force of this company. B. P. Phillips, salesman for this concern, was called to New York suddenly on March 15 on account of the serious illness of his sister. She is now out of danger and Mr. Phillips has returned home.

D. M. Myers, the well known Zonophone jobber here, reports having had a good month's business, and that trade is moving well with him.

The Knight Mercantile Co. report having had a good business during the last month, and that their record trade has been very active.

The rest of the concerns stated they had only a fair trade during the last few weeks.

When a man is caught in a business injustice there are just two things to do—acknowledge it, or get mad; but he usually gets mad.
EDISON AMBEROL RECORDS.

EDISON INDESTRUCTIBLE CYLINDER RECORDS.

EDISON 10-INCH DOUBLE-DISC RECORDS.

EDISON 12-INCH DOUBLE-DISC RECORDS.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

COLUMBIA RECOrDS BULLETINS FOR MAY, 1909

THE TALKING MACHINE WORLD.

CLOSE AFTER PRICE CUTTERS.

COLUMBIA stands for all that is best in the art of building GOOD FURNITURE. You get only CABINETS that "have been through the mill." That is to say CABINETS that when they are crated and ready to ship are as near perfect as human hands can make them. The superiority of UDELL CABINETS will be manifest to your customer.

The National Phonograph Co., continue right on the trail of price cutters. They recently secured restraining orders in the Federal Court against Henry C. Hopkins, doing business under the name of H. C. Hopkins & Co. at Webster City, Ia., and E. H. Martin and the Martin Telephone Co., of Webster City, Ia.

BUILDING WILL COST $93,000.

The four-story brick building which is now being erected in Camden, N. J., for the Victor Talking Machine Co. to meet the increasing demand of their business is scheduled to cost $93,000.

ADDRESS

THE UDELL WORKS

INDIANAPOLIS, IND.
The reproduction mechanism is moved to the latter across the grooved portion of the record disc, rather than permitting the sound-box to be propelled across the disc by the record-groove.

In accordance with the invention, the reproducing mechanism is moved across the disc by the yielding-pressure device in correspondence with the rotation of the disc so that the stylus will track in the record-groove and give a faithful reproduction of the record sound, the sound-box being restrained against too rapid movement by the wall of the record-groove toward the end of the spiral. The provision of such a yielding-pressure device for feeding the stylus across the record offers many advantages; the stylus will move automatically under the pressure into the beginning of the record-groove, the wear on the record is materially decreased, and when a groove-wall is worn through the machine will not repeat. In accordance with the invention, a spring is employed for providing the yielding pressure. The reproducing mechanism may be secured to one end of a sound-conveying device, such as a tone-arm or amplifying device, which may be pivotally mounted upon a suitable support adjacent to the holder for the sound-record. The spring is preferably arranged between this support and the sound-conveying device and exerts yielding pressure on the latter to turn it about its pivot so as to move the reproducing mechanism across the record. With such a spring is also employed means for precluding movement of the sound-box entirely across the record to the center thereof. Such means is of importance, in order to guard against injury to the stylus and sound-box, for if the reproducing mechanism were moved by the yielding-pressure device beyond the end of the record-groove, the stylus and the lever carrying the same might engage the shaft of the record-holder or such a projection as is sometimes provided on the holder extending through an opening in the record.

Figure 1 is an elevation of a talking machine; Fig. 2 is a section through the support and cradle on line 2-2 of Fig. 3; Fig. 3 is an enlarged detail view of some of the parts shown in Fig. 1; and Fig. 4 is a detail view in section on line 4-4 of Fig. 3.

Pampeao, Francis M. Murphy, Jersey City, N. J. Patent No. 915,874.

The present invention has for its object to provide an improved form of horn of the sectional type, designed most especially for sound-reproducing machines, such as phonographs, although adapted for use where sound is to be amplified.

The invention relates to the means for connecting the sections of the horn, whereby close, firm, substantial and neat joints result, and which joints strengthen, brace and stiffen the horn in the direction of its length, while at the same time admitting of the structure being light and cheap.

For a full understanding of the invention and the merits thereof and also to acquire a knowledge of the details of construction and the means for effecting the result, reference is to be had to the following description and accompanying drawings.

Figure 1 is a perspective view of a horn embodying the invention and comprising a body portion and a base; Fig. 2 is a longitudinal section of the upper portion of the coupling or the body base, showing the parts on a larger scale. Fig. 3 is a view of the inner }

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side of the joint formed between adjacent sections; Fig. 4 is a view of the parts indicated in Fig. 3, as seen from the outer side; Fig. 5 is a section on the line z—z of Fig. 3; Fig. 6 is a section on the line y—y of Fig. 3; Fig. 7 is a perspective view of the outer end of an outer rib; and Fig. 8 is a transverse section of a part of the inner end of the body, showing the same on a larger scale. Fig. 9 is a sectional view of a portion of the horn and base showing more clearly the connection between the two and the ring provided with the valve controlled openings. Fig. 10 is a sectional view of a portion of the horn showing more clearly the manner of connecting the suspending loop thereto.


The invention relates to new and useful improvements in phonographs and has for its object to provide a device whereby predetermined positions on a record receiver may be readily found and instructions indicated in connection therewith, if desired.

In the drawings which show by way of illustration, only one embodiment of the invention: Figure 1 is a side elevation of the essential parts of a phonograph embodying the invention. Figure 2 is a front view of the same.


This invention relates to that class of amplifying horns for talking machines in which a series of sections of metal are united by suitable joints common in metal joining and given the form of a flower, more particularly the flower known as the “morning glory,” the sides of the horn flaring outwardly toward its large end upon curved lines. These horns are, further, formed of a series of longitudinal strips, each of which has its opposite edges diverging upon curved lines, and is before assembling bent into a curved shape, such curvature increasing toward the wide end of the strip.

The objects of the invention are to cause the individual strips to properly retain their curvature as formed or stamped until they are finally joined together in the complete horn; to prevent their distortion before, or while being assembled; to thus facilitate the operation of assembling the strips into a complete form and save time and labor; to obtain a more finished product or perfect horn; to enable by these means, light thin sheet metal to be employed without in any way detracting from the appearance or utility of the horn; to lessen the cost of such amplifying horns, and to obtain other advantages and results as may be brought out in the following description.

Referring to the accompanying drawings, in which like characters of reference indicate corresponding parts in each of the several figures, Figure 1 is a side elevation of the improved horn, Fig. 2 is a plan of one of the sections thereof before insertion, and Fig. 3 is a transverse section of the same taken at line x.


This invention comprises a simple means for positively feeding the reproducer across the sound record in that type of machine known as the disc record talking machine.

Figure 1 is a side elevation of a talking machine with invention applied thereto; Fig. 2 is a plan view of the same with parts broken away of certain parts of the machine, to change the action thereof so that each record may be played twice in succession before the substitution of another record, and each needle may be used twice before the substitution of another needle. IV. To enable certain parts to be disengaged from the main apparatus, thereby enabling any record or records to be repeated as many times as desired, new needles being substituted automatically for those already used. V. To enable the magazine of the machine to be adjusted so as to accommodate large or small records as desired. VI. To enable certain parts of the machine to be thrown out of action at will so that the records may be changed automatically, a single needle being used to operate upon all of the records in succession.

Figure 1 is a side elevation of the talking machine, this view showing at the right the phonographic horn, at its top a number of disc records to be dropped one at a time upon the turntable, and showing at its middle and bottom portions the gearing and various parts operated thereby. Fig. 2 is a side elevation, parts being broken away, this view showing more particularly the manner in which the several records are operated.
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are temporarily supported and how they are dropped one at a time upon the turntable. Fig. 3 is a fragmentary section through the casing showing the turntable and various moving parts not connected directly with the turntable, and also showing a star-wheel and its connections for periodically throwing certain parts out of action when arranged by the operator to do so; Fig. 4 is a fragmentary front elevation of the machine showing particularly the needle wheel serving as a magazine for holding the needles, this view further showing the various parts for moving the needle wheel bodily toward the needle holder, and still further showing the various parts used for causing the ejection of a needle already used and the automatic substitution thereof of a new needle. Fig. 5 is a fragmentary rear elevation, certain portions appearing in section, this view showing substantially the same portion of the mechanism as that disclosed in Fig. 4; Fig. 6 is a substantially central vertical section through the machine showing the sound-box, the receptacle for holding the needles when ejected, and the various parts used for causing the ejection of a needle already used and the substitution thereof of a new needle; Fig. 7 is a fragmentary section upon the line 7-7 of Fig. 4, looking in the direction of the arrow and showing the needle wheel and the accompanying parts whereby it is actuated; Fig. 8 is a plan view of the central portion of the apparatus, indicating in full and dotted lines various movements of the tube, this view further showing the mechanism whereby, upon the completion of a record, various automatic devices are thrown into action for the purpose of substituting the next record and changing the needle; Fig. 9 is a side elevation showing the star-wheel as the same would appear to an observer located at the right of Fig. 1, and further showing the movable rel for supporting the phonographic tube, and showing also the movable arm for shifting this tube in a lateral direction; Fig. 10 is a perspective of a slide upon which is mounted one of the levers used for extracting the old needle used in opening and closing the needle holder for the purpose of changing the needles; Fig. 11 is a fragmentary section through a portion of the phonograph horn.
and the phonograph tube, this view showing a flexible connection for these parts, and further showing various adjustments for the horn; Fig. 12 is a perspective of one of the cam levers and its shaft used for actuating the needle holder; Fig. 13 is an enlarged front elevation of the sound box and needle holder; Fig. 14 is an enlarged fragmentary section through the sound box and needle holder; Fig. 15 is an enlarged fragmentary section through a portion of the needle holder, this view showing the ejector for throwing out a needle after it has been used; Fig. 16 is an enlarged fragmentary section through a portion of the guide used for guiding the sound-box into a predetermined position; Fig. 17 is a fragmentary section showing the ratchets mounted upon the main shaft for enabling the latter to be turned in order to wind up the main spring; Fig. 18 is an enlarged central section through the winding barrel and time, so as to drop them upon the turntable; Fig. 19 is a fragmentary section upon the line 19-19 of Fig. 18, looking in the direction of the arrow, and showing the escapement whereby movements of the magazine mechanism are checked periodically in order to prevent dropping of more than one record at a time; Fig. 20 is a central section through the needle wheel and its mountings showing how the needles are stored within the wheels; Fig. 21 is an enlarged elevation of the needle wheel and other parts shown in Fig. 20; Fig. 22 is a perspective of the needle guide, this part co-acting with the needle wheel for the purpose of stopping the needle wheel in such position that each needle arrives at exactly the same point in order to be more readily grasped by the needle holder; Fig. 23 is a perspective of the guide used for directing the bodily movements of the needle wheel and its accompanying parts relatively to the needle holder; Fig. 24 is a front elevation showing the device as provided with a different form of auxiliary frame, and as discarding certain parts so as to enable the machine to be used without the automatic change of needles after each record is played.

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