

VOL. V.  
No. 4

72 PAGES, INCLUDING SIDE LINE SECTION

SINGLE COPIES  
10 CENTS  
PER YEAR  
ONE DOLLAR

# THE TALKING MACHINE WORLD



**EDWARD LYMAN BILL**  
EDITOR & PUBLISHER  
1 MADISON AVENUE, NEW YORK

# To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of *The Talking Machine World* closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The *World* is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the *World* regularly.

They draw from the *World* pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but \$1.00. All foreign countries \$1.25.

**EDWARD LYMAN BILL**

1 MADISON AVENUE, NEW YORK

The **SIDE**  
**AND** **NOVELTY**  
**NEWS**

**SIDE**  
**LINE**  
**SECTION**

New York, April 15, 1909



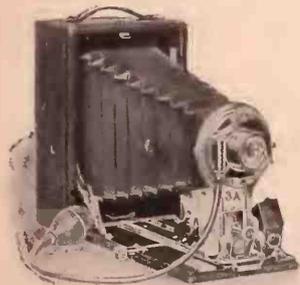
NEW IMPROVED  
 SENECA VIEW



Seneca Camera No. 9, Showing Drop Front.



Pocket Seneca No. 52—Extended.



Pocket Seneca No. 3A, for Post Cards.

# 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."

(Copyright.)

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 Rose, 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 studying the book, 'Theory and Practice of Pianoforte Building,' I have learned something that I never knew before."

John G. Ereck, 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, \$2.20.*

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

**EDWARD LYMAN BILL, Publisher**  
1 MADISON AVE., NEW YORK CITY

## Do You Wish To Know Something About Player Mechanism?

☞ We have a book that will tell you how to regulate, repair; explains to you in detail the functions of the different parts including control and technique. In this volume the leading piano player systems are described in detail.

☞ Do you wish to have all player problems easily solved and made perfectly clear? Do you wish all this information in a neat, compact volume, illustrated and printed in an artistic manner with an attractive binding?

☞ We have precisely such a volume and it is the result of long and careful study and examination of the principal player products in this country.

☞ We have established quite a reputation for technical literature and we feel confident that our new book, which is entitled 'A Technical Treatise On Piano Player Mechanism,' will enhance our reputation along these lines. Every player, tuner, repairer, dealer and salesman should own a copy. It will cost but \$1.50 delivered to any part of this country.

**EDWARD LYMAN BILL**

Publisher

No. 1 Madison Avenue, New York

# The TALKING MACHINE SECTION



NEW YORK, APRIL 15, 1909

## 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 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 3,000 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 in connection with the manufacture of roller skates was the brilliant idea of Mr. Richardson after a careful study of the bicycle.

In producing the roller skate that we know to-day the highest degree of mechanical precision has been reached, which has helped to develop the popularity of roller skating. Mr. Richardson's experience with the rink and skate business dates back to 1881, and since then he has been associated with some of the most successful rink enterprises in America. One of his most remunerative ventures in this direction was established in San Francisco in October, 1905, at the Mechanics' Pavilion. During a period of 130 days the proceeds of the business amounted to over \$70,000.

During the present year a very general revival of roller skating has taken place in many foreign countries, and especially in England, says The Novelty News, where at the present time successful rinks are being conducted in most of the leading cities of Great Britain. Recently rinks have been established by the Richardson Co. at New Brighton and Sheffield, and other similar projects are being contemplated elsewhere.

## TAXING DEPARTMENT STORE SALES.

The Chamber of Deputies at Paris, France, has passed an article of the income tax bill imposing an extra tax on department stores whose annual turnover exceeds \$100,000. The extra tax is 1 per cent. on the turnover between \$100,000 and \$200,000, 2 per cent. up to \$1,000,000 and 3 per cent. when the turnover exceeds \$1,000,000.

It is just as well to put off till to-morrow the worries of to-day.

## F. W. McINTOSH SPECIALTIES.

A Line of Quick-Selling Goods Suitable for Side Lines—The Vogue of the President Ink Pencil—Practical Information on Installing Side Lines at the Command of the Dealer.

(Special to The Talking Machine World.)

Chicago, Ill., April 9, 1909.

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 life-long study. The question of furnishing his constantly increasing clientele with articles of intrinsic merit and which lend themselves readily to forceful and result-bringing advertising has always absorbed his attention. The President Ink Pencil, which he has for some time made his prime leader, and



F. W. McINTOSH.

on which he has built up a remarkable trade throughout the country, is a specialty which appeals to all classes of people, and properly window displayed and advertised will not only prove a big profit maker to the dealer appreciating its possibilities, but will serve to draw customers into the store who would not have otherwise been attracted thereto. While it has the advantage 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 paste, mucilage and carbon paper. A recent addition to the company's line is a series of small copyrighted statuettes, 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 unfailling 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. If 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 trouble is either 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. More business men are seeing it every year. Some will hold back year after year and finally give in. Advertising is only well begun, says Geyer's Stationer. Only the first steps have been taken. Its future is too big for words.

## HOW SUCCESSFUL MEN WORK.

Have you ever watched a busy man as he waded through his work?

He didn't waste time in looking after the non-essentials.

He didn't fool around and whine about the immense amount of work he had to do.

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.



### THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each. Subscription by the Year \$1.00 Domestic; Foreign \$1.25

NEW YORK, APRIL 15, 1909

### 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 in its palmy days. 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 operation, which induces an enthusiasm that is certain to become contagious.

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 every consideration.

The following gratifying communication, entirely 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 manifesting in the motorcycle as a valuable side line in their business:

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

"The Talking Machine World, New York.

"Gentlemen—We take pleasure in saying 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 constituency are of the kind that read the signs of the times and are interested in 'live lines.' We may say that we have every indication from all parts of the country that the development in the motorcycle business for the season now opening will be such as to surprise those who have not kept in close touch with the matter.

"We regard dealers in talking machines in general as being in very favorable position to take up the motorcycle, and it is our intention to give them most favorable opportunities in the matter of agency terms, and to co-operate with them in every way for mutual profit. Yours very truly,

"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 made an event in store history, and every bit of publicity emanating from that store should be devoted in part to the new line.

When a man starts in a particular business he has to build up both trade and reputation, and has a hard row to hoe until he establishes his

standing among his competitors in that particular field. The man who introduces a line as a 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 has that solid foundation to build new trade on. When Jones, the talking machine dealer, puts in a line of sporting goods he simply has to call the attention of his regular trade to the new departure, and while getting them in line can devote a portion of his advertising to interesting sportsmen in general in his latest venture. Meanwhile, he is selling talking machines and records as usual, 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.

Sporting goods are simply mentioned by way of illustration, and the same method can be pursued with almost any line. If the dealer selects his various lines with care and foresight 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 bewailing hard times. With rent and other fixed expenses running along steadily it certainly pays to keep busy.

To install side lines does not indicate, as some dealers seem to imagine, that the one doing so has proven a failure in his former field or that the line he previously handled was losing popularity. Far from it. If that were the case, John Wanamaker, the late Marshall Field, and proprietors of the great department stores all over the country might well hang their heads and acknowledge that they were failures in many lines of endeavor. Of course, to handle side lines successfully the dealer must consider the particular needs of his present trade and of the trade he is in a position to reach, and what competition he would be liable to meet. In fact, to establish a successful side line requires so much study as to start in any business independently, and when the subject is given this consideration success 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 from 75 to 250 per cent. will be guaranteed, your Uncle Samuel opens his eagle eye and casts a glance toward that advertiser. Sometimes said glance spells trouble for the "glancee," 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, fortune-telling, weighing, strength-testing, and a host of other machines of similar character, as well as coin-operated machines for vending everything, from candy, chewing gum and hot peanuts 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 direct from said manufacturers.

Machines are easily placed in attractive positions on commission, which may often be as high as 20 per cent. of the gross intake, railroad stations, cafes, trolley waiting rooms, lunch rooms and other frequented spots being naturally considered the best locations. As a rule, the machines do not receive rough 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 privilege themselves, own

the machines and have the amounts received go through the office of the auditor of passenger accounts for checking. The privilege in the New York subway and elevated roads is leased for an amount hard to realize, and yet the lessees are said to be simply "coining money," after paying salaries to a large force of men spending all their time in keeping the machines full of candies and chocolates and collecting the pennies.

It is a field well worth considering by any talking machine dealer, whether he has his store filled with talking machines and side lines or not. It is a departure that would require very little attention except from a clerk or collector. The number of articles disposed of by a vending machine are easily checked. The machines are filled when put out, and when the collector makes his rounds he is supplied with a certain number of packages. For each package he places in the machines he returns a coin to headquarters, and dishonesty is practically impossible. Weighing and similar machines are usually supplied with a register as a means of checking the intake.

With the proper kind of machines in a well-chosen locality, profits are sure and large, and the large incomes claimed will seldom prove overestimated.

### BUSINESS GROWING BETTER.

Conditions Improving but There Will be a Halt Until the Tariff Is Out of the Way.

Business conditions are steadily improving, but not as rapidly as we would be pleased to witness. Tariff talk in Congress is halting the onward trade march. But Taft will hurry the debate as rapidly as possible. The Taft administration is as free from handicap as would be possible under any political system. Of the same political faith as its predecessor it is under no campaign promises of correction, reformation or overturn. It can build on foundations already laid instead of digging up to begin over again. The new President is a man of vast experience in public affairs. In no position and under no practical test has he been found wanting. His knowledge of national affairs and world policies, his sound judgment that has its base in common sense, his methods of self-poise and judicial balance, and finally his sense of humor which will prevent his ever mistaking himself for it are a guarantee that while progress will be sustained and reform evoked at Washington in the next four years the Government will not be run under a forced draft, 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 of human thought or endeavor. The 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 there are a lot 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 carefully filed you away.

Are you on his list as one to respect, or one to be ignored?

Does he think you the sort that's sure to win, or 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?

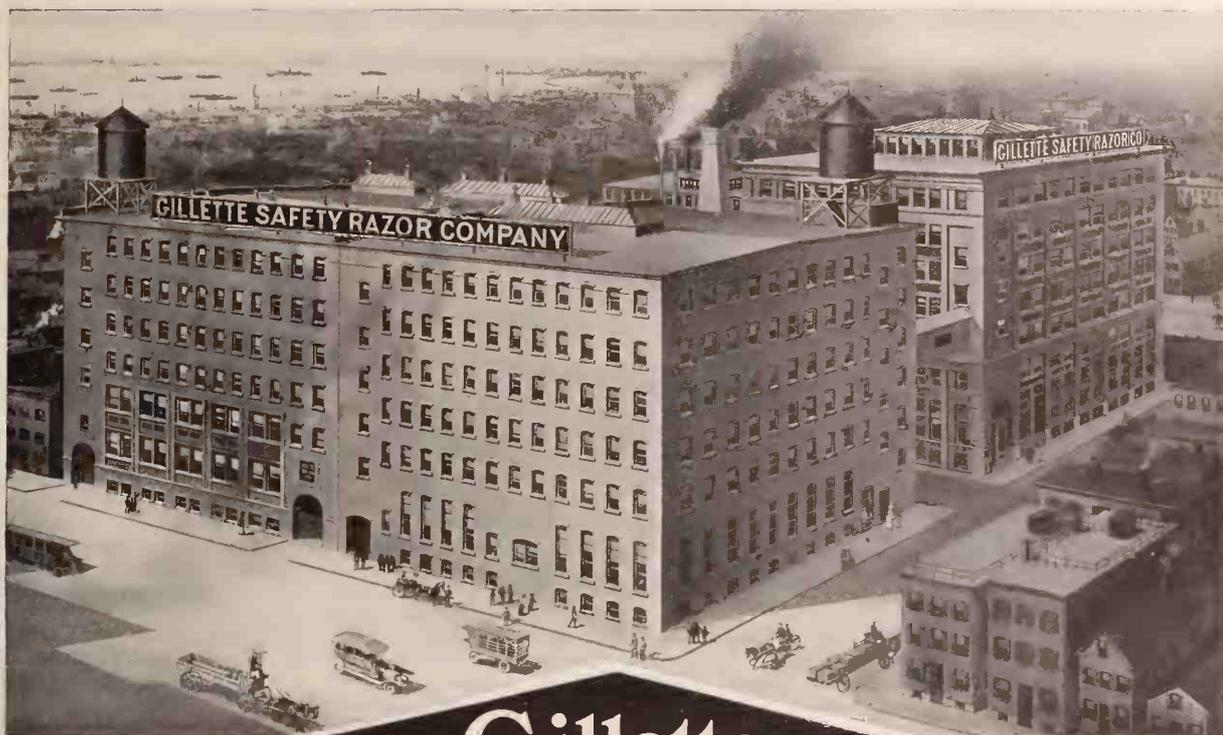
Did you make it sound to the listener as though it were good to hear?

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 clumsy 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 carefully filed you away? —Success.



TRADE  MARK

KNOWN THE

WORLD OVER

**T**he 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.

Canadian Office  
63 St. Alexander Street, Montreal  
London Office  
17 Holborn Viaduct, E. C.

**Gillette Sales Company**

519 Kimball Bldg., Boston

Factories: Boston, Montreal, London, Berlin, Paris

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

**Gillette Safety Razor**  
NO STROPPING NO HONING

## SALESMANSHIP QUALITIES THAT WIN.

The Foundation Stones Are Character and Strong, Honest, Self-Reliant Manhood—Elements That Make Success in Any Undertaking Are Essential in Selling Goods, Namely, Knowledge of the Goods Handled—A Strong, Earnest Talk Upon a Vital Topic.

The subject of salesmanship 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 salesmanship 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 salesmanship 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 oftener. I would put the selling above the buying for the average merchant, and state that in my opinion if he is unable to look after both carefully, he would better leave his buying largely to some conscientious jobber whose interest it would be to see that he had the right

goods in the right quantities, and at the right price, and then push his sales.

"'Tis sales that move the wheels of business.' The same elements that make success in any undertaking are essential in selling goods—viz., knowledge, confidence and enthusiasm. Knowledge of yourself and knowledge of your goods; confidence in your goods and in your ability to favorably introduce those goods to your friends—your customers, and enthusiasm born of that knowledge and bred of that confidence.

### KNOWLEDGE OF SELF.

"I place first knowledge of yourself. Self-appreciation stands at the top. I mean by that, 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

in order to make them see as you see, and think as you think regarding the merchandise being shown. The purest Anglo-Saxon is more convincing than effort at oratory.

"First, prepare the way by getting the attention of the customer. This is done largely by judicious advertising and attractive display; then a conscientious 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 soon transferred to the customer, and he likes 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 the same time honest with yourself, and honest with your house.

### ENTHUSIASM AND LOYALTY.

"Under enthusiasm I would speak of loyalty—loyalty to the interest of your customer, and above all, the house you represent. If you are not in love with your business get out of it; and the quicker the better. There is not a man before me but what can make a good living in any undertaking which he seeks to enter. If you are not in love with your business, and do not believe in the goods you sell, and your ability to buy the right kind of goods and successfully introduce them to your customer, then get out of the business. You must have enterprise and loyalty.

If you cannot speak a good word for your employer, get a new job, and do it now. If you are working for yourself, and you are down and out with yourself, just quit your business, sell out, and travel around for a year and rest up; quit smoking, and eat more beefsteak, and as soon as you are full of ginger and vim then start out right.

### PERSEVERANCE AND ENERGY.

"You must have perseverance. Perseverance means energy—not genius; labor—not love; perspiration—not inspiration. Keeping everlastingly at it always brings success in any undertaking.

"The real difference between men is energy. A strong will, a settled purpose, an indomitable disposition to go ahead and succeed is the real difference between great men and little men.

### BE SINCERE AND HONEST.

"You want to be sincere in your business. Honesty above all things is essential. When you tell a person a thing you yourself want to believe that it is actually so. If it is not true do not say it. Stand back of your statements; if you recommend an article higher than you ought to and the customer brings it back, give him a new article and do not ask any questions, or make him feel that he has encroached on your rights.

"How is a person to create another's interest in an article unless he is first interested in it himself, unless he knows about the article; how can he expect to intelligently present his case, and how can he expect to close the sale unless he is really enthusiastic in the presentation of the case, and yet many customers in our stores are actually obliged to sell the goods to themselves, simply because of the diverted and divided minds of your salesmen.

"The lack of concentration is a sale killer. The clerk who is thinking backward to the baseball game of yesterday or living in anticipation of the dance to-night is in no condition to sell goods. Forget those things and keep your mind riveted upon your business."

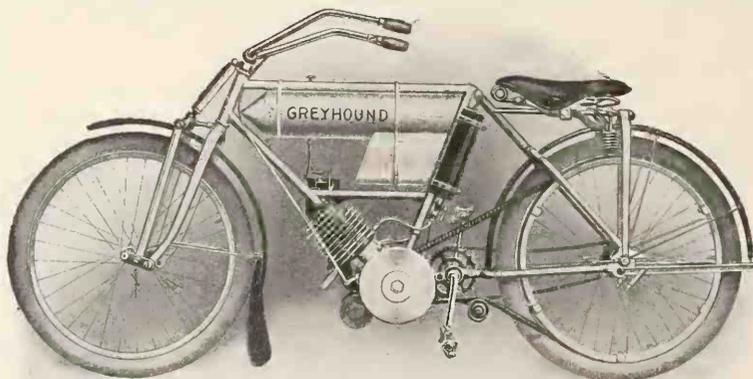
### HOROWITZ & CO. IN BANKRUPTCY.

A petition in bankruptcy has been filed against Horowitz & Co., jobbers in souvenir post cards at 9 to 11 Delancey street, New York City. The assets of the firm are estimated at \$1,000, while the liabilities will probably reach the \$3,000 mark. Among the creditors are the Rotograph Co., Heywood, Strasser & Voight Lithographic Co., and Bamforth & Co.

### DOESN'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.

# GREYHOUND



## 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 1909 Greyhound has no equal for SIMPLICITY and COMFORT.

Full and Prompt information for riders and dealers.

## The Auto-Bi Company

Oldest American Motorcycle Makers

1448 NIAGARA STREET - - - - - BUFFALO, N. Y.

**A STATE OF PREPAREDNESS**

is a Good One to Dwell in, and Also be a Member of the Sunshine Club Says The Hardware Magazine—Moping Never Did nor Will Pay.

While glancing backward is profitable, too much of it is apt to dislocate one's mental neck. The woman who presided over the household of Uncle Lot in the days of Sodom and Gomorrah proved that, when she lingered too long in remembrances and became a pillar of salt. "Westward, ho!" shouted the mariners who set out to discover a new world. Their faces were set toward the future. So we, who are of faith, and hope, and good cheer, set our faces toward the to-morrow. To drop metaphor and get down to brass tacks. A man in business should be one move ahead of the game. Of course, he knows what he is doing to-day, but he also should know what he is going to do to-morrow; and the day after, too, if his eye will carry that distance.

When France declared war unexpectedly against Germany the news was flashed instantly to Von Moltke, the commander of the German army, that he might plan his campaign. He turned calmly to his secretary and said: "Hand me the contents of drawer A." The papers were opened and there was a plan of the campaign down to the most minute move. Orders were sent forth instantly, and in an hour the German army was on the march. Napoleon was overwhelmed and France for the time put out of the ring. Von Moltke had been at his work during years of preparation. A hardware merchant cannot know what bar iron will sell for next year, or how much nails will be in September. But he can study conditions and size up present events and guess those of the future, even as the weather sharps tell us what is coming to-morrow. But, above all things, he can look for sunshine. He can make to-morrow brighter than to-day is by willing it to be brighter. Let him cultivate his latent hypnotic power. Half the fun of a thing is in anticipating it. What avails it to mope to-day because it may rain to-morrow? What if it does rain? It will clear up the day after. The gospel of cheerfulness; that is the heaven that enters into business life and brightens everything that falls under its influence.

**MAKING IRISH HARPS.**

The Clark Music Co. Have Started a New Industry in the Manufacture of Irish Harps.

The Clark Music Co., Syracuse, N. Y., have recently started a new industry, viz., the manufacture of a genuine Irish harp of beautiful tone which possesses all the virtues of the larger harps. It is a portable instrument, weighing only eleven pounds. It has thirty strings, four and one-fourth octaves, and is finished in green and gold in mahogany or maple. The height is 29 inches and the space of the strings is the same as in the larger harp. Each string may be raised one semi-tone, enabling one to play easily in eight different keys with all their various modulations. In design and construction these harps are similar to the ancient harps which have been immortalized by Moore and other famous poets. The Irish harp made by the Clark Co. is easy to learn and equally effective as a solo, accompanying, or orchestral instrument. Everyone who has seen or heard this instrument admires its beauty of form and powerful tone.

**EXPANSION MEANS PROGRESS.**

Almost daily letters are received at this office addressed to the Editor of the Side Line Department, and requesting suggestions regarding the installation of profitable side lines and names and addresses of firms handling various lines of goods of almost every conceivable description. No further proof is needed that the trade appreciate our efforts in this direction, and we welcome all such communications. One dealer writes: "Our talking machine department is one of the largest in the city and is steadily growing, but

we see trade in other lines that we can capture and we're going after it."

That's the idea. It's the spirit of modern business "expansion." It was the desire 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 it is to-day. The man who is satisfied with what he has and stops will discover that he is gradually falling behind. Greater business 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.**

Report Apparently Is Confirmed That Photographer Will Work in the Jungle and Secure Moving Pictures of the Great 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 are acting for William Morris. The report 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 understood the moving picture expedition was launched with the great hunter's full consent. The operators are now on board the "President" with the ex-President. The picture machine is to be shipped to Africa by Paul Murray, the London representative of the Morris people.

The confirmation came from J. R. Rogers, manager for R. G. Knowles, a competitor of Mr. Morris in the moving picture field. Mr. Rogers tried to get permission from Mr. Roosevelt to send one of Mr. Knowles' representatives with the hunting party, but was met with the statement that the privilege had already been granted to Morris.

"The best that Mr. Knowles could do," said Mr. Rogers to a reporter, was to camp on the roof of the steamship pier all the night preceding Mr. Roosevelt's departure. There he lay in wait with his moving picture machine for the President. He got fine pictures of the crowds that gathered to see Mr. Roosevelt off, and some splendid pictures of the President waving them goodbye. These pictures will be shown by Mr. Knowles in a few days. It is a fact that the Morris people will have the real African pictures. Such pictures will pack any house in the world for an indefinite period."

When Mr. Morris was seen at the Lincoln Square Theater, he refused to affirm or deny the story. His general representative was seen later at the American Music Hall. "Well," he said, "it is true, but we had not intended making any announcement of the matter until the pictures were well in hand. Naturally we want the field to ourselves."

**NOT SO CHEAP.**

The story is told of a man who went into a hardware store to buy an axe. Being shown the article and informed that the price was \$1.15, he said: "Why, I can get the same kind of an axe from a mail order house for 90 cents."

"Very well," said the hardwareman, "I will give it to you for the same price provided that you will do the same with me as you would with them."

"All right," replied the customer as he handed over a dollar bill, the merchant giving him back 10 cents in change.

"Now," said the hardwareman, "I want 25 cents more to pay express charges," which the purchaser gave him. "How much did your axe cost you?"

"One dollar and 15 cents," the man answered.

"Very good; now give me 5 cents more for money order fees and postage," which the purchaser had to hand over. "Now how much did your axe cost you?"

"One dollars and 20 cents," said the customer. "Not so cheap after all," said the merchant, whereupon he picked up the axe, tossed it back on the shelf and told the customer to call for it in 10 days, as that would be as soon as he could get it if he had ordered it from the mail order house.

**FIX UP SHOW WINDOWS.**

Show windows should be backed up to keep dirt and dead flies out of them, as poorly-kept windows reflect on one's business. Velvet as floor covering adds much to the appearance of show windows, and should, therefore, be used instead of paper or cheaper cloth. Do not be stingy about dressing the windows, and above all, keep them clean and well lighted. Remember that you are paying a big rent for the store front, which rental is based on the number of people passing by every day; therefore, if you do not attract the attention of these passers by you are not getting your money's worth out of your rent.

Do not permit your clerks to smoke in the store, as tobacco smoking is offensive to many people, besides the habit distracts their attention from their work, and indicates lack of discipline. Small matters like these count for more than many merchants realize.

**PUT UP THE HAMMER AND BOOST.**

"Put the hammer in the locker,  
Hide the sounding board likewise:  
Anyone can be a knocker;  
Anyone can criticize;  
Cultivate a manner winning,  
Though it hurts your face to smile,  
And seems awkward in beginning,  
Be a booster for a while."

|   |   |    |    |    |    |   |
|---|---|----|----|----|----|---|
| N | NN  | NN | NN | NN | NN | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Black and White, Gelatine, per 500, \$2.65; per 1000, \$3.75  |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Double tone, im. brown cardboard, per 500, \$2.80; per 1000, \$4.00   |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Double tone, Real, on chamois card, the best; per 1000, \$5.25  |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Photo finish, like a photo, glossy you know; per 1000, \$5.25   |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Hand colored, the best, per 500, \$4.00; per 1000, \$6.50, \$7.50   |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Hand colored on double tone, im. "it is it"; per 1000, \$8.50   |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Colored print, plain and glossy; in single 1000, \$6.50 and \$7.50  |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Autochrom, six colors, "Better than any chrom"; per 1000, \$6.75  |    |    |    |    | N |
| N | <b>Local Views Printed to Order</b>   |    |    |    |    | N |
| N | Com. Colored print, "The Best," Panel effect; per 1000, \$11.50   |    |    |    |    | N |
| N | <b>Local Views</b> are our specialty. Samples of the above free. Special prices for quantities.   |    |    |    |    | N |
| N | <b>FLOWER CARDS</b> at \$2.75, \$3.75, \$4.75, \$5.75 per 1000.   |    |    |    |    | N |
| N | BIRTHDAY, FOURTH OF JULY, XMAS and NEW YEAR CARDS and BOOKLETS, hummers for the money, from \$6.50 per thousand upwards, F. O. B. New York. They consist of highly lithographed 12-color work, plain embossed, bronzed and gilded, the kind for which you are paying right now \$1.25 and \$1.50 per 100. |    |    |    |    | N |
| N | <b>NEWFIELD &amp; NEWFIELD</b>  |    |    |    |    | N |
| N | Selling Agents for European Printing Works  |    |    |    |    | N |
| N | 98 WARREN STREET, NEW YORK  |    |    |    |    | N |
| N | Agents wanted in uncovered territory  |    |    |    |    | N |
| N | NN  | NN | NN | NN | NN | N |

## 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 setting a closed season 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. A 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 resultant trade by handling a full line of supplies for those vehicles. He need not necessarily conduct a repair shop but can supply the materials to the riders, such as tape, tire solution, rim cement, extra spokes and handle bars, brackets, lamps, etc., and for motorcycles, engine oil, batteries, spark plugs, etc. If the dealer is progressive he can make every machine purchaser a steady customer for supplies.

### Vacuum Cleaning Gaining Popular Favor.

That the vacuum system of cleaning for home use has appealed to the general public, for sanitary and other reasons, is evidenced by the increasing number of those cleaners being placed

on the market, the prices ranging from \$5 to \$100 or more. Vacuum cleaners constitute a side line that can be demonstrated in a convincing manner and may readily be sold at prices that allow a fair margin of profit. There are so many lines on the market that one may be easily found for the needs of any particular locality.

### The Vacuum Bottle for Vacationists.

Another Twentieth Century product that is receiving considerable attention at present is the vacuum bottle for keeping liquids hot, or cold, for lengthy periods. There are several styles made by as many different concerns, each with distinct features to commend it. There should be a lively demand for these bottles during the summer months from campers, yachting parties, picnic parties, etc., who desire cold drinks at luncheon time and who are unable to obtain ice when desired or carry same with them. While the prices of the bottles seem rather high at first, when it is considered that they are practically indestructible, and so very convenient the first cost seems low.

### Stationery a Clean Line to Handle.

A line that should appeal to the dealer as being compact, clean, salable and altogether attractive is that of stationery and allied novelties. Writing paper, envelopes, blotting paper, pens, ink and pencils are always in demand in any section, and are so graded as to allow an excellent margin of profit to the dealer. Most of the lines are 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 envelope openers, sealing wax outfits and initial seals, and other similar articles. Where the store has become local post card headquarters a line of stationery should prove an immediate success and provide a generous income for the dealer handling it.

### Typewriters as a Side Line.

Last month we mentioned the fact that an energetic dealer should be able to handle typewriters as a side line with considerable profit. From the correspondence reaching this office it would appear that several dealers had thought of the same matter some time ago, and acting promptly had already established a substantial trade in both typewriters and supplies in con-

nection with their regular talking machine business, while others are making arrangements to follow suit. There seems to be no reason why such a line could not be handled without misgivings. The competition in the typewriter field is somewhat keen, but each make has certain distinctive features that appeal to certain persons very strongly. Where supplies are also handled a steady source of income is practically insured for ribbons, carbon paper, erasers, oil and other supplies are in almost constant demand.

The tendency at the present time seems to be in favor of the visible writing machine. Several concerns are at present producing such machines, and even the old and conservative manufacturers have recently added such machines to their line, it being claimed that they save time in inspecting work and insure greater accuracy.

### Watches at Popular Prices.

A number of talking machine dealers have added inexpensive watches to their stock and have found them a first-class paying side line. These popular-priced watches are now turned out so attractive in appearance and are so perfected that in point of accuracy (and after all that is the main essential) they compare favorably with their more ornate brother. But the dealer has far more than this on which to stake his success, for the manufacturers of these watches have advertised so lavishly that in more than one case their name alone sells the article, and all one has to do is to set them out where all who pass may read. There are no confusing technicalities to go into to prove their worth, for if not satisfactory the purchaser knows that an exchange is assured him. So with this line at least the manufacturer, dealer and consumer are all satisfied.

### Leather Goods as Side Lines.

There are a large number of specialties in the line of leather goods that should form excellent side lines for dealers desiring to enlarge their business. There are pocketbooks and ladies' bags in countless designs, wall hangers, doilies, table covers, secretaries, pipe racks, albums, portfolios, music rolls, card cases, pillow covers and Indian novelties galore. There is a wide range of prices, so that they appeal to all classes and to all pocketbooks.

### Fountain and Stylographic Pens.

A standard line that is finding ready sale everywhere is fountain and stylographic pens. While 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.

### RENEWS MOVING PICTURE WAR.

The moving picture war which has been vigorously pushed by Mayor McClellan was complicated somewhat last week by the service upon the Mayor and the Chief of the Bureau of Licenses, Frank Oliver, of a writ of mandamus issued by Justice Marean of the Kings County Supreme Court ordering that a license be granted to Herman S. Schnitzer of 627 Fifth avenue, Brooklyn.

Schnitzer's license was revoked by the Mayor after he had received petitions from the Rev. Frederick J. Keech, pastor of the Church of Atonement, at Seventeenth street and Fifth avenue, and the Rev. Louis K. Moore, pastor of the Sixth Methodist Episcopal Church, both of which are near Schnitzer's establishment. The latter then applied to Justice Marean for an order compelling the Mayor to show cause why the license was not issued, and it develops that there was some misunderstanding as to the date on which the order was returnable.

Assistant Corporation Counsel Crowell, who is attached to the Mayor's office, will endeavor to obtain a rehearing of the case from the Justice.

# The Klein & Heffelman Co.

CANTON, OHIO

*Wholesale Ohio Representatives*

WINTER & CO. PIANOS

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—  
How Business Men Have Profited by the  
Ideas of Employes—James J. Hill's Method  
—Make Every Employe Sort of 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 employes, 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 employes, though they rarely receive the direct credit. A subordinate comes forward with an idea, it is pulled apart and all but ridiculed, and the employe retires feeling that his idea is valueless. Shortly, however, the head of the house puts the suggestion to practical test, it proves successful, and when he is complimented upon his business sense acts as though the idea were entirely his own and such thoughts were continually forcing themselves through his brain. While the employe gets very little credit, nevertheless the employer shows decidedly good business wisdom in accepting and profiting by a good idea when he sees it, and in his own way.

Another opposite case may be cited, where a merchant not far from the metropolis was noted for his unfriendly attitude toward employes with ideas of their own. He quickly informed anyone with 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.

Take James J. Hill, the head of the Great Northern railroad, he appreciated the value of an employe 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 plodding, 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 employes, 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 cards is the "moving picture" card, wherein by 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.**

Great Chicago Musical Instrument House Sold Nearly 40,000 Guitars and Numerous Other Instruments—A Story of Rapid Growth—115 Men Employed at Present—Some of the Leaders of the Company's Line.

(Special to The Talking Machine World.)  
Chicago, Ill., 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 39,410 guitars, 10,502 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.

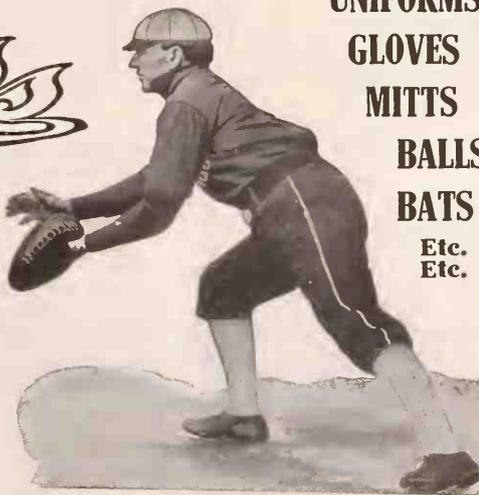
The guitars and mandolins manufactured by the Harmony Co. possess some valuable and distinctive ideas, while their drum embodies a patent on the rods that insures for these instruments an increased durability and lightness that is appreciated by the users all over the country.

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.

**Base Ball and Athletic Goods**

BEARING THIS TRADE MARK ARE MADE ON HONOR



We Make  
Baseball  
UNIFORMS  
GLOVES  
MITTS  
BALLS  
BATS  
Etc.  
Etc.

TRY A LINE IN YOUR STORE

SEND FOR OUR LIST OF ASSORTMENTS

COMPLETE STOCK CONTAINING 248 PIECES OF GOODS COST YOU \$99.69

**CHICAGO SPORTING GOODS MFG. CO.**

FULTON AND MAY STREETS

CHICAGO, ILLS.



**LOCAL VIEW POST CARDS.**

One of the Specialties of Newfield & Newfield, New York Manufacturers—Many Styles Offered That Must Appeal to the Public.

Among the reliable post card manufacturers, who make a specialty of printing local views to order, are Newfield & Newfield, 98 Warren street, New York, and the variety of styles offered by them are interesting and attractive, ranging from black and white at \$4 per thousand to colored print in panel effect at \$11.50, in all about ten distinct styles. The dealer will find a series of local view cards a decidedly profitable investment, especially during the vacation months when so many travel. There is no better souvenir of a visit at a certain town than a set of local view post cards, and by the time a circle of friends are remembered the purchase will amount to a very respectable figure. Not only that, but the inhabitants of the town are generally desirous of having their friends in other sections see the local view points and the post card proves the easiest and best means to accomplish that purpose. Get your views together and send for samples and prices, so that you may be prepared to answer to the call.

**THE DUSTLESS AGE.**

How It Can be Brought About Through Suction Cleaners—Popular-Priced Machines Now Being Placed on the Market—Good Side Line for Progressive Dealers.

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, be they vacuum, compressed air or merely bellows 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.**

Without It Business 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 over-stock.
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 Wettstein 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 employe 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:

**OVER 250,000 MERCHANTS**

in the United States handle

**M. HOHNER GOODS**

**WHY?**

Because in the manufacture of all Hohner instruments the essential points are embodied, and which a discriminate buyer always considers and demands

**LARGE PROFITS**

**BEST SELLERS**

**EASILY HANDLED**



No. 682.

Over One Hundred and Fifty Different Styles to Satisfy Your Requirements



No. 490.



No. 2B.

Our Fifty Years of Experience Has Established a World-Wide Reputation for Us.

CATALOGUE, BEAUTIFULLY ILLUSTRATED, UPON REQUEST

**M. HOHNER**

475 BROADWAY  
NEW YORK

CANADIAN OFFICE  
76 York Street, - - TORONTO, CANADA  
MEXICAN OFFICE  
4 Calle de Tacuba, - - MEXICO CITY

M buys \$3.90 worth of goods in a country store, pays \$3 cash and tells the clerk to charge 90 cents to his account. Now, if you follow his instructions literally and charge M in your books with goods at 90 cents he may claim in two or three months, when he comes again, that he never bought anything amounting to 90 cents, and that he does not owe you that amount. You very likely will have forgotten the exact nature of the transaction and will cross off the charge from the books rather than make an enemy of a good customer. If you had system in your business you would have charged the man with \$3.90, specifying the goods, and credited him with the \$3 cash payment. It is still better to give the customer a carbon slip of each charge and purchase.

### CHICAGO SPORTING GOODS CO. BUSY.

Plant Working Overtime on Baseball Goods for Approaching Season—Purveyors of the "White Sox"—A Strong Side Line Offered to Progressive Talking Machine Dealers.

(Special to The Talking Machine World.)

Chicago, Ill., April 7, 1909.

Manager Ratsch, of the Chicago Sporting Goods Co., predicts from the business coming to hand a banner year in the company's history. At this season of the year the company's plant in this city is working overtime in turning out baseball equipment, including bats, balls, gloves, masks, chest protectors, uniforms, etc., to meet the demand that the thousands of baseball teams throughout the country are creating through the dealers. Chicago has long been the foremost city in the country relating to baseball and the Chicago Sporting Goods Co. has long furnished the "White Sox," the world's champions of 1906, and the hundreds of semi-pros and amateurs with uniforms and equipment. Quality has been the company's slogan from the start and is responsible for the growing demand for their goods.

For talking machine dealers who are desirous of putting in a strong and seasonable side line the company are offering a special proposition in order to get them started. An outlay of \$99.69 invested in a choice assortment of baseball goods can be easily and quickly turned over to a profit of 85 per cent. should prove a magnet and not only put the talking machine dealer wise to a good side line that would draw a large new trade to the store, but put him in touch with a concern that can supply them sporting goods for the fall and winter as well as the summer season. A postcard to the company will explain in detail this attractive offer. Their address is 303 Fulton street, Chicago.

### THE POSTCARD VOGUE.

To be a Universal Institution—A Wonderful Disease, Says The Sun, Which Attacks Young and Old of Both Sexes—The Emotions of the Sender and Recipient—Traveling via the Post Card Album.

The postcard vogue has spread over the entire world, and no matter where you go or where you journey the post card is omnipresent. In this connection the New York Sun said the other day:

"In the last few years a new disease has appeared on the earth and has spread with incredible rapidity over all parts of the globe where post offices may be found. Indeed its germs have been disseminated chiefly by the mails.

"It is a disease of the brain, caused by a germ which has at last been isolated though as yet no neutralizing agent has been found. It attacks alike old and young, only infants and very young children being immune.

"Women are said to be peculiarly liable to it, as are travelers, though one of the worst cases known is that of a Brooklyn man who has never crossed the East River. It will thus be seen that the stay at home is by no means safe, especially as the disease is contagious. The initial attack gives immunity from a second, because the first lasts as long as the victim lives.

"The onset is usually sudden. The germ attacks the optic nerve and rapidly makes its way to the brain. The first symptom is a feeling of intense pleasure upon receiving a postcard and a desire to reciprocate in kind. If this desire is sternly repressed and the picture postcard consigned to the flames, there is a possibility that the attack may be averted.

"If, as is almost invariably the case, the victim yields through ignorance of his ailment the motor centers will become involved and he will rush to the nearest drug store for picture postcards. From this point the progress of the disease is rapid.

"The victim may be heard at piers and railway stations shrieking 'Be sure and send lots of picture postcards' after his departing friends, who in nine cases out of ten are as badly off as himself. The germ has now reached the speech center of the brain, and after this the disease is incurable.

"The victim will now invite you to dinner and then will require you to wade through albums filled with multitudinous atrocities in color showing where he has been, where his

friends have been, and where he will go in his next vacation time.

"You will say 'Wonderful,' 'Beautiful,' 'Interesting' and even 'Gorgeous,' till you begin to feel like a phonograph with a limited vocabulary.

"By the time the fifth volume is reached you are ready to take leave of your host, he protesting that it is not late and that his Egyptian collection is the most interesting of all and that you really must see it another time.

"Victims of this disease are always interested in art, and with a collection of moderate size they will assume the air of a connoisseur.

"They will show you the Mona Lisa on a postcard and will assure you that it is an exact reproduction, especially as to color, and that it was painted by Layonardo da Vinchy, eyeing you furtively to see if the pure Italian accent has impressed you. You at once ask if they have a picture of Bottitchelli's 'Spring,' and honors are even.

"You will be called on to admire in one evening the frescoes of Andrea del Sarto, the Grand Cañon of the Colorado, the Cathedral of St. Sophia and the California pepper tree. The sufferer has by this time lost all sense of proportion, and art to him is one great conglomeration of picture postcards.

"In the later stages of the disease a new symptom develops, the victim being unable to write except on the margin of a postcard. The thought of writing a letter becomes abhorrent and even the sight of an envelope may be followed by unpleasant sensations.

"The case is recorded of a woman who traveled abroad for two years and in that time sent her husband 2,250 postal cards and only two letters.

"At the end of the second year he wrote telling her of the death of her mother. Her reply came on the margin of a postcard: 'Am sending you this lovely picture of the Taj Mahal. If only dear mamma could have a tomb like this on ever so small a scale I shouldn't grieve! Am leaving for home at once, so may not be able to send any more postals.'

"For obvious reasons lovers are the greatest sufferers when this stage of the disease is reached, and it is upon this class of unfortunates that the antitoxic serum will be first used when it is found."

### WONDERFUL GEOGRAPHICAL CLOCK.

It Revolves Like the Earth and Tells the Time in All Parts of the World.

The Empire clock, which J. Hadden Overton, of Woodstock, has invented, is an ingenious contrivance for giving practical instruction in geography and enabling the student to ascertain at a glance the mean-time in any part of the world.

At first glance this wonderful clock might be mistaken for one of the ordinary globes used in schools. Its principal novelty is an invisible clock, which performs with absolute accuracy and precision the duties ordinarily performed by the teacher in giving lessons on the earth's diurnal motion, latitude and longitude and geography generally.

Some of the points claimed for the Empire clock are that it gives the correct time all the world over; that it demonstrates the actual rotation of the earth on its axis in twenty-four hours, and shows at a glance the difference in time between all places on the earth's surface and the correct mean-time at any town or place in either hemisphere. The motive power is a clock in the base of the stand upon which the globe is mounted, and the apparatus requires winding once a week.

Don't imitate the ideas of your competitors. Go and see them and let them serve as ideas on which to improve.

"It takes as much time to cultivate an acre of yellow clay on a hillside as an acre of rich valley loam. And look at the difference in results."

## 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, 947 N. Lawndale Avenue, CHICAGO**

## PIRATED PLEASANTRIES.

It was raining outside, and little interrogative Irmá 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 your mother!"

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

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

"Well, if the eud 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," he said, "there was a young lady whom I showed over the steerage. As we were making our tour the 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 Schnupfelgafenspitzen 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, thoughtfully, after a long pause.

"Charles Adams!" sneered the girl. "He is old, he is ugly, he is mean, he is a coward. Charles Adams! Why, he has nothing in the world to recommend him except his wealth."

"You forget his heart disease," said the mother softly.

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

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

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

"Very well. What had Archimedes found?"

James hesitates for a moment, then ventures hopefully:

"The soap, 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?" queried 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 \$65 suit of clothes.

Tailor (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 sister 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 husband; "I want to experience the agony of being away from you so that the joy of my return will be all the more intensified."

## IMPORTANCE OF PROMPT PAYMENT.

Carelessness in Settling Small Accounts Often Leads to a Bad Business Reputation for the Merchant and, Consequently, Much Future 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 expresses his indignation at 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 confidently writes 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, but thirty days flat, though some merchants never seem to appreciate the fact and feel mistreated when they are denied the discount after the stated time. Prompt payments do not appear so very important when business is good and money plentiful, 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. It 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.



THE LUCKY SPOT

Waterloo, Ia.  
U. S. A.

## SOME BUSINESS METHODS.

The Views of a Successful Merchant Who Sells General Trade in a Small Town—Some Excellent Points That The World Man Heard.

When The World representative is making his peregrinations in some of the smaller cities and towns he rubs up against all kinds of tradesmen, talking machine men, sporting goods dealers, hardwaremen, etc. Recently a hardwareman was in a communicative mood and The World man whipped out his notebook. Here's what the hardware man delivered:

"The question of profitable salesmanship is one that is constantly before the retail dealer; having his business well understood, his trade partially established, and wishing to satisfy his customers and pushing for more, he knows an exact system in his store will reduce friction to a minimum in handling his customers, and further, his sales, as perhaps no other factor will.

"What, then, about his system? He wishes to avoid insane simplicity of little worth and red tapeism, a positive damage, and to further sales by a comprehensive and smoothly running system between the two mentioned extremes.

"It is for the reason that taking stock in a retail hardware business is such a herculean task that the hardwareman has become discouraged at the outset, when the question of system is broached. Inventory has always been looked upon as the first and necessary step in order to properly regulate the profit and call attention to losses, and study of the business as regards the selling end, but an inventory at frequent times is not possible in this business by reason of the immense amount of work it entails.

"How is the hardwareman to keep close tab on his sales? how is he to know whether he is making or losing money in his tinshop or sporting goods department? how is he to know whether he is getting all that is due him in his house furnishing department? are his average profits being sustained in the hardware department?

"He must be able to make comparisons every day, week or month. These comparisons are and must be of vital necessity in scanning the business horizon for sales; how can they be most profitably made? If this is not possible, the leaks are liable to sink the ship. It is a relief to the merchant to be able to plan and formulate and leave to his bookkeeper to do what formerly required many moments or hours of his own time each day. It is a relief not to answer questions

many times a day or in an hour; in a word, it is a relief to reduce his business to such a system that he will have time to work out new preparations, formulate new plans to interest the buying public and advance his business until unharassed by a thousand petty details he will find himself growing and expanding.

"Did you ever stop to think how much your own presence is required every moment at your work? how dependent your clerks are on you for prices? how many kicks you have from your customers because, so often, no two clerks charge the same? how often your memory serves you badly in buying and selling goods?"

The World man thought the opinions taken down were worth reproducing for general good, and the managing editor agreed with him.

## GET A TRANSFER.

If you are on gloomy line,  
Get a transfer.  
If you're inclined to fret and pine,  
Get a transfer.  
Get off the track of doubt and gloom,  
Get on the sunshine train, there's room.  
Get a transfer.

If you are on the worry train,  
Get a transfer.  
You must not stay there and complain,  
Get a transfer.  
The cheerful cars are passing through,  
And there is lots of room for you—  
Get a transfer.

If you are on the grouchy track,  
Get a transfer.  
Just take the happy special back,  
Get a transfer.  
Jump on the train and pull the rope  
That lands you at the station, Hope—  
Get a transfer.

A correspondent of the New York Times in a letter sent to that paper recently emphasizes a phase of the moving picture development which is not generally considered. He says: "The art of posing for moving pictures has in some cases reached a state of development where individual recognition should be given, because intelligence, industry and ability are evident in the acting of those who pose for these pictures. With regard to some at least, as to facial expression, gesture and grace of carriage, it might be said that their work is of exceptional merit, and comparable to the work of many dramatic 'stars.'"

## 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. I believe 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, \$5,000 or \$8,000, he thought he 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. Hence capital is 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 large 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 no faint heart, 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 occupy only a 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 all available 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 afterward 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 personal tribulations. Leave it to them to tell the hard luck stories. Always be bright and cheerful, as a matter of habit.

A dollar in the till is worth more than two dollars on the suspense account or a dozen dollars in the bankruptcy court. A good merchant is a good collector.



## DAIL'S

# Display Music Cabinets

You can double your sales of Sheet Music by properly displaying it. We build three sizes of revolving steel cabinets similar to style shown herewith, flat racks to fit any space in your store. Our steel pockets make the finest arrangement ever devised for utilizing wall space. We build display cabinets for magazines, post cards, tablets, etc. A post card will bring you suggestions that may be worth dollars.

**The Gier & Dail Mfg. Co.**

206 Grand Street LANSING, MICH.



Patent Pending.

STEEL POCKETS

Patent Pending.  
No. 71 MUSIC CABINET

Patent Pending.  
STEEL POCKETS

**ACTORS FOR PICTURE SHOWS.**

**Squads of Them Kept for Purposes of Machine Companies Alone.**

How vast a business is the moving picture industry may be seen from the stables, 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 man'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" by some manager of vaudeville in this country.

That may lead, too, to another thing which is comparable to the work of the phonograph in reproducing the voices of great singers. If the great stage performers appear before the phonograph and the moving picture machine it will be possible for later generations to get a very good idea of what sort of actors and actresses they were, so that there will not have to be a dependence on tradition and sayso alone.

Some of the companies have very clear films which always show up well. That is ascribed by them to the lack of handling by the workers. There is no need for very many hands in the business of developing and fixing up the reels of

film. There are machines for all this work, so that even in a very big factory the actual number of operatives employed is small, says the Sun. Most of the persons who import their negatives do the work of the developing of the films and preparing them for the market in this country.

That is something of the progress of a business that began to be at its greatest only about five years ago. There is a great combination of \$15,000,000 of one line of manufacturers which is like the licensed association in automobiles; the others, and there are many of them in the country, are the independents. It is well nigh impossible to say what amount of money is being harvested in the business, because every day the sum grows greater. But it suffices to say that it is one of the largest business developments in the country and that it will be much greater.

**VITAK CO. IN TROUBLE.**

**Receiver Named for This Concern Which Made Among Other Specialties a Popular Priced Moving Picture Machine for the Home.**

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. Plumb, \$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 3,000 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 transferred property, \$1,000, to certain creditors to prefer them. Judge Hough appointed Henry W. Sykes receiver. He said that the liabilities are about \$6,600 and the nominal assets \$15,000, the actual value of which is much less; that the trouble was due to dissensions among the officers, all but one of whom have resigned, and that some time ago Burr Brothers, who had

the sale of shares of the company, sold some for \$3 a share, but the company received only \$1 a share, and he intended to have the matter examined. The company is a West Virginia corporation, incorporated in March, 1908, with a capital stock of \$1,000,000 of 100,000 shares, par value \$10 a share, and succeeded to a business started in September, 1906. The company's machines were for use at home.

**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,

# ROLLER SKATES

MADE IN TORRINGTON, CONN.

USED EVERYWHERE

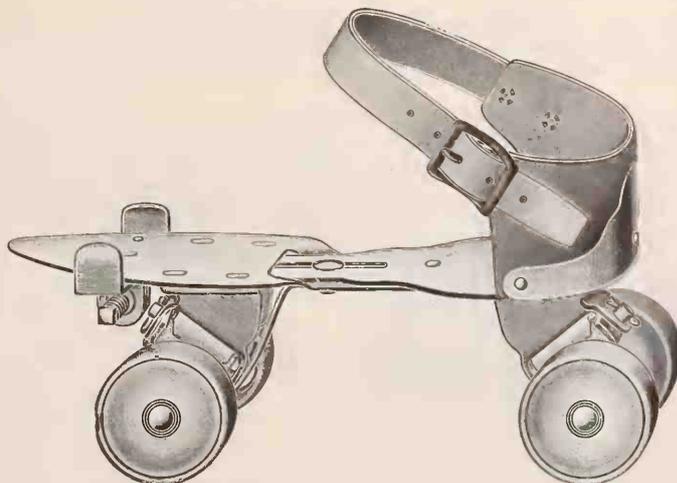
THE

Best Side Line

FOR THE

Spring Season

Write us for Catalogue and full information



Get Your Stock

of

ROLLER SKATES

Ready for

SPRING TRADE

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 comely 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 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 and depressing. The sense of humor of the average advertiser seems to be badly deformed. Most of the funny cuts used in advertising are not at all funny and are calculated to be a source of grief to all sensible people. A really humorous cut is a good thing now and then, and there can be no objection to it, but very few people seem to exercise the right kind of judgment.

#### PROMPTNESS—AN ESSENTIAL.

Promptness is a component part of so many things that it is perhaps wiser to particularize. For instance, promptness distinguishes the children at school. Promptness is essential in the management of a household; if the mistress is indolent and careless the servants are over keen to take advantage of every opportunity; the children grow lax and indifferent, and even the hus-

band becomes demoralized. And promptness in meeting business obligations is the great essential in commercial life.

#### WM. G. FRAZER ON WESTERN TRIP.

Manager of Post-Card Department of American News Co. Visits Various Agencies—The New 1909 Post-Card Catalog.

Wm. G. Frazer, manager of the post card department of the American News Co., New York, has been upon a trip as far west as Denver, Col., visiting the various branches of the company en route.

The American News Co. have just issued their catalog No. 6 for the season of 1909, and it is an imposing volume of over sixty pages, embracing practically every style of card on the market, and giving full details with prices. Attention is also called to the company's facilities for producing post cards from photos and local views furnished by the customer. Dealers everywhere handling post cards should not neglect to write immediately for the new catalog and get a line on what's what in up-to-date cards.

#### LATEST CUSTOMS RULINGS.

Cinematograph Films Are Held to be Dutiable 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 merchandise in question was imported by J. A. Borst 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 assessment made by the Collector the importers were called upon to pay duties at the rate of 65 cents per pound and 25 per cent. ad valorem. According to the importers this classification was out of all proportion to the value of the merchandise.

General Appraiser Fischer 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, the 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."

#### 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 Shoes 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 it enables a man to cycle 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 amphibo-cycle consists of a bicycle to which are attached two cylindrical floats with conical fronts. These floats can be easily raised or lowered, according as the rider is on land or water. When necessary the amphibicycle can move backward. It is steered by means of a rudder placed close to the front wheel. The total weight is 50 kilograms; length about 7 feet, width 3½ feet.

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. These are stiffened below in such a way as to make them lie horizontally on the water when the wearer's weight is placed on them. The inventor, Robert Rendu, has been using them upon the River Saone, and has reached a speed of about three miles an hour. He uses them like skates sometimes, but prefers to aid his progress with a long paddle, consisting of a bamboo pole with a blade on either end. The whole apparatus weighs less than five pounds, and when deflated for carriage makes a bundle 3 feet 7 inches long by 4½ inches thick, and can be carried in the hand like a gun.

#### THE GOSPEL OF CHEERFULNESS.

A Mighty Good Gospel for the Business Man to Study.

Hit up the old prosperity trail. Hope is the mother of courage. The man who dares is the one who expects to succeed. He scans the face of to-morrow and sees encouragement. He discounts her smile and coins it into capital. He uses the future as the basis of his work to-day, and yet he builds also on yesterday. The mistakes he made, then, are the signal bells of alarm telling him of what he must beware. Curb your temper; yesterday you lost a sale because of it. Take a venture in a new line; you declined one yesterday, and the fellow across the street has taken it on. Encourage your help; a good salesman left you yesterday because he thought you did not appreciate him. Push your collections; you should have got your money of Blank yesterday, and to-day he failed. The successful man looks back and sees his pathway strewn with mistakes, and yet he has prospered in spite of them—perhaps because of them—else he would not be where he is to-day. The man who has never made a mistake is the one who has never done anything.

It seldom is wise to inform a customer that he is offered an article below cost. It is apt to lower his opinion not only of the goods, but of the methods of the merchant. Of course, this does not hold in case of a clearing sale or a cut-price table, where it is openly confessed that the goods are sacrificed for the sole purpose of getting rid of them and of replacing them with others.

## POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

**\$5.00**

FOR

**1000**

IN TWO COLORS



*Olentangy River, Columbus, Ohio*

**\$7.20**

FOR

**1000**

In Hand Color  
Send for Samples

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

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

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

**COLORED MOVING PICTURES.**

Latest Feat 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 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 is 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 insistent 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 graduation 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 graduations.

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, in 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.

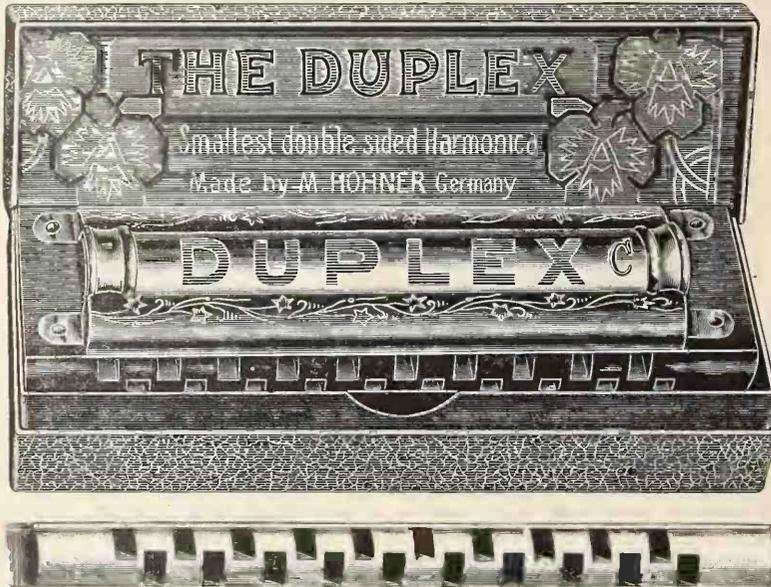
Profitable and Quick Selling Specialties—  
Hohner's Great Line Are Known the World  
Over—People Call for Them—It Pays to  
Handle These Instruments.

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, for it is, perhaps, the finest novelty ever produced in the harmonica trade, and will, without doubt, prove an excellent seller. The construction of this instrument differs in many respects from that of the ordinary harmonica, inasmuch as it is a double-sided harmonica only, of full concert size, constituting two perfect harmonicas

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



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## The VIASCOPE SPECIAL NOW READY

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

Write for Catalogue.

**VIASCOPE MFG. CO. - CHICAGO**  
Department A, 112 East Randolph Street



IF YOU ARE INTERESTED  
IN

## ELECTRIC-PLAYERS

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

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

Largest Mfrs. **ELECTRIC PLAYERS** and **MUSIC ROLLS**

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 remove to the new quarters upon the expiration of their present lease May 1. This firm have been particularly successful since entering the post card field, and their product has improved in quality until to-day there is not a cheap looking printed card in their line. Most of their cards are lithographed in from 8 to 12 colors, including gold, and are heavily embossed, each style being produced in a half dozen or more designs. Besides plain, birthday, congratulation and similar 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 18,000 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 5,000 moving picture theaters which this company supplies, to the end that no evil seed shall be dropped into the young mind from these pictures, held a conclave last week for the purpose of passing judgment on new films.

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 Strabenmuller 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 film 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 anything 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!

60 YEARS'  
EXPERIENCE

# PATENTS

TRADE MARKS  
DESIGNS  
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

**Scientific American.**

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.  
**MUNN & Co. 361 Broadway, New York**  
Branch Office, 626 F St., Washington, D. C.

# 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.

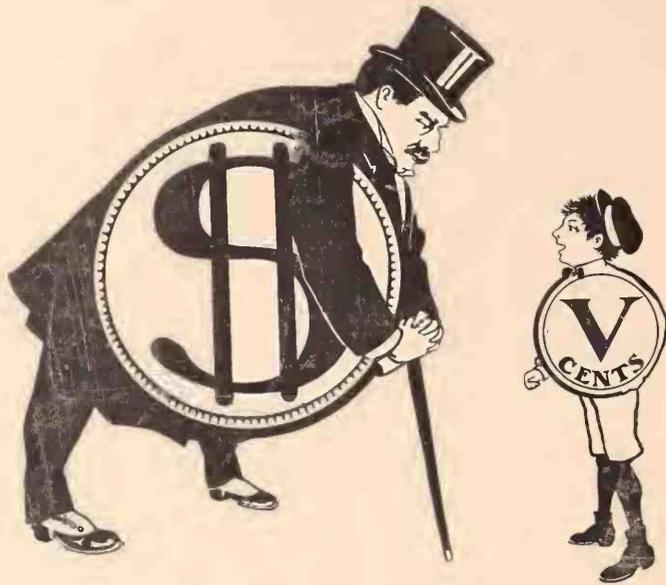
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## CABLE-NELSON PIANO CO.

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

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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

## STORE LIGHTING AND ITS VALUE.

Too Many Merchants Overlook That a Brilliantly Lighted Store Carries Conviction of Honesty and Fair Dealing.

"In vino veritas," runs the old proverb—"in wine there is truth." In *luci veritas* expresses equal truth in nobler form—in light 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—its material truth.

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 manifestly 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.

Sincerity 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 no excuse for any store not being a "daylight store."

An ample and generous use of light is a many-sided virtue; it attracts the purchaser by its air of hospitality, wins his confidence by its manifestations of sincerity, and satisfies his sense of justice and fairness by its searching revelation of the truth.

Let there be more light!

## DUCKS EX MACHINA.

How Bob Green Gets Geese With a Phonograph.

A recent dispatch from St. Charles, Mo., gives us an old story in new dress. It reads thus: "Nature writers, give ear to the wonderful tale of Bob Green, of Orchard Farm, and his phonograph. Recently Bob purchased a phonograph and some blank records. The next day he caught a goose, the biggest one on the farm. Setting the machine going, Bob pulled the goose's tail. 'Honk, honk, honk, saw!' screamed the bird.

"Bob released the goose and stopped the phonograph. Then he caught a duck and went through the same operation. 'Qua-a-ck, quah-a-ck, qua-wa-wak, quak!' the duck yelled.

"Next day Bob took his machine and the two records to a thicket on the Marais Roche. He turned the goose record loose and with shotgun in his hand awaited results. Soon a flock of

wild geese passed over. One gander and three geese fell to his aim. Fancying a change, Bob substituted the duck record. The results were similar. This time he bagged three drakes and a duck.

"And local pessimists significantly suggest that Roosevelt has departed for Africa."

## THE VICTOR IN LECTURE RECITALS.

Talking Machine Used to Illustrate Talks by E. J. Meyer Under Auspices of D. S. Johnston Co., Tacoma, Wash.—A Great Success.

(Special to The Talking Machine World)  
Tacoma, Wash., April 3, 1909.

The D. S. Johnston Co., 943-945 C street, this city, concentrated a great deal of public attention on their talking machine department recently by sending out invitations for two lecture recitals given by Edmund J. Meyer, the subjects being, "The Singing Voice" and "The Real Power of the Truly Great Singer." In his lecture on "The Singing Voice," Mr. Meyer illustrated by the use of the Victor talking machine the differences between the artistic and the common tone, explaining why two voices of equal compass and power belonging to two singers of equal musical knowledge and ability differ so greatly in artistic and commercial value—why one voice will command \$2,500 per night and the other not more than \$25. By way of illustration and comparison, Mr. Meyer used the voices of Caruso, Melba, Calve, Scotti and other artists, and also had some songs sung by Gunnar Matthiason, a well known baritone, explaining how the artist is distinguished from the good singer.

In a second lecture Mr. Meyer showed that true power does not lie so much in volume, compass or physical strength; not so much in the development of the two forces, motor power and control so necessary; but that it lies in an inner, a high power, that which is called "the third power of the singing voice." This is a power which is possessed by nearly all singers to a greater or less degree, but is so seldom developed.

Mr. Meyer, who lectured on this occasion, has won an international reputation through his teaching, his lectures and his essays on tone color, tone character and the artistic tone. His works on the singing voice are recognized as standard in all countries.

The lecture recitals were given at the Temple of Music and attracted large audiences, who were most appreciative of the enterprise of the Johnston Co. It was an impressive illustration of the splendid merits of the Victor grand opera records which enabled Mr. Meyer to bring home the salient points of his lecture to great advantage.

## PETMECKY CO. ARE VICTOR JOBBERS.

The Petmecky Co., of Austin, Tex., who became famous through the needle which bears their name, have qualified as distributors for the Victor Talking Machine Co. They will carry a very large and complete stock of Victor talking machines and supplies, and intend to cater in a large way for the trade of their territory.

## SPANISH AMBEROL RECORDS

Just Finished at Laboratory of National Phonograph Co.—Set of Fourteen Records Made by Spanish Artists—Also Twelve Porto Rican Selections Produced as Well as Four Bandurria Records.

The National Phonograph Co., Orange, N. J., have just finished at their New York laboratory a series of "Amberol" (4-minute) records, intended primarily for their Spanish trade, but which should be well received by cosmopolitan music lovers, as they are a representative collection of typical songs of Spain and Spanish-speaking countries. They utilized the services of several Spanish artists now at New York, with the Anua Held Company in the successful musical play, "Miss Innocence," and made a set of fourteen Spanish—"Flamenco" records—six soprano solos; three by instrumental trio, (two guitars and one "bandurria," a small guitar with wire strings being the baritone of a combination, the mandolin or lute being the soprano; and four guitar solos. The soprano, "Lola la Flamenca," is a prominent Spanish dancer and singer, very popular, not only in Spain, but in other countries, especially in Paris, from where she came direct to New York. She was born at Seville, Spain, and is a specialist of "flamenco" songs, songs typical of Andalusia, a region of southern Spain, and which have the same charm and languor which distinguish the songs of southern countries. The instrumental trio has played delightful selections. This trio is composed of Amalio Cuenca and Eduardo Salmerón, guitar players, and Miguel Casares, "bandurria" player. They are immensely popular in Europe and Spanish America. Eduardo Salmerón is especially popular in England. He resides at London, and has played before King Edward, who complimented him personally for his fine execution. Amalio Cuenca is also a splendid guitar player. He has a great reputation in Europe, and also in Mexico, where he played before President Díaz and was warmly praised by him.

The company have also made twelve Porto Rican selections, sung by Gracia López, a young Porto Rican soprano, with a very fine natural voice, and by Jorge H. Santoni, a well known Porto Rican singer and musician. They are beautiful selections and are a representative collection of the songs of that delightful island possession, which, in common with all Spanish countries, has numerous typical and folk songs full of charm and sweetness.

Last, but not least, the company also made four "bandurria" solos by Joseph Ramirez, the best "bandurria" player in the world. Mr. Ramirez is a Spaniard and has a great reputation throughout the world. He is also well known in this country, as he was the originator and organizer of the Spanish troubadours, which toured this country with great success several years ago. He has also been with Maude Adams in "Twelfth Night," with Frances Starr in "The Rose of the Rancho," and of late with William Faversham in "The World and His Wife" and "The Barber of New Orleans." The selections recorded by him are delightful dance airs.

## MILWAUKEE'S BUDGET OF NEWS.

March Business Proves Very Satisfactory to Dealers and it is Confidently Expected That the Entire Year Will be Prosperous—Lively Demand for April Records—Lawrence McGreal Plans Immense Retail Talking Machine Store—Huseby Co. Stock Sold Under Hammer and Bought by A. D. Geissler—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 indications are that the total volume of trade for the month will be far in excess of either January or February. The spring business has opened up very satisfactorily, and predictions are made by dealers that the entire year of 1909 will be a prosperous one for the Wisconsin talking machine field. The piano business in Milwaukee has been taking big spurts 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 a better trade. The present condition of affairs seems to result from the general improvement that is taking place in all lines. Money is becoming more plentiful, confidence has returned and people are again feeling free to buy talking machines and pianos.

A lively demand for the new April records is being met with all over the city. 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 expensive class are still increasing in popularity.

## M'GREAL LEASES NEW BUILDING.

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 McGreal, Milwaukee's retail and wholesale talking machine dealer, in leasing 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. McGreal'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. McGreal will remodel this floor and move his entire retail business to this location. This will give the well-known dealer a space of 50 by 100 feet, located in a district which, by next year, will be the heart of the business center of Milwaukee. The upper floors of the building will be rented as offices. Within the next few months Mr. McGreal will lease his retail quarters in his present building at 172-176 Third street. The wholesale talking machine establishment on the third floor of the Third street building will not be moved.

The six-story structure purchased by Mr. McGreal was erected by the Builders and Traders' Exchange for its own use, and has been declared to be one of the most solidly constructed buildings in the city. It stands on a foundation so firm that the building could easily permit of an addition of five or six stories, if it is ever found necessary. Plenty of room will be given Mr. McGreal for the further expansion of his business. The trade of the well-known retailer and jobber will probably more than double itself within the next few years if location will act as a factor. 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 structures are gradually being erected 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 building, the Chicago & Milwaukee road's cars passing the door 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 department store, is located diagonally opposite the recently acquired property of Mr. McGreal. Mr. McGreal believes that, disregarding the immense importance of the location for his retail business, the building will 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 not be prohibited by law. The Wisconsin Legislature 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 admiring 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 education and enlightenment.

## HUSEBY CO.'S AFFAIRS.

The Huseby Co., well-known Milwaukee talking machine dealers, 454 Grove 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 Huseby Co., in which the Victor Co. sued for recovery on money due, and which resulted 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 concern. The main store of the Huseby Co. has been located in an extremely poor business section 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 unfortunate circumstances seemed to work to the downfall of the company, and George G. Huseby, president of the company and general manager, is being accorded the sympathy of Milwaukee dealers. It is said that Mr. Huseby will not re-engage in the talking machine business, for the present at least.

The general stock of the company, consisting of talking machines, records, attachments, cabinets 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 Talking Machine Co., of Chicago.

Lawrence McGreal was in attendance at the recent meeting of the executive committee of the National Association of Talking Machine Jobbers held at Columbus, O.

## TUBULAR CHIMES FOR M'GREAL.

The only set of tubular chimes in Wisconsin has been erected in front of the talking machine establishment of Lawrence McGreal, 172-176 Third street, and are attracting the attention of all Milwaukee. The chimes are of the Westminster 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-quarters 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. McGreal.

## CHAFING UNDER ORDINANCE.

Theater owners and talking machine dealers at Fort Atkinson, Wis., are chafing under an ordinance passed by the Common Council, of that city, prohibiting "barking" on the streets by men connected with electric theaters and other places of amusement. Talking machine dealers of the city are wondering if the ordinance will prohibit theater owners from using a machine for announcement and for outside attraction.

Lawrence McGreal and an Auxetophone recently filled an important rôle at the "Irish Bohemian" night at the Milwaukee Elks' Club on St. Patrick's night. The Auxetophone gave selections interesting to the former natives of the Emerald Isle.

## A RIVAL TO "HIS MASTER'S VOICE."

Jessie, the bull terrier mascot of the Milwaukee branch of the Columbia Talking Machine Co., is the mother of six young terrier pups, all "Columbia dogs." Manager A. D. Herriman announces that he will give one pup to each of the Columbia establishments at New York, Chicago, Boston, Philadelphia, St. Louis and Kansas City. Jessie, the Milwaukee mascot, is an exact likeness of the famous Victor dog, and it is a standing boast among the Milwaukee Columbia men that if she ever met her Victor likeness there would be a battle royal.

## SOME EFFECTIVE CONCERTS.

J. H. Becker, manager of the talking machine department of the Hoeffler Manufacturing Co.,

OUR

# VICTOR RECORDS

## Guaranteed Perfect

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

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

But—

### Absolutely New Unplayed Records

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

### RED SEAL RECORDS IN SEALED ENVELOPES

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

If You Want New Records, Send Us Your Orders

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

Original Distributors of Victors in New England

**LARGEST STOCK — BEST SERVICE**

Fifteen Years an Exclusive Talking Machine House



# New Victor Records for May

Accompaniment by the Victor Orchestra

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

- The double-faced records are lettered "(a)" and "(b)."
- 5686 Salute to Mexico March... U. S. Marine Band
  - 5690 Marsovia Waltzes... U. S. Marine Band
  - 5684 Frozen Bill—Cakewalk... Pryor's Band
  - 5685 Amina—A Serenade... Pryor's Band
  - 5691 Silver Threads Among the Gold... Will Oakland
  - 16294 { (a) Si Perkins' Barn Dance.  
Miss Jones and Mr. Spencer  
(b) Schultz on Woman's Suffrage.  
Frank Kennedy
  - 52015 Kiss Waltz—Whistling Solo... Charles Capper
  - 5683 Denver Town... American Male Quartet
  - 16291 { (a) I Wish I Had a Girl... Billy Murray  
(b) Broke... Edward W. Meeker
  - 16292 { (a) Pansies Mean Thoughts and Thoughts  
Mean You... Macdonough  
(b) To the End of the World With You.  
Henry Burt
  - 16296 { (a) Ah! Cupid—Cornet Solo.  
Herbert L. Clarke  
(b) The Birds in the Forest—Two Violins  
and Flute... Rattay, Levy and Lyons
  - 16293 { (a) Uncle Josh and the Billiken... Cal Stewart  
(b) The Hot Tamale Man... Arthur Collins
  - 16289 { (a) Queen of My Heart... Alan Turner  
(b) Come Back to Erin... Haydn Quartet

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

- 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
  - 31751 The Boy on the Right Field Fence... Digby Bell
  - 58005 The Wedding o' Lauchie McGraw.  
Harry Lauder
  - 35074 { (a) 'Possum Supper at Darktown Church.  
Victor Vaudeville Company  
(b) Barn Dance Medley No. 1... Pryor's Band
  - 35068 { (a) Over the Waves Waltz (Sobre las Olas).  
Pryor's Band  
(b) Militaire Waltz... Victor Dance Orchestra
  - 35075 { (a) Angels Ever Bright and Fair... Lucy Marsh  
(b) Unfold Ye Portals... Trinity Choir
  - 58006 Walkure—Magic Fire Spell—Pianoforte Solo.  
Alfred Grunfeld

**New Victor Red Seal Records**

**TWO NEW MELBA RECORDS  
Nellie Melba, Soprano.**

- 88148 Otello—Salce, Salce (Willow Song) (Verdi).  
12-inch, \$3. In Italian
- 88156 Believe Me If All Those Endearing Young  
Charms (Moore). 12-inch, \$3. In English.

**TWO ENGLISH SONGS BY GADSKI**

**Johanna Gadski, Soprano**

- 87026 How Much I Love You (La Forge). The  
Year's at the Spring (Beach). 10-inch, \$2.  
In English.

**A MIGNON NUMBER BY FARRAR**

**Geraldine Farrar, Soprano**

- 88152 Mignon-Styrienne, "Je Connais" (I Know a  
Poor Maiden) (Thomas). 12-inch, \$3. In  
French.

**A FOLK SONG BY SCHUMANN-HEINK**

**Ernestine Schumann-Heink, Contralto.**

- 88155 Es 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.**

- 61183 Swing Song (Barns). 10-inch, \$1.
- 71089 Gavotte (Grossec) 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.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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

has been offering some successful concerts in Milwaukee of late. A recent Auxetophone concert at the building of the Milwaukee Electric Railway and Light Co. was listened to by more than 2,000 employes and officials and was one of the most successful events of the kind ever presented in Milwaukee. Mr. Becker believes that the talking machine can fill an important place in the churches, and on several occasions has offered the use of his machines to Milwaukee houses of worship. Mr. Becker and a Victrola recently officiated at a sacred concert at the Wesley Methodist Episcopal Church, Grand avenue and 25th street, and members of the audience say that the Victrola carried off the honors of the evening.

Roy J. Keith, of the Talking Machine Co., of Chicago, recently called upon the Milwaukee trade. Manager A. D. Geissler, of the same company, was also in the city in connection with his purchase of the stock of the bankrupt Huseby Co.

#### ATTRACTIVE DISPLAY WINDOW.

The talking machine displays in the windows of the Hoeffler Manufacturing Co. usually attract 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 mill occupied the center of the window during the week, and over the mill 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. "Faust" records have been in demand of late, owing to the presentation of "Faust" in the city and a big poster display of the "Faust" records in the windows of the Hoeffler Co.

Mrs. A. D. Herriman, wife of Manager A. D. Herriman, of the Columbia branch, is fast recovering from a dangerous attack of diphtheria. Mr. Becker, of the Rudolph Wurlitzer Co.,

of Chicago, called upon the Hoeffler Manufacturing Co. recently.

E. R. 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. Fuhri, western district manager of the Columbia Co., was up from Chicago recently to call on the Milwaukee branch.

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

Milwaukee talking machine dealers are interested in the revival of the crusade 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 of 3 feet in putting 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 McGreal, 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.

L. R. Tairsee, Writing from Bombay, States That Records Were Not Needed to Spread Seditious and None Was Seized—The Facts of the Case in Brief.

Bombay, India, March 5, 1909.

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 seditious 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 copy and capital out of it. My apology for taking up your valuable space is to put the facts before your readers more than to contradict the news-coiners and scare-mongers.

To understand the situation it is necessary to go back to the ill-starred (and so the Indian government have found out and admitted) partition of Bengal, carried out against the unanimous opinion of the united Bengal. The people of India having no voice, or next to none, in the administration, and having found by experience that petitions do not carry them further and that their grievances remain unaddressed, the people of Bengal organized the boycott of English goods as a protest against the partition of Bengal. The National Congress that met in Calcutta, by a unanimous resolution declared the boycott organized by Bengal by way of protest as legitimate under the circumstances, and thus India set its seal of approval on the same. The boycott was the negative side, the positive side being the fostering of indigenous industries, a movement known on our side as "Swadeshism"—Swadeshi meaning "of one's own country" as contrasted with foreign. Swadeshism was hence an act of self-denying ordinance, and giving preference to indigenous goods even at a sacrifice. This movement led to the creation of Swadeshi sentiment and feeling, and ushered in the composing and singing of Swadeshi songs, which, apart from national sentiment, became very popular. One of such songs is "Bandematram" ("Hail, Motherland"), and was in the catalog of the Gramophone & Typewriter, Ltd., Calcutta (now the Gramophone Co., Ltd.), for a long time, but the same has been now dropped. It is but natural that the various talking machine companies here recorded these popular songs, and in this every one acted as the other, and when some of these appeared on the market, owing to the prevalent political situation in Bengal, the government proscribed the sale of Swadeshi songs, and in this no company could be said, or can legitimately claim to be, more fortunate than the other, as all were equal sinners (if not all), and equal sufferers. It is not true that any Indian records were seized by the government; the fact is that the talking machine companies were warned against the sale of certain songs, which since have been withdrawn from the market. The alleged seditious records have no seditious about them, and this can be judged from the fact that the "Bandematram," recorded first by the Gramophone Co., Ltd., was sold in quantities for years without any objection. The same is a national song, and the "Bengalee" (a leading Calcutta paper), writing about its proscription, said as follows:

"It (meaning the circular of the Commissioner of Police) prohibits the singing on the stage of even the famous song of Bankim, beginning 'Bandematram.' The notice will be strongly resented by the whole community, and we must enter a most emphatic protest against it. 'Bandematram' has practically become the national song of Bengal. To proscribe it is to commit an outrage upon the public opinion. Not a word in this song, which has already been translated into English, can be said to be seditious or improper. It is a patriotic song, pure and simple. To proscribe it is to proscribe patriotism itself. We appeal to the new lieutenant-governor to look into the matter himself, without depending upon police reports, which often are as misleading as inaccurate, and direct the withdrawal of the Police Commissioner's notice."

Thanking you in anticipation for insertion of the above, I remain, faithfully yours,

LAKHMIDAS ROWJEE TAIRSEE,

The Talking Machine & Indian Record Co.

It's the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour, just because he wouldn't let go. Don't be a quitter.

Where ignorance is bliss 'tis folly to be one of those fellows who know it all.



## It's So Easy

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

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

#### I. C. S. LANGUAGE SYSTEM

WITH  
THOMAS A. EDISON  
PHONOGRAPH

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

### International Correspondence Schools

Box 918, SCRANTON, PA.



## 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. .... Finch & Hahn.  
 Altoona, Pa. .... W. H. & L. C. Wolfe.  
 Atlanta, Ga. .... Elyca-Austell Co.  
 Phillips & Crew Co.  
 Atlantic City, N. J. .... Sol. Bloom, Inc.  
 Austin, Tex. .... The Petmecky Co.  
 Baltimore, Md. .... Cohen & Hughes.  
 E. F. Droop & Sons Co.  
 H. R. Eisenbrandt Sons.  
 Wm. McCallister & Son.  
 Bangor, Me. .... M. H. Andrews.  
 Birmingham, Ala. .... E. E. Forbes Piano Co.  
 Talking Machine Co.  
 Boston, Mass. .... Oliver Ditson Co.  
 The Eastern Talking Machine  
 Co.  
 M. Steinert & Sons Co.  
 Brooklyn, N. Y. .... American Talking Machine Co.  
 Buffalo, N. Y. .... W. D. Andrews.  
 Neal, Clark & Neal Co.  
 Burlington, Vt. .... American Phonograph Co.  
 Butte, Mont. .... Orton Brothers.  
 Canton, O. .... The Klein & Heffelman Co.  
 Charlotte, N. C. .... Stone & Barringer Co.  
 Chicago, Ill. .... Lyon & Healy.  
 The Rudolph Wurlitzer Co.  
 The Talking Machine Co.  
 Cincinnati, O. .... The Rudolph Wurlitzer Co.  
 Cleveland, O. .... W. H. Buescher & Son.  
 Collister & Sayle.  
 The Eclipse Musical Co.  
 Columbus, O. .... Perry B. Whitsit Co.  
 Dallas, Tex. .... Dallas Music Co.  
 Dayton, O. .... The Fetterly Piano Mfg. Co.  
 Denver, Colo. .... Hext Music Co.  
 The Knight-Campbell Music  
 Co.  
 Des Moines, Iowa. .... Jones Piano Co.  
 Harger & Blish, Inc.  
 Detroit, Mich. .... Grinnell Bros.  
 Dubuque, Iowa. .... Harger & Blish, Inc.  
 Duluth, Minn. .... French & Bassett.

El Paso, Tex. .... W. G. Walz Co.  
 Escanaba, Mich. .... Grinnell Bros.  
 Galveston, Tex. .... Thos. Goggan & Bros.  
 Grand Rapids, Mich. .... J. A. J. Friedrich.  
 Honolulu, T. H. .... Bergstrom Music Co., Ltd.  
 Indianapolis, Ind. .... Kipp-Link Phono. Co.  
 C. Koehring & Bro.  
 Jacksonville, Fla. .... McGraw Bros. & Vogt.  
 Kansas City, Mo. .... J. W. Jenkins Sons Music Co.  
 Schmelzer Arms Co.  
 Lincoln, Neb. .... Ross P. Curtice Co.  
 Little Rock, Ark. .... O. K. Houck Piano Co.  
 Los Angeles, Cal. .... Sherman, Clay & Co.  
 Memphis, Tenn. .... E. E. Forbes Piano Co.  
 O. K. Houck Piano Co.  
 Milwaukee, Wis. .... Lawrence McGreal.  
 Minneapolis, Minn. .... Minnesota Phonograph Co.  
 Mobile, Ala. .... Wm. H. Reynolds.  
 Montreal, Canada. .... Berliner Gramophone Co., Ltd.  
 Nashville, Tenn. .... O. K. Houck Piano Co.  
 Newark, N. J. .... Price Phono. Co.  
 Newark, O. .... The Ball-Fintze Co.  
 New Haven, Conn. .... Henry Horton.  
 New Orleans, La. .... Nat'l Auto. Fire Alarm Co.  
 Philip Wertlein. Ltd.  
 New York, N. Y. .... Blackman Talking Machine Co.  
 Sol Bloom, Inc.  
 C. Bruno & Son, Inc.  
 I. Davega, Jr., Inc.  
 S. B. Davega Co.  
 Chas. H. Ditson & Co.  
 Jacot Music Box Co.  
 Landay Brothers, Inc.  
 Stanley & Pearsall.  
 Benj. Switky.  
 New York Talking Machine Co.

Omaha, Neb. .... A. Hospe Co.  
 Nebraska Cycle Co.  
 Piano Player Co.  
 Peoria, Ill. .... Chas. C. Adams & Co.  
 Philadelphia, Pa. .... Sol Bloom, Inc.  
 Louis Buehn & Brother.  
 J. E. Ditson & Co.  
 C. J. Heppie & Son.  
 Musical Echo Company.  
 Penn Phonograph Co., Inc.  
 Western Talking Machine Co.  
 H. A. Weymann & Son, Inc.  
 Pittsburg, Pa. .... C. C. Mellor Co., Ltd.  
 Standard Talking Machine Co.  
 Portland, Me. .... Cressey & Allen.  
 Portland Talking Machine Co.  
 Portland, Ore. .... Sherman, Clay & Co.  
 Richmond, Va. .... The Cable Piano Co., Inc.  
 W. D. Moses & Co.  
 Rochester, N. Y. .... The Talking Machine Co.  
 Salt Lake City, Utah. .... Carstensen & Anson Co.  
 San Antonio, Tex. .... Thos. Goggan & Bros.  
 San Francisco, Cal. .... Sherman, Clay & Co.  
 Savannah, Ga. .... Phillips & Crew Co.  
 Seattle, Wash. .... Sherman, Clay & Co.  
 Sioux Falls, S. D. .... Talking Machine Exchange.  
 Spokane, Wash. .... Eiler's Piano House.  
 Sherman, Clay & Co.  
 St. Louis, Mo. .... Koerber-Brenner Music Co.  
 St. Louis Talking Machine Co.  
 St. Paul, Minn. .... W. J. Dyer & Bro.  
 Koehler & Hinrichs.  
 Syracuse, N. Y. .... W. D. Andrews.  
 Toledo, O. .... The Hayes Music Co.  
 The Whitney & Currier Co.  
 Washington, D. C. .... E. F. Droop & Sons Co.  
 John F. Ellis & Co.



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

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

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

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

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

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

NEW YORK, 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 at present causes 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 desire.

There is every indication of improved business just as soon as the tariff question is definitely settled, and from present indications it would seem that this will be not long deferred.

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

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 greatest of all industries is that of transportation, and the current earnings of the railways show that they are again in sound condition.

SOME of the great railroad magnates assert that there will be no reduction in wages, and the present ease of money assures to the railways a good market for securities wherewith 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 one 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 large-

ly 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.

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.

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.

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.

They possess the great business essential—confidence in what they sell.

No man can succeed in business very long unless he himself exhibits faith and confidence in that which he offers for sale.

Months ago we visited a number of talking machine establishments and it seemed to us that too often the men in charge, in displaying instruments, showed a lack of zeal and enthusiasm—a sort of a take-it-or-leave-it plan which did not impress the customers—and they did not succeed, of course, in making sales.

Some of these men have retired. They were not of the right kind. They could not have succeeded in any line of business, and so, in the end we will get down to a quality trade. And so the weeding out process goes steadily on.

The men who stick to the talking machine business will be those who have confidence in its future, and will do a quality business rather than a quantity trade. And as a matter of fact the progressive men of every business community are the ones who make the trade wheels revolve.

IT'S better far that an industry be controlled by ambitious, wide-awake, progressive men, less in number but large on determination, than to have it made up of a lot of weaklings, some

of whom have no confidence in the trade—have no faith in the talking machine business or in themselves, but have just entered the business as a sort of a "flyer," thinking that they could pick up dollars easily, and that the talking machine was a sort of a little gold mine.

Stuff and nonsense.

The quicker men who entertain such views are out of the business the better it will be for the clean trade.

We want in this trade men of stability; men who will inject a certain amount of ginger into their work that will win the confidence of customers.

NOW, there are some things in connection with the talking machine business that should not be lost 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 aggressive advertising campaigns 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, that the talking machine has seen its best days. It has not.

Look at the demand to-day for the higher-priced machines, which is so large that the manufacturers have been unable to meet it with the promptness most desired by dealers and jobbers.

The higher-priced machines were never in such demand as they are to-day.

Just hustle.

## TAKING ADVANTAGE OF SUMMER OPPORTUNITIES.

Dealers Should be Prepared to Place Machines in Various Outdoor Pleasure Resorts—Value of the Talker Should be Impressed Upon Town Officials—Dealer Should Put Energy Behind His Efforts and There Will be No Dull Seasons in the Talking Machine Trade.

The arrival of pleasanter weather and the near approach of summer brings to mind that dealers should now prepare for the inauguration of an active campaign for the use of the talking machine in public parks, amusement, camping-out resorts and country homes.

An old-fashioned idea prevails that the interest in the talking machine ends with the winter, and therefore dealers should "sit down" and wait until next fall for business activity. As a matter of fact the summer months should prove as successful in the matter of sales with the live dealer as those of the fall and winter. But results will not come automatically. A definite campaign must be outlined and prosecuted in the thousands of small towns and cities with small parks where concerts are not given during the summer months.

What a rare opportunity for the dealer to call upon the village trustees, the town council, or authorities of the city, and emphasize the fact that the talking machine, as now developed, is one of the great creations of the age; that to-day the greatest bands and orchestras and the greatest singers of world-wide fame can be heard through this medium; that it is not only entertaining but distinctly educational.

How much better to hear the expensive and perfected talking machine than the incompetent village band? And if there is no village band, how pleasing these concerts would be of a summer evening in the public square or park.

Of course, this cannot be brought about unless the dealers start the ball rolling. It is necessary to be aggressive and persistent in presenting the claims of the talking machine to the consideration of those in authority. It will be found in the end not only profitable for the dealer, but for the community, for the music of the great bands, orchestras or the singers of grand opera or popular fame cannot be heard without being helpful, carrying pleasure, consolation and enlightenment in their train.

Last summer a number of talking machine concerts were given in this country in public parks, but a great many more in England. They proved to be so successful that arrangements have been consummated for their repetition the coming summer.

Now the same activity that is necessary to bring the talking machine to the attention of the town authorities can be displayed in the matter of getting the talking machine into the home and amusement resorts. There is nothing so interesting or so entertaining for the summer home as the talking machine.

Special literature bearing upon this phase of the talker should be sent out by the dealer or jobber in his territory. People who leave town for their summer homes at the seashore or mountain should be carefully tabbed and circularized.

The fact is the business will come to him who seeks it; but, like everything else, it means hard work. It is the kind of work, however, that brings compensation, and that is what the business man is in business for.

Dealers must get over the old-fangled idea that the talking machine is an instrument of seasons. That might have been true ten years ago, but it is not true to-day. The talking machine is a necessity for all days of the year. And this must be continually pounded into the people. But the dealers must wake up to the conditions. They can't expect the manufacturers to do everything. They have a duty which they should not shirk.

As a matter of fact all the leading manufacturers of talking machines have been, and are, conducting most stupendous campaigns of publicity, all of which tend to the dealers' advantage.

In the meantime a great many dealers are doing absolutely nothing to help the manufacturers or themselves.

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 papers. They should so arrange their windows and stores as 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 Wapakoneta, 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 regale 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—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 descendants 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 possessed by 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.

Sibley 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.

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

## BLACKMAN SAVES MONEY FOR DEALERS

"LIVE" DEALERS ARE FOLLOWING HIS "SAVING" 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 an order and we will ship you "BLACKMAN'S" answer.

### 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.

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

97 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, Borodin, Seroff, and others, to Rimsky-Korsakoff 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 originals, with the aid of a phonograph. She soon discovered that the collections she had followed were frequently misleading, the songs having been noted down by ear, a process particularly untrustworthy in the case of the Russian songs that are sung in two, three, or four parts. She compares the recording of a song by phonograph to the cinematographic process, and asserts that the twenty-three songs printed in her volume are the first record of Russian peasant tunes made in this manner. In transcribing them from phonograph to piano some of the exactness of the phonograph had to be sacrificed because the piano has only the "tempered" intervals; but in other respects, apart from tone color, these part songs are as sung by the people—at times, for the singers incessantly vary them in accent and other details in accordance with the district, village, street, and the inspiration of the moment; for these performances are largely improvisations. There are also chapters on the singers of these songs and on the tonality and musical scales. 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 phonograph 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 now has 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 Americas. . . . The hearer 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 renditions, as a folk-tale in the mind of the narrator, minute exactness alternating 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 we attain 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 his 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.

(Special 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 Sundries (N) schedule dealing with talking machines, etc.: "460. Phonographs, gramophones, graphophones, and similar articles, or parts thereof, 45 per centum 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 Initial Order.

(Special 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 Sacramento 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 salesmen 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 phonographic 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.

**B  
&  
H**

FOR HIGH-CLASS RECORDS

FOR HIGH-CLASS CUSTOMERS

NO SCRATCH NO RASP NO BLAST

**FIBRE NEEDLES**

FOR DISC RECORDS

Records may be played indefinitely without showing signs of wear

**B. & H. FIBRE MANUFACTURING CO.**

208 East Kinzie Street, - - - CHICAGO, ILL.

## TRADE ON THE PACIFIC COAST.

Noticeable Improvement in General Business During Month—Change in Business District of City Disrupts Trade Temporarily—Wholesalers Satisfied—Clark, Wise & Co. Moving to New Building—Benj. Curtaz & Son Fitting Up Department—Columbia Co. Placing Jobbing Agencies—Some of Those Appointed—New Local Manager for Columbia Co. Interests—Bacigalupi & Son Taking on Lines of Pianos and Piano Players—Southern California Music Co. Become Columbia Jobbers.

(Special to The Talking Machine World.)

San Francisco, Cal., March 31, 1909.

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, however, and none of the dealers are complaining. While business is likely to remain more or less unsettled through the summer, a big fall business may be counted on with some certainty.

The wholesalers are well satisfied. Several orders of considerable importance have been taken during the last few weeks, new connections have been formed 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 all parts of the state. The traveling men 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 will be ready for business there before the end of the week. The new talking machine department, occupying the entire second floor, has been fitted up in accordance with the latest ideas, and will be a decidedly high-class establishment. The stock will be materially increased, and particular attention will be paid to high-class goods.

Benj. Curtaz & Son are now beginning to fit up their talking machine department, but are not likely to start business in the new location before the end of April.

The Columbia Phonograph Co., which has heretofore covered their California territory directly through their own extensive selling organization, are now giving over certain portions of the field to jobbing distributors, who will have entire charge of the business in the sections they cover. The first important development in this line was the announcement about two weeks ago of the appointment of Kirk, Geary & Co., of Sacramento, as distributors in northern California. Now comes the announcement of a similar deal in the southern part of the state. Coast Manager W. S. Gray spent last week in Los Angeles, and closed a transaction with the Southern California Music Co., whereby that house is to have the distribution of Columbia goods in that field. The company have placed an order for a full carload of Columbia records and a complete stock of machines, etc. Mr. Gray states that things are booming all through southern California.

Kirk, Geary & Co., of Sacramento, will be able to fill all orders for Columbia goods beginning April 1. E. W. Cyrus, who is to have charge of the department, went to Sacramento the first of the week. These deals are considered highly advantageous to both Kirk, Geary & Co. and the Southern California Music Co., as the Columbia organization has developed the territory pretty thoroughly during the last few years, and their goods are regularly handled by a large number of retailers who will take their supplies from the new distributors.

Mr. Scott, who has been associated for several years with the San Francisco office of the Colum-

bia Phonograph Co., has been appointed San Francisco manager, succeeding Mr. Beck, who has severed his connection with the company. The downtown branch in Byron Mauzy's store has been discontinued, as Mr. Mauzy has leased his entire ground floor to another firm. The lease on the Van Ness avenue branch, which expired in February, was renewed for six months, at about 30 per cent. of the former rental. It is expected that the company will find a new location downtown before the expiration of the present lease. Mr. Beck expects to go into business for himself at some point outside of San Francisco, but will first take a couple of months' vacation, as he has been at work continuously for eight years.

C. M. Jones, manager of the Pacific Phonograph Co., reports a far better wholesale trade in March than in January and February. He is making some large deliveries of both machines and records. Billy Morton, formerly with Peter Bacigalupi & Sons, is now on the road for the Pacific Phonograph Co., and at present is visiting the northern California trade. Mr. Jones looks for a fine country business after the middle of April, and has made full preparation for it, getting in an absolutely complete stock of Edison goods. He states that Kohler & Chase are doing an unusually large business at the Oakland branch.

Peter Bacigalupi & Sons have taken up a couple of lines of pianos and piano players, but are paying as much attention as ever to talking machines, which will continue to be their main line. While the street in front of the store 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.

An Interesting Discussion Between Advertising and Non-advertising Merchants—Advertised Goods do Not Cost More—The Reason Why.

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 manufac-

turer 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 situation so thoroughly 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 net 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 would be poor business and foolish 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 costs 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.

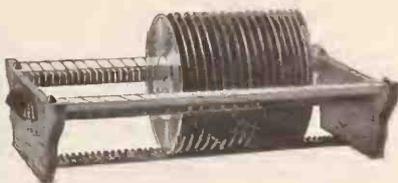
"Advertised goods are better for your customer to buy of you because the manufacturer stakes his reputation and chances for future sales on the superiority of his goods over non-advertised makes retailing at the same price. For advertising to be successful it must be backed up with goods of quality."

### EDISON GETS ADELSKIOLD PRIZE.

A despatch 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 \$10 to \$25 for a cabinet, but they will be glad to buy a

## CRESCENT Disc Record Cabinet

for \$3.25 or \$3.75 (according to finish), and thank you for the opportunity.

The CRESCENT holds fifty records, holds them securely and SEPARATELY—absolutely no rubbing or scratching as the record comes in contact with no other record or surface.

People already owning cabinets will buy the CRESCENT for the new double face records when its advantages are explained to them.

The CRESCENT is convenient, occupies small space, is attractive in appearance. The selections can be inscribed on the white spaces in full and instantly located, thus doing away with the numbered index.

#### RETAIL PRICES:

Golden Oak or Mission.....\$3.25  
Mahogany.....\$3.75

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

## A. E. CROFT & CO.

40 DEARBORN STREET

MANUFACTURERS

CHICAGO

# 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.*—G. C. Aschbach.  
*Astoria, N. Y.*—John Rose.  
*Atlanta, Ga.*—Atlanta Phono. Co., Phillips & Crew Co.

#### B

*Baltimore*—E. F. Droop & Sons Co.  
*Bangor, Me.*—S. L. Crosby Co.  
*Birmingham, Ala.*—The Talking Machine Co.  
*Boise, Idaho*—Eiler's Piano House.  
*Boston*—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sporting Goods Co.  
*Brooklyn*—A. D. Matthews' Sons.  
*Buffalo*—W. D. Andrews, Neal, Clark & Neal Co.  
*Burlington, Vt.*—American Phono. Co.

#### C

*Canton, O.*—Klein & Heffelman Co.  
*Chicago*—Babson Bros., James I. Lyons, Lyon & Healy, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co.  
*Cincinnati*—Ball-Fintze Co., Milner Musical Co., Rudolph Wurlitzer Co.  
*Cleveland*—Eclipse Musical Co.  
*Columbus, O.*—Perry B. Whitsit Co.

#### D

*Dallas, Tex.*—Southern Talking Machine Co.  
*Dayton, O.*—Niehaus & Dolse.  
*Denver*—Denver Dry Goods Co., Hext Music Co.  
*Des Moines, Ia.*—Harger & Blish, Hopkins Bros. Co.  
*Detroit*—American Phono. Co., Grinnell Bros.  
*Dubuque, Io.*—Harger & Blish.

#### E

*Easton, Pa.*—The Werner Co.  
*Elmira, N. Y.*—Elmira Arms Co.  
*El Paso, Tex.*—W. G. Walz Co.

#### F

*Fitchburg, Mass.*—Iver Johnson Sporting Goods Co.  
*Fort Dodge, Iowa*—Early Music House.  
*Fort Smith, Ark.*—R. C. Bollinger.  
*Fort Worth, Tex.*—Cummings, Shepherd & Co.

#### G

*Gloversville, N. Y.*—American Phonograph Co.

#### H

*Helena, Mont.*—Frank Buser.  
*Houston*—Houston Phonograph Company.  
*Hoboken, N. J.*—Eclipse Phonograph Co.

#### I

*Indianapolis*—Indiana Phono. Co., Kipp-Link Phonograph Co.

#### K

*Kansas City*—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.  
*Kingston, N. Y.*—Forsyth & Davis.  
*Knoxville*—Knoxville Typewriter and Phono. Co.

#### L

*Lincoln, Nebr.*—Ross P. Curtice Co., H. E. Sidles Phonograph Co.  
*Los Angeles*—Southern California Music Co.  
*Louisville*—Montenegro-Riehm Music Co.  
*Lowell, Mass.*—Thos. Wardell.

#### M

*Manchester, N. H.*—John B. Varick Co.  
*Memphis*—F. M. Atwood, O. K. Houck Piano Co.  
*Milwaukee*—Lawrence McGreal.  
*Minneapolis*—Thomas C. Hough, Minnesota Phono. Co.  
*Mobile, Ala.*—W. H. Reynolds.  
*Montgomery, Ala.*—R. L. Penick.

#### N

*Nashville*—Magruder & Co., Nashville Talk. Mach. Co.  
*Newark, N. J.*—A. O. Pettit.  
*Newark, O.*—Ball-Fintze Co.  
*New Bedford, Mass.*—Household Furnishing Co.  
*New Haven*—Pardee-Eisenberger Co., Inc.  
*New York City*—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, The Regina Co., Siegel-Cooper Co., John Wanamaker.  
*New Orleans*—William Bailey, National Auto Fire Alarm Co.

#### O

*Oakland, Cal.*—Pacific Phonograph Co.  
*Ogden, Utah*—Proudfit Sporting Goods Co.  
*Oklahoma City, Okla.*—Smith's Phonograph Co.  
*Omaha, Nebr.*—Nebraska Cycle Co., Shultz Bros.  
*Oswego, N. Y.*—Frank E. Bolway.

#### P

*Paterson, N. J.*—James K. O'Dea.  
*Peoria, Ill.*—Charles C. Adams & Co., Peoria Phonograph Co.  
*Philadelphia*—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Musical Echo Co., Penn Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.  
*Pittsburg*—Standard Talking Machine Co.

*Portland, Me.*—W. H. Ross & Son.  
*Portland, Ore.*—Graves Music Co.  
*Providence, R. I.*—J. A. Foster Co., Household Furniture Co., J. Samuels & Bro.

#### Q

*Quebec*—C. Robitaille.  
*Quincy, Ill.*—Quincy Phono. Co.

#### R

*Richmond*—C. B. Haynes & Co.  
*Rochester*—Mackie Piano O. & M. Co., Talking Machine Co.

#### S

*Sacramento, Cal.*—A. J. Pommer Co.  
*Salt Lake City*—Clayton-Daynes Music Co.  
*San Antonio, Tex.*—H. C. Rees Optical Co.  
*San Francisco*—Peter Bacigalupi & Sons, Pacific Phonograph Co.  
*Schenectady, N. Y.*—Finch & Hahn, Jay A. Rickard & Co.  
*Scranton*—Ackerman & Co., Technical Supply Co.  
*Seattle, Wash.*—The Bruce & Brown Co., Inc., D. S. Johnston Co.  
*Sioux City, Ia.*—Early Music House.  
*Spokane, Wash.*—Spokane Phono. Co.  
*Springfield, Mass.*—Flint & Brickett Co.  
*St. John, N. B.*—W. H. Thorne & Co., Ltd.  
*St. Louis*—The Conroy Piano Co., Koerber-Brenner Music Co., Silverstone Talking Machine Co.  
*St. Paul*—W. J. Dyer & Bros., Koehler & Hinrichs, Minnesota Phono. Co.  
*Syracuse*—W. D. Andrews.

#### T

*Toledo*—Hayes Music Co.  
*Toronto*—R. S. Williams & Sons Co., Ltd.  
*Trenton, N. J.*—Stoll Blank Book & Stationery Co., John Sykes.  
*Troy, N. Y.*—Finch & Hahn.

#### U

*Utica*—Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.

#### V

*Vancouver, B. C.*—M. W. Waitt & Co., Ltd.

#### W

*Washington*—E. F. Droop & Sons Co.  
*Waycross, Ga.*—Youmans Jewelry Co.  
*Williamsport, Pa.*—W. A. Myers.  
*Winnipeg*—R. S. Williams & Sons Co., Ltd.  
*Worcester, Mass.*—Iver Johnson Sporting Goods Co.

## The National Phonograph Company

59 LAKESIDE AVENUE

ORANGE, N. J.

## TRADE NOTES FROM "THE HUB."

Coming of Spring Enlivens Business as Does Presence of Grand Opera Company—Changes in Victor Line Please Dealers—Eastern Talking Machine Co. Improve Their Quarters—Employees' Association Formed—New Columbia Store Winner—B. & H. Fibre Needles Popular—Big Talker Business at Houghton & Dutton's—Oliver Ditson Co. Report Good Victor Trade—Other Interesting Trade News.

(Special to The Talking Machine World.)  
Boston, Mass., April 10, 1909.

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 Melba and Calve on the Victor, and Zenatello on the Fonotopia seem to be the favorites at this time. Tetrizzini has made thousands of friends in Boston.

The changes made in the Victor line seem to please the dealers here, and the exchange proposition has met 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 spick 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 warehouse, which is a big improvement and lifts the store up into practically the class of "everything new and bright." He has also fitted up a fine ladies' reception and concert room on the second floor, putting expensive rugs on the floor, and furnishing it in mahogany, so that milady hasn't a finer place in town to go to. On the street floor, too, Mr. Taft has moved the salesman's desks across the floor, and this leaves a much better opportunity for displaying stock. One of the things that shows the spirit of progressiveness that characterizes this store is the recent forma-

tion 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 HE were manager. A feature of this organization is the appointment of a press representative, a berth which it was felt only Freeman could fill, so hereafter 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 organize a ball nine again this summer, and arrange games with nines 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 Erisman 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 are talking at Houghton & Dutton's 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 boomed, and there is a great call here 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 filling 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. Osgood Co., and they give a great deal of space in their store to this department. The front of the store has recently been remodeled, giving one immense window for display, 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 salesmen is that business is improving 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.

The Iver Johnson Co. 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 where everybody has to wait for their late-at-night or early-in-the-morning cars, 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 considerable more business to the company, it is generally believed.

The Indestructible records seem to have favor at the Pike store this month, as they are being advertised quite extensively. Mr. Pike was one of the first to introduce these in Boston.

The Hallet & Davis Co. are getting in their stock of Victor machines and records, and will have them on display in their enlarged retail warehouse 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 domestic 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 based 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 demanded that the total records in our catalog 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 approximately that number. If we continue to issue 20 Standard and 20 Amberol selections to and including August and drop 300 on August 1, our catalog will then contain 1,469 Standard selections and 194 Amberol. This is but 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 dispose of all stocks 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 DECREE.

March 30 Judge Lacombe, United States Circuit Court, New York City, filed a decree against the Talkophone Co., defunct, Toledo, O., for infringements of the Jones process patent for the duplication of disc records. Several years ago the American Graphophone Co., the owners of the patent, brought suit against the Talkophone Co., and with the multifarious changes that have occurred in this company for some time this case was allowed to "sleep." Recently the complainants insisted that the case should be adjudicated, and the receiver of the Talkophone Co. agreed upon the decree, which was handed down by Judge Lacombe.

## Wisconsin or Northern Michigan Talking Machine Dealers!

If you want service, I am able to give it  
and besides save you time and freight.

Complete line of EDISON and VICTOR  
Machines, Records and Supplies.

Send me your new monthly record orders  
for May and June and try my service.

**LAWRENCE McGREAL**

174-176 Third St. Milwaukee, Wis.

# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN ENGLAND.

Sales for March Show Slight Falling Off—Season Practically Over—Trade Not Alarmed Over Increased French Duty—American Copyright Law Arouses Interest—Reduction in Disc Record Prices—Some New Gramophone Records—Other Gramophone News—First British Amberol Records—Some Live Publicity—Censoring Records in Russia—Pathe Freres Win Suit—New Microphonograph Co. Novelties—Beka Co. Reduce Record Prices—New Material for Diaphragms—Fibre Needles Popular—"Ebonite" Five-Minute Records—Russell Co. Win Case—German Firm Increase Capital—H. Lange Successors a Limited Company—New Companies Registered—New Beka Meister Records—Premier Mfg. Co. Demonstrating Records—Other News.

(Special to The Talking Machine World.)

London, E. C., April 6, 1909.

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 retailers very wisely devote their attention to selling cycles, etc., the talking machine side of the business should not be altogether neglected, since there is always a certain amount of encouragement for those who have the good sense to keep their customers regularly posted with the current record issues. It doesn't require a large outlay in postage, and the literature is supplied free by the manufacturers. The exercise of this policy, and if possible in conjunction with a small standing advertisement in the local paper, would undoubtedly prove profitable to most dealers. Why not try it?

Questions have arisen in one or two quarters as to the effect of the proposed increase of the French duty charges. There has been no bill yet actually passed by the French Chamber, and if the increase is eventually authorized it will affect the importation of talking machine goods very little to be seriously alarmed about.

The announcement in last month's Talking Machine World of the new American copyright act, which provides that a royalty of 2 cents per disc be paid to the composer, has aroused deep and widespread interest in this country. It is summed up as an iniquitous measure which is only another manifestation that the law is "a hass!" The one and only consolation is the "no monopoly" clause, for which small mercy our thanks go to the powers that be. No similar law has yet been laid down in England, and if at all, we are not likely to be troubled until next year.

One result of the keen competition among the disc record manufacturers has been a general reduction of prices all along the line. The standard price for a double-sided 10-inch record now seems to be recognized as 2s. 6d., which leaves little margin of profit to anybody, since there are three distinct traders with a finger in the pie. But this is the inevitable outcome of too much competition and lack of combination, or any co-operation among makers to control a price sufficient to show a fair working margin to all.

### Gramophone Publicity.

In a charming little booklet just issued attention is drawn to three further records by the great prima donna, Mme. Melba, who sincerely appreciates 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, Salce (Willow Song), "Otello," Verdi; Ave Maria, "Otello," Verdi, and "O Lovely Night" (Landon Ronald). Another beautiful singer, Maria 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, May and June has just been published. It is of 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: "Faust," selection (band of H. M. Coldstream Guards), which also very faithfully renders "Egyptian, Babylonian and Gallic Dances, No. 1" (Herodiade). The Black Diamonds Band gives us "The Dashing Little Duke," selections 1 and 2; "The Lost Chord" and "King of Cadonia"; "Meistersinger," overture (Wagner), La Scala Symphony Orchestra; under concert music John Harrison and Evan Williams figure, while Plunket Greene renders "Off to Philadelphia" with fine feeling; a grand record is that of the closing scene from "Götterdämmerung" (Wagner), by Mrs. M. Saltzmann-Stevens; while the world-famous song, "Home, Sweet Home," is sympathetically rendered by Mme. Jones-Hudson. That universal favorite, Bransby Williams, is real clever in his recitation of "Devil-May-Care," which is one of his best examples of dramatic execution. And last, but not least, there is an excellent banjo selection by Olly Oakley entitled "Uncle Johnson." Other records issued this month are a series of titles for the use of Territorials, to enable them to learn quickly the various calls, words of command, etc.

The Library oak bijou grand is a new machine which the Gramophone Co. have just marketed. It is a beautiful instrument containing triple-spring motor, and standing 46 inches in height.

The cabinet is of inlaid oak with semi-circular front doors.

Gramophone dealers have received notice that the company will send records on approval from April 1 to Sept. 30. Full particulars should be applied for.

### British Amberol Records.

The first list of British Amberol records is to hand, and from the nature of the selections given I venture to think they will be more acceptable to the trade and public alike than the American titles, which, while they received a good reception, were not so suitable for this market. Be that as it may, there can be not the slightest doubt of the success of these first British issues, which in the majority of cases are exceptionally well recorded, and are as follows: "Interruptions," a good comic by Tom Woottwell; "The Bold Militiaman," sung by Arthur Osmond, who also gives us "Nobody's Satisfied," which is all the rage just now at the music halls; "You All Want Something to Cuddle" (Harry Fay), which speaks for itself. Ernest Pike and Peter Dawson harmonize with good effect in singing two duets, "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 sympathetically renders; while the famous Peter Dawson is equally good in "The Trumpeter" and "The Volunteer Organist." It is obviously rather difficult to record a female voice on such a fine thread as 200 to the inch, but in that beautiful song, "Tosti's Good-bye," Carrie Lanceley makes a really satisfactory record. "The One Word, Mother!" a touching piece, is feelingly sung by William McIvor. Under instrumental we have three splendid selections, "Our Troops," "Crown Diamonds Overture," and "The Bells of St. Malo," by the National Military Band; and the last is an excellent concertina solo, "Nautical Airs," by Alexander Prince.

### 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 catch-phrase 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 matter before me: "His Master's Voice," Gramophone; "For Real Music," Beka; "The People's Favorite," Favorite; "The Record that's half an inch longer," Sterling; "For Titles," Tilley; "For Stock," Stockalls; "Every Record a Picked

# Favorite Records

## IMPORTANT NOTICE!!!

These **SPLENDID RECORDS** to be Reduced in Price:

10-inch Double Sided Favorite Records - 2/6.  
12-inch Double Sided Royal Favorite Records 4/—  
(Exceptional Value.)

Write at once for Special Terms.

**NEW ARTISTES—NEW TITLES—SPLENDID BANDS**

**MONTHLY SUPPLEMENTARY LISTS**

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

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER



## FROM OUR LONDON HEADQUARTERS—(Continued).

One," Rena; "Money Makers," Clarion. Others, such as Barnett Samuels, National Phonograph Co., etc., have a particular style of setting by which their advertisements may always be recognized. They present a "character," as it were, all their own, which is just as much a trademark as the foregoing phrases. And the value of this "distinctiveness" cannot be denied. Every maker should characterize his goods in this way, and thus double the life and value of his publicity generally.

## 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 propaganda of sedition, but the Russian officials have always looked with suspicion upon records; no doubt realizing 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 Pathé Frères (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. "Lubrica" 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 phono 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 re-

duce 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 recording will continue and all the latest hits and best pieces will be secured, while the very high quality in both artistes and reproduction—qualities which have made the name "Beka" stand for "real music" everywhere—is to 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 3/ to 2/6, and the twelve-inch D. S. from 5/6 to 4/ each. As Mr. Vischer 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, mica, paper, carbon, tortoiseshell, copper, ivory, horn, and amber, not forgetting Pathés 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. &amp; 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

# KLINGSOR



THE "WAGNER"

Highly finished solid Oak Cabinet

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

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

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

Letters patent No. 899,491 granted in America

Catalogue Free On Application



THE "SULLIVAN"

No. 90. Solid Oak Cabinet, with Silk Curtains



THE "BIJOU"

Mahogany, Walnut or Oak Cabinet

## H. Lange's Successors,

ESTABLISHED 1854

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

fiber needle 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 practically 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); "Sweetheart Days" (S. Kirkby); "Shadowland" (Harry Fay); "I Like Your Old French Bonnet," and "Anywhere Will Do," both by Harry Blackmore; a good song by Frank Miller, "Sweet Western Bell"; "Good-Bye Ebenezer" (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 "Reels and Strathspeys," 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 Road.

**Seymour vs. F. M. Russell & Co.**

This was a keenly contested case which occu-

ried the courts for a week. The claim was for breach of contract and damages. Both sides called over twenty witnesses and counsels 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 monetary obligations in the vain hope of regaining lost ground to other persons detriment at the end.

**Company News.**

International Talking Machine Co., M. b. H. L. (Berlin) particulars filed 10th March. Capital, 400,000 marks. Registered in Germany on the 3d of August, 1903. British address, 30 City Road, where G. Frampton is authorized to accept service.

Winslow & Co., Ltd. Registered March 4th with a capital of £1,000 to take over the busi-

ness of gramophone and phonograph merchant carried on by Fanny Winslow at 13 Regents street, Swindon, as Winslow & Co.

Simplex Kinematograph Synchronizer Co. Registered February 26. Manufacturers of a patent device for establishing synchronous running of cinematograph and gramophones. Address, 12 Little Newport street, London, W. Partnership for fourteen years, from 22d February, 1909. General partner: F. A. Thomassin, 20 Gleneagh Road, Streatham; Ltd. Partner: R. H. Miller, Ravenstone street, Balham, contributing £100 in cash.

**Becomes a Limited Company.**

An important change has been made in the establishment of H. Lange's successors, who through increase of business in the talking machine and record trade, have decided to form into a limited company, which by now has been done. It is a private limited company, with a capital of £20,000. The general manager is Mr. Karl Maurice. New premises in City Road have been secured, and the company will be installed therein very shortly.

**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; 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 Giammai M'amo 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-

# ROYAL APPRECIATION



To H. M. the KING OF ITALY



BY APPOINTMENT To H. M. the QUEEN



To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE OF EGYPT



To H. M. the SHAH OF PERSIA

**THE GRAMOPHONE COMPANY, Ltd.**  
 21 CITY ROAD, LONDON  
 15 Rue Bleue, PARIS  
 36 Ritterstrasse, BERLIN  
 56 Balmes, BARCELONA  
 139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

# “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 Premier Manufacturing Co., Ltd.

81 CITY ROAD, LONDON, E. C.

Agents wanted in all towns where we are not represented

tachment for Pathé and other phono sound boxes; the invention of J. Lewis Young, is to be manufactured under royalty by the Micro-phonograph Co. of Goswell Road, London.

Premier Mfg. Co.'s Exhibition.

Way down Clapham Junction the residents had a most enjoyable time the other evening at Munt's Hall, which the Premier Manufacturing Co. had taken in order to give a concert and demonstration of their five-minute "Ebonite" cylinder record and other new lines. These were very effectively displayed in a well appointed show-salon off the main hall. I have already dwelt in former issues upon the excellent 200-thread "Ebonite" record, and apart from mentioning that it is cased in a very striking box-made square, I would say that from the general all round good qualities of this record there is certain to be a huge demand from the trade. 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, gives 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 marvellously 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 been there but for pressing engagements; still, the void was successfully filled by a good demonstration of the five-minute record, at which the enthusiasm was unmistakable. The whole arrangements were organized and carried through without a hitch by that well known sales manager, Mr. G. C. Hallett, to whom: "Tu ne cede malis, sed contra audentior ito."

#### Meeting of the Creditors.

The first meeting of the creditors of 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 January was not lodged until March 30. This precludes him from giving complete information on this occasion. But the position of the company on May 4, 1908 (date of the voluntary liquidation) showed that there were seventy-nine unsecured creditors, with claims amounting to £3,847, while the claims amounted to £4,329 13s. 4d; fully secured creditors, (loans or debentures) £2,515; preferential creditors—for rates and taxes, £574. At that time the estimated assets to meet the claims of unsecured creditors amounted to £4,595. But the present position to-day, according to the statements made, resolved itself into the fact that after allowing for all official expenses of liquidation there remained in round figures the sum of between £1,000 to £1,500 available for the unsecured creditors. The following are particulars of assets realized: Sale of records to Mr. Holmes,

£3,938; sale of business to Mr. Hunting, £800, and £90 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 impounding 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 undoubtedly 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 six. 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 regains 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. Deuve, of High street, also report business as fairly moderate. At present there is somewhat of a lull, the same as being experienced with other large firms in the North.

## The Stroh Violin

¶ A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers. Invaluable for Small Orchestras.

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

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

**GEO. EVANS**

Successor to CHAS. STROH

94 Albany Street, Regents Park, London, Eng.

## MELOGRAPH DISC RECORDS CO., Ltd.

22 SIR THOMAS ST., LIVERPOOL

The finest double-sided 10-inch Disc Records on the market, 2/6 each.

Compare them with any other make at any price.

Write for Lists and Samples.

### 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 repeat 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

Not Quite as Important as in Previous Years—Leading Record Firms Failed to Exhibit—Display of Machines, Horns and Accessories Also Reduced—What the Leading Firms Exhibited—Tendency Toward Hornless Machines—Combined Piano and Talking Machine Shown.

(Special to 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 Lindstrom had a very busy time. His display of machines—something like 150 models, ranging in price from 10s. to £100—caused a deal of interest.

A very fine range of machines was also exhibited by Fritz Puppell, who appeared to be doing a thriving business.

Several lines were shown by Herman Thorems. One or two Swiss firms had displays, but their machines, in appearance at any rate, were somewhat inferior to the German standard.

Pathé Frerés had on show their new 20-inch record, which gave very fine results and was the recipient of much praise.

Another exhibit very much admired was that of the Symphonion Co.

The weather during the fair rather damped the ardor of most people, but for all that trade seemed to be quite satisfactory.

Among the English visitors the following were in evidence: Messrs. S. W. Dixon and Berliner (Gramophone Co.), M. Herzolf and M. Ficker, of the New Polyphone Co., M. G. Murdock and M. Fulton (J. G. Murdock & Co.), Max Samuel and A. Balcombe (Barnett, Samuel & Sons), M. Cullum, of Lockwoods; A. Vischer (Favorite Record Co.), Louis Sterling (Rena Manufacturing Co.), M. Craies (Craies & Stzavridi), O. Ruhl (Beka Record Co.), M. Andres (Homophone Co.), M. Bragg (Universal Talking Machine Co.), and M. Cooper, of Messrs. Cooper Bros., Ltd.

The Deutsche Novophon-Werke, G.m.b.H., Berlin, had on exhibition a new talking machine called the "Serenate," with a new style patented reproducing apparatus. The reproducing apparatus is readily placed on various makes of machines and consequently a large demand is expected for it.

Excelsiorwerk, m.b.H., Köln, Nippes., had a fine line of machines at the fair, including a new automatic model, selling at a moderate price.

A large number of hornless machines were exhibited and seem to be gaining in popular favor, though numerous improved styles of horns attracted considerable attention.

One of the novelties of the show was a talking doll, exhibited by the Intern. Sprechpuppen Gesellschaft, m.b.H. of Newstadt, b., Coburg. The doll speaks and sings to perfection and seems assured of a successful future.

The Magazin-Sprechautomat No. 1 is an improved form of automatic talking machine carrying eight double-sided disc records, it being possible to reproduce any desired selection. The machine was made by the Polyphon-Music-Werke.

Other exhibitors were Ernst Holzweissig, Nachf.; the "Boma" Apparatebau Gesellschaft m.b.H.; Louis Bauer, Mermod Frères, Excelsiorwerke, m.b.H., all makers of machines and records, and the Schwabacher Nadelfabrik, H., Reingrüber and Nürnberger, Schwabacher Nadelfabrik, G.m.b.H., makers of needles.

Lenzen & Co., of Krefeld, showed a decided novelty that made a great impression, namely, one of their Herold talking machines, built into a player-piano. The piano accompanies the music of the records perfectly. It appears that the records are prepared in the following manner: the disc desired (for instance, a vocal solo) is played and at the same time accompanied by a pianist on a piano fitted with a receiver. In the reproduction the same disc is used, together with a music roll perforated to correspond to the receiver of the piano. The effect is really astounding. All the more so when it is taken into consideration that the price of the instrument is not increased to a very great extent by the addition of the talking machine and the synchronal mechanism. An ear for music is, however, to a certain extent necessary in managing the instrument, as should the pitch of the piano fall away somewhat, the velocity of the talking machine must also be moderated until both have again the same pitch.

Another difficult problem which can now be regarded as solved is the reproduction by mechanical means of the strains of a violin. The best solution has been found by the Ludwig Hupfeld Co., who have constructed a reproduction piano with accompanying violin solo. For this purpose a revolving terminable horse-hair bow is used in connection with a violin with extended neck. The different notes are attained by fingers which are controlled pneumatically and which press on the strings on the neck of the violin at certain intervals, thus shortening the strings as required.

Wilber Gibbs, Bellingham, Wash., jeweler, reports talking machine business in the Edison line has improved every day.

# BEKA RECORD

## The Best Disc In the World

The Largest and Most Comprehensive Repertoire in



|            |            |                 |
|------------|------------|-----------------|
| German     | Croatian   | Siamese         |
| English    | Bohemian   | Abyssinian      |
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| Italian    | Arabian    | Malayan         |
| Russian    | Turkish    | Burmese         |
| Polish     | Chinese:   | Hindustanee:    |
| Spanish    | Swatow     | Urdu            |
| Portuguese | Guakau     | Marathi         |
| Hungarian  | Pekinese   | Gujarathi       |
| Dutch      | Shansnese  | Hindi           |
| Danish     | Kiangnanes | Tarsi, and 15   |
| Jewish     | Cantonese  | other dialects. |
| Roumanian  | Japanese   |                 |

### REPERTOIRE ALWAYS UP-TO-DATE

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

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

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

# The Patent "Flex" Diaphragm

## More Music — Less Scratch

The Loudest and Most Natural Reproduction Yet Obtained.



For Edison "C," "H" or Columbia size,  
with crosshead complete, post free 2/ or 50c.  
A LITTLE MARVEL



For "Exhibition" Sound-box, post free, 4/ or \$1.00  
Together with Needle Tension " " 5/ or \$1.25  
VERY LOUD, MELLOW AND SWEET

Testimonials and Repeat Orders from the World Over.

Particulars free from

**DAWS CLARKE**

5 Longford Place, Longsight,  
MANCHESTER, ENGLAND

TRADE SUPPLIED

### Patent Needle Tension Attachment

For "Exhibition" Box  
Makes All Needles Louder  
Post free with instructions, 1/6 or 38c.

This little Attachment is most simple and effective and involves no alteration to the sound-box detail of reproduction. Specially good with Fibre Needles.

whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

## 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 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 me to be a waste of time, in spite of the fact that college men's minds are better 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 thing. 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 after, and thus 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 field for the 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 just set him at some experimental work for a while and his keen interest is at once manifest.

"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 skilful draughting implies that a man can do anything. In my opinion the best course offered at present in the colleges is economics, for this strengthens the mind in many ways 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 educa-

tional features of the talking machine and employing it to good purpose. From a Louisville (Ky.) paper of recent date we clip the following which emphasizes our opening remarks. It reads:

"That the modern graphophone is something better than simply 'canned 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 Phonograph 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 intelligent 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 not only the fittings, furnishings, machines and films of any licensed theatre in the United States, but will issue also a liability insurance 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 censorship has examined 30,000 feet of films in the last few weeks and I predict that within 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."

## PUBLICITY PAYS.

The advantage of a trader keeping his name before the public was exemplified the other evening at a crowded political meeting held at Ballycastle, County Antrim (Ireland), when one of the speakers, Mr. Crawford, referred to an opportunity of their member (Mr. Glendenning) joining issue 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 on short 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 Bidingger & Co., Waukegan, Ill., have taken a five years' lease on the building next door to their present quarters and have arranged for a double wareroom, in which separate rooms will be provided for Edison phonographs and Victor talking machines.

L. T. Grubb, Dayton, O., has sold his stock of talking machines and supplies to Crawford Jobs, who will continue the business.

# FRITZ PUPPEL, G. m. b. H. BERLIN, S. O.

(35 BOUCHE ST., BERLIN, S. O.)

Manufacturers of the most preferred and cheapest

## DISC TALKING MACHINES AND PHONOGRAPHS

PUPPEL MACHINES INSURE BEST RESULTS

Exported to all Countries of the World

On Automatic Machines, American Systems, ALL Parts are made in our own Factory

Catalogues in Four Languages sent gratis post paid

Telegraph (Cable) Address Pukawo



**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

**NEW COMPANY FOR HOUSTON, TEX.**

Houston Phonograph Co. Organized by J. N. Swanson, Who Purchased Stock of Texas Piano and Phonograph Co.

(Special to The Talking Machine World.)

Houston, Tex., April 10, 1909.

A corporation will be organized at once by John N. Swanson, who purchased the stock of the Texas Piano and Phonograph Co., with a capital stock of \$25,000. Application to the State of Texas for a charter will be made for the concern under the name of the Houston Phonograph Co. Mr. Swanson has been at the



SNAPSHOT OF THE VICTOR ORCHESTRA.

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 photograph herewith shows the following artists: Top row, from left to right, J. Truncillo, T. Levy, A. Levy, A. Trepte, J. Fuhs, F. Schrader, W. Pryor, H. Conrad. Bottom row, from left to right, D. Lyons, H. Rattay, Walter B. Rogers, conductor; E. Kenecke, L. Christie.

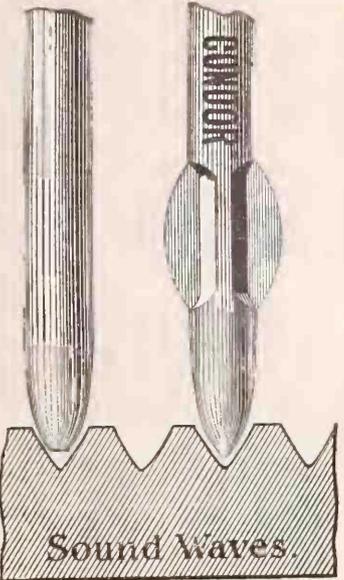
The Flick-Hynds Co. are a new firm of music dealers in Nashville, Tenn. They will handle pianos, talking machines and other musical instruments.

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."



**CONDOR**

is the

Only Needle in the World having



**Each Point Warranted**



therefore

**Best Reproduction**

No Ruin of Record

AGENTS WANTED

Sole Manufacturer

**Jos. Zimmermann  
Needle and Pin  
Works**

AACHEN, - GERMANY

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

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

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

## 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 Works and others, Orange, N. J., has been settled out of court, and arrangements were amicably agreed upon by both sides on the evening of April 8. The terms of the stipulations exchanged are withheld for obvious reasons. Suffice it that they are satisfactory to the parties immediately in interest, and the suits in the Federal and State courts will be withdrawn. This cause celebré has been before the courts, in one form or another, going on ten years, the costest being waged bitterly at times. Eminent counsel have been engaged, to whom retainers startling in their magnitude were paid. 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 threatening to mulct them in large sums of money—running into millions—were occasionally made in the course of the proceedings. It was what is termed a "company fight," the termination of which is happily welcomed no less. The National Phonograph Co. are not likely to issue any formal statement in connection therewith, and as it did not cost a single Edison jobber or dealer a penny, notwithstanding the vast sums that were expended in a case so complex that even experts lost their bearings occasionally, the best the trade can do is to "forget it."

Of course, an exchange of views on business is always in order and the opinions of some men on this topic are naturally more sought and of greater value. The expressions of the mere gossip, shallow-thinker and poorly-informed are like so much chaff, that is blown which way the wind listeth. In the case of J. Newcomb Blackman, of the executive committee of the National Association of Talking Machine Jobbers, it is different. He is a close and an intelligent observer, and being an eminently successful merchant he is entitled to more than passing consideration when talking of current mercantile affairs. Returning recently from visiting several important points where trade affairs were discussed by men of the same caliber as himself, he spoke as follows to *The World* and in a candid manner: "I found the talking machine business generally quiet, but this is also true of other lines. In the fall, however, I expect a revival of trade, and then the field will be much more fertile, as the jobbers and dealers who have remained are more representative.

"In other words, the best material has remained. Jobbers who played at doing business are survived by those who have done business in a business way; have more capital, keep larger and more varied stocks, and are equipped for and capable of promoting, stimulating and developing trade. It has always been my contention that there were too many jobbers and dealers who were in no manner competent to manage their business successfully and therefore profitably. They were a detriment and a hindrance. The weeding-out process that has been going on for a year or more is of incalculable advantage to the trade at large. The National and Victor companies have formally announced their policy of refusing to create any new jobbers or dealers, unless their lines in the territory in question are not properly represented. The shrinkage that has occurred in this respect strengthens the hands of the people who, as I said before, do business in a business way, and the scope of the fall trade will prove the truth of my judgment. I do not look for a boom, just a steady trade that will keep right on expanding and widening out as conditions improve, as they surely must. If I am wrong in this prediction, then I will be grievously at fault, which hardly

seems possible when everything is considered."

The statement above is a reminder of the recent meeting of the executive committee of the National Association of Talking Machine Jobbers in Columbus, O., the particulars of which appear at some length elsewhere in *The World*. The association is attracting more and more attention on the part of the trade, as well as much greater respect for the practical work it has done, and is doing. This is due, in no small measure, to the painstaking and very efficient executive committee, whose individual members are constantly exchanging views by mail, "drumming up" new members or getting together in formal consultation. Among other matters disposed of at the Columbus meeting was the selection of the time and place for the annual convention, namely, Atlantic City, N. J., July 13 and 14. Hereafter the conferences of the executive committee will not be confined exclusively to members, but any one of the association is invited and is privileged to attend, so as to make the meetings general as much as possible.

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 their songs preserved for all time. 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 a primitive musician might not, 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 new book on "Hopi Songs" (Houghton-Mifflin Co.), on a wrongful attribution to exotic peoples of our own habitudes of self-consciousness. He says on this subject: "A Kwakiutl Indian, whose performance before a phonograph I once heard through Dr. Boas' kindness, sheepish as was his air before beginning, when once buried in his song crooned away as simply and unhesitatingly as if he had been squatting on damp stones in a circle of his mates by a British Columbian river, instead of being seated in an office amid inquisitive Americans. Among Javanese and Syrians I have found, as I had before among Chinese, neither constraint nor indifference, but instead a very lively interest in and delight over the instrument and great pride at being selected as spokesman to this marvelously docile echo. Dr. Fewkes tells me that his experience in recording the performances of the Hopi was very similar. The Snake 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 "Side Line Section" of *The World* has been received with every evidence of approval by the trade. E. A. Schweiger, Brooklyn, N. Y., handling the Victor and Edison lines as leaders, also photographic outfits, sheet music, sporting goods, etc., very frankly said a few days ago: "I am free to say that I think the 'Side 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 it is conducted on the same exalted plane as *The World*—the best paper of its kind the world over—I have every confidence in the firms who use it to advertise their specialties. To me the 'Section' has been of great advantage, for in addition to putting me in touch with lines that I can handle conveniently and profitably, these same goods bring new customers for my regular stock—talking machines. One helps the other, and I am certain many more talking machine dealers throughout the country are of the same opinion, and have benefited in the same way likewise."

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 a Washington, D. C., special on another page, that the words talking machines are not used. Instead, "phonographs, gramophones and graphophones" are employed. Phonographs and graphophones are all right, as each describes a specific type, but "gramophones" is never heard in the American talking machine business. Our national solons should "get acquainted" with trade usages and keep up with the procession in the employment of correct nomenclature when it comes to framing laws intelligently, especially such as pertain to the tariff, wherein even the misplacement of a punctuation mark has not infrequently led to momentous consequences.

These 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 cleanly and fairly enterprising way, the coin literally rolls in, and with the expenses comparatively light, it can be readily believed that there is more truth than poetry in the tales that are floating around respecting this business. With the introduction of the talking machine in conjunction with the moving picture a very desirable and attractive feature is enjoyed. In fact, unless speaking or singing are added the show is comparatively "stale, flat and unprofitable," though such vast strides have been made in the improvement of the films that they are well nigh perfect. To be sure, disreputable people are in every line, 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 and evil minded. Fortunately this element is now almost eliminated by the film manufacturers submitting their pictures to a board of censors, and the latter's objections are heeded and their criticism accepted in the best of spirit. Films which the censors declare are not fit to be seen by women and children, not to say men, are not placed on the market, and in this way a pure, clean and enjoyable entertainment is presented. The result is these vaudeville parlors of nickel-odeons, or theaters, as you please to call them, are crowded daily and nightly, and the potentialities for wealth of the moving picture institution are described as "beyond the dreams of avarice."

A flying machine with a sound reproducing attachment is an idea of an inventor of Long Island, N. Y. 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 has no gravity reproducing needle, and its seating is of a composition that practically eliminates the scratch of a disc record. The material absorbs the foreign mechanical noises on the same principle as it is accomplished in telephony. Great things are predicted for its use when the promoters get ready for the market. Besides these enthusiasts claim to have a new and original method of reproducing that "lays over" everything now known 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 hornless, and of the music-box type. The European trade are more familiar with this pattern, 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-

tory, while their neat, compact appearance is to be commended. My opinion is, also, that within a year we shall see a number of innovations in the trade unheard of heretofore."

The Edmund Treavor L. Williams, who was appointed last month by the president of the Board of Trade, London, Eng., as one of a committee to examine the International Copyright Convention signed in Berlin, Germany, November 13, is president of the Gramophone & Typewriters, Ltd., of Great Britain. The convention differs with the British act, and the committee are to consider whether the existing law should be amended in accordance therewith. As Mr. Williams was placed on the committee to represent talking machine interests, his knowledge of the trade and its position on copyright matters as connected with the production of records will be of great value. No better informed man could have been selected for this complicated and delicate task.

Charles A. Parsons, the famous English inventor of the Auxetophone and also of the turbine marine engine, now being generally adopted on war vessels and the ocean steamship lines, arrived in New York, Friday last, from London, aboard the "Mauretania," the great Cunarder. This is the first time Mr. Parsons has been here in twenty-four years, coming to visit friends and expecting to stay ten days only. He regards the Auxetophone as one of his minor achievements, though it is cutting something of a figure in the talking machine trade on both sides of the Atlantic.

It appears like an easy task to stand before a horn in a laboratory and have one's voice reproduced. But, strange as it is, until the speaker or singer becomes accustomed to the work, nine times out of ten a species of stage fright ensues, the voice gradually sinks to a whisper, then ceases altogether and the novice finds he cannot utter a sound or control his vocal cords in any manner whatsoever. A veteran "lab." man, in relating one of many instances of this kind to *The World* said: "This breakdown or stage fright is quite an ordinary occurrence with us. The other day a fresh example of this overconfidence in his ability to control his voice happened. You know, of course, that a good reproducing voice must have a certain timbre, resonant quality or tone color, if you please, to get any satisfactory results. Well, the chap, in question, when cautioned as to what might occur, and instructed how to throw his voice into the horn, was greatly amused and answered he knew precisely how to act, and so forth. Well, he started in, and before he had finished two sentences he broke down completely. You see, he was recording the nature of a business enterprise that he was promoting, and in order to save the repetition of the same story by himself to every man whom he aimed to become interested, he conceived the novel idea of placing his argument on a record, and then 'turning' it off on a machine whenever the occasion offered. Of course, what the party had in hand was a talking machine proposition, and the idea was not half bad, so to speak. Well, when his voice failed absolutely you never saw a more astonished man in your life. He was speechless, and he grew white and red by turns and then nervous; but not a word was spoken. His jaws wagged, though not a sound came. I laughed, naturally, and after I advised the 'victim' to sit down a while and recover his confidence and nerve, he finished his speech. Not having been trained, as I said, why his effort was so weak as scarcely to be heard after the record was pressed up. But you never saw such an astonished fellow in your life, as he discovered his voice had gone back on him. Well, never mind Balaam's ass, for that is another story."

The reason most great men live in small communities is that they have fewer neighbors to knock 'em.

## CUBAN TRADE.

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

Vice-Consul H. M. Wolcott, of Santiago de Cuba, writes as follows concerning the necessity of canvassing the trade of the island by districts instead of confining all 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, nor less secure in the thought that they have accomplished their mission in Cuba when they have visited Havana and established general agencies there. Salesmen representing European firms come to this city and spend a week or more in studying trade conditions, thoroughly informing themselves as to local demands and establishing trade connections.

"While it is true that a considerable part of the trade of Cuba is controlled by Havana firms, it is not, by any means, true of all lines, and it is believed that much valuable trade is lost to American manufacturers by reason of the fact that when Havana is canvassed by their salesmen they consider that a trip over the rest of the island is not worth their while. According to statistics obtained from the local customhouse, there was imported into this port during 1907 over \$1,600,000 worth of textiles alone, of which only about 7 per cent. came from the United States. It would seem that more of this valuable trade should have been secured by American manufacturers.

"This section of Cuba is at least keeping pace with the rest of the island in commercial growth, and American exporters will do well not to neglect the trade here. American salesmen who visit Santiago are urged to call upon the consul, who will render them all assistance consistent with the duties of his office."

## MUSIC LIKE ELECTRICITY.

William L. Tomlins, in Lecture, Tells of Its Uplifting Force in Life.

"The power of music as an unlifting 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 superintendence 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. Under the influence the careworn are refreshed and strengthened, hearts are stirred and all feel moved as if by one mighty bond of brotherhood. This power of music can be utilized for the betterment of mankind. Every school in the land should be filled with song. Grown-ups, too, may get out of it something that will impart strength to fight the battle of life.

"The whole nation can be benefited by the power of song. As in electricity, so in music. We have not learned half its uses. Music comes in a flash. Those who hear it are lifted up by its power. A few take the strength and joy that music has given away with them. It is from these that we get an inkling of the power in music."

## 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.



"THAT'S  
JUST  
WHAT  
WE'VE  
WANTED!"

Our beautiful New Idea Disc Record Album is proving just what every disc talking machine owner wants.

Have you seen it? Have your customers seen it? They will all want it "BAD" when they do.

A powerfully reinforced, cloth bound book with outside index. It contains 12 Record Envelopes, or pockets, with attractive leather finish, and guarantees systematic record filing, instant access, and perfect protection from scratching and breakage.

It may be kept on the center table, on the piano, or in the bookcase with other books.

Machine owners can now keep Records of certain classes together—can have their Red Seal Album, band and orchestra Album, comic songs, quartets, etc., etc.

The Red Seal enthusiast will have a special Caruso Album—a Schumann-Heink—a Farrar. Nothing like the New Idea Album for Red Seal collections!

And why not? Anybody who pays several dollars for high grade Records will surely pay a small sum for a filing system that preserves them perfectly, and keeps Records of a certain artist or class together.

This Album is protected by U. S. patent and cannot be sold by other jobbers. Our name does not appear on it 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, 90c. for ten-inch size; \$1.20 for 12-inch, (used also for 10-inch Records).

## THE RUDOLPH WURLITZER CO.

Victor, Edison and Regina Jobbers at

CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

## THE QUAKER CITY'S BUDGET OF NEWS.

Columbia Phonograph Co.'s Store Destroyed by Fire—Secure Retail Quarters at Once and Are Again Equipped to Handle Both Wholesale and Retail Trade—Manager Gouldrup's Appreciation of the Courtesies Extended Him by Local Competitors—Trade Not Startlingly Brisk—Strike Talk in Mining Sections Hurts Trade—Some Attractive Easter Windows—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 5, 1909.

Fire, followed by two explosions in the building occupied by the Columbia Phonograph Co., at 1109-1111 Chestnut street, caused a damage early to-day to that building and adjoining premises approximating \$200,000. The first explosion occurred just after 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 from there 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 direct from the factory. He also arranged 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 month 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 districts.

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 encouraging. Both Edison and Victor records are in good demand in Philadelphia and the larger cities, and several jobbers are bewailing the fact

that they are unable to get Victor Victrolas fast enough to meet the demand for those instruments. Most of the jobbers have installed the handsome Easter window exhibit furnished by the Victor Co., either whole or in part, and credit numerous sales thereto. The exhibit consists of a marbelized covering for the floor and a number of special Easter records by noted artists attractively displayed. The records are surrounded by white cardboard rings upon which appear descriptions of the records and those who make them. The various signs are decidedly handsome and appropriate and attract much attention from passers-by.

Louis Buehn & Bro., since the closing of their Harrishurg branch, a couple of months ago, have been pushing things at a lively rate at their headquarters in this city, and regarding business as a whole, have no particular complaint to make. Only last week they disposed of three Victrolas at retail and filled a dealer's order for over a thousand Edison records. Louis Buehn returned last week from Columbus, O., where he attended the meeting of the executive committee of the National Association of Talking Machine Jobbers. He was appointed one of the committee of arrangements for the annual convention of the association to be held in Atlantic City.

The Penn Phonograph Co. report a slightly improved demand from their dealers, and state that their only difficulty at present is in getting Victrolas in sufficient number to fill orders for those instruments. They placed the entire Victor Easter display in their window, and Manager Barnhill credits a number of good sales to the attractiveness of the exhibit.

Horace Sheble, of the Hawthorne & Sheble Mfg. Co., when seen by The Talking Machine World correspondent, expressed himself as being well satisfied with the amount of business coming to his firm, and especially pleased with the success of the Starola machines. Their representative, who has been traveling through India and the Far East, has established some excellent connections for the line in that part of the world, and the export end of the company's business has become a very important factor.

The Hawthorne & Sheble Mfg. Co. have several new moves in contemplation which, when made public, should prove of decided interest to the trade.

The talking machine department of H. A. Weymann & Son has been getting a good share of the local business, especially in the Edison machines and records, and the near future is viewed optimistically.

C. J. Heppe & Son report a very good business, both wholesale and retail, in view of general conditions. While the single orders sent 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.

At the local store of the Columbia Phonograph Co., trade in Philadelphia and vicinity was declared to be quite satisfactory, though in the mining regions in the western part of the State the unsettled labor situation was reflected in the general business conditions.

Manager Gerson, of the Musical Echo Co., concurred with the reports of local trade conditions made by the other jobbers and expressed the belief that there would be a decided improvement in the near future. The "Echo" album for disc records has proven immensely popular with those who realize that to get the best results for the longest time the records must be taken care of properly. Certain changes are contemplated by the Musical Echo Co., which will be made public at the proper time.

M. J. Roth, 1495 Third avenue, New York, has inaugurated a series of phonograph recitals which

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 14.

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 California and Arizona and state 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 unfair 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, 353 West 59th street, New York.

### POSITION WANTED AS MANAGER.

Man of experience in the Victor and Edison lines wishes 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," care 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, 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 and retail by correspondence, mail order, soliciting, canvassing, etc., 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 Box 537, care of The Talking Machine World, 1 Madison Ave., New York.

### FOR DEALERS!

A well-selected stock of Victor machines and records. Invoice about \$1,000; might divide. Address "Victor Stock," care of The Talking Machine World.

### BUSINESS FOR SALE.

Good phonograph business already established in large city 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 cash to put in business. Room in store to handle pianos. Rent low. Best climate in California.

Reason for selling: Owner cannot put personal attention to business. Right party can clear \$3,000 to \$7,000 per year. Answer quick. Address 735 M, care of Talking Machine World, 1 Madison Avenue, New York.

## BIG TRADE OPPORTUNITY

On account of outside enterprises, a talking machine concern, situated 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 announcement.

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 or Any Other Business—Some Candid, 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 employes is one of the great problems that confronts every merchant, whether he is selling talking 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 directing head. No business can succeed as it should unless the employes take an interest in the business, put their shoulder to the wheel and work together in perfect harmony for the advancement of the firm. Talking along these lines 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. I believe the trouble with some of us is that we don't take our employes enough into confidence, that we are indifferent to their opinion pertaining to the business, 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. I 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 brains can make it, who place boxes throughout the house and agree to reward any employe who drops a suggestion into the box which would prove of value to the firm. This firm has received some valuable suggestions in this way for the improvement of their business methods. One especially was received from the elevator boy, which proved a most valuable suggestion and was put in practice. Our employes must be made to believe that they are a spoke in the wheel of progress; that they are, in a sense, a part of the firm and that the advancement of the firm will mean their advancement. Poor clerks are dear at any price. Even one poor one, when the balance are good, has an evil effect upon the whole force. I claim that a clerk who can't keep busy all the time is not looking for work, and a good clerk can nearly earn his salary by selling goods the customer does not call for.

"It is a good plan to encourage clerks to read trade papers. They can be benefited as much as the dealer by this class of reading.

"We should be frank with our employes if they do something wrong. Correct them on the spot and praise them for the good things they do. Some merchants make the mistake of not teaching the clerks what they themselves know about the business, but let them drift along and kick because they can't handle the business as they should.

We all spend more or less money each year advertising our business, but our greatest advertisement is a complete stock of goods and bunch of congenial clerks who are working in perfect harmony with their employer.

## INVADERS HOLD REVEL

In the Summer Home of A. C. Middleton, of the Victor Talking Machine Co., in Sea Side Park, N. J.

The summer home at Sea Side Park, N. J., of A. C. Middleton, of the Victor Talking Machine Co. of Camden, was found to have been broken into and the furniture wantonly 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 and canned eatables. 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.)

Washington, D. C., March 31, 1909.

President Taft to-day declared himself in favor of a tariff bureau to be created at this session of Congress. 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 or the committee of one hundred created by the National Tariff convention recently held in Indianapolis. This committee, consisting of H. E. Miles, chairman; Henry K. 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 convention 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 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 closing the deal and getting back home Monday. The business of the Musical Echo Co. will be continued until May 1, in the meantime the Edison, Columbia and Zonophone goods being disposed of, and the Victor 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. A. 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 Yakima, Wash., under the able management of C. W. Harris, is going after the talking machine business strong. They are carrying a complete stock of Victor and Edison goods, have sound-proof rooms in which to demonstrate the merits of the goods, are wide-awake, and will get a goodly share of the business in that vicinity.

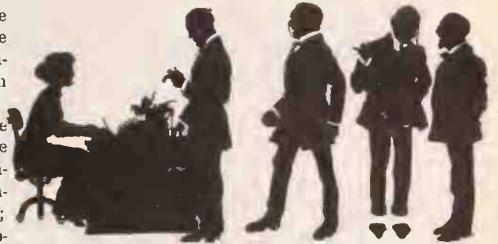
## EDISON BUSINESS PHONOGRAPH

Has Become a Necessity With Every Progressive Business Office—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 diction, 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 does.

"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 same 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 increase 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 way 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

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 Cylinder Graphophones to those who have not yet come to an appreciation of these peerless musical instruments and all-round entertainers.

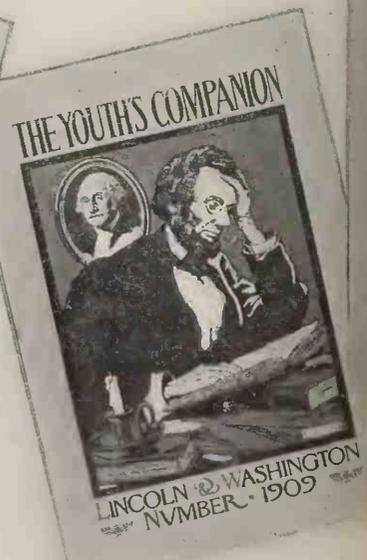
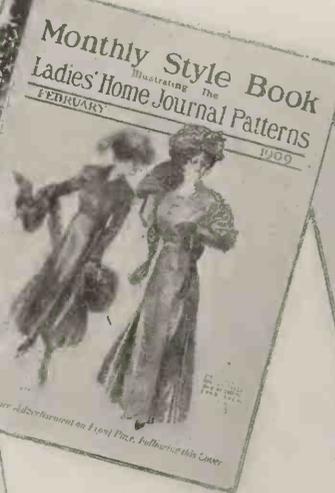
We are illustrating on these pages some of the magazines of general circulation which have carried our story repeatedly during the last few months, and in which that story is still being told to some like ten million readers.



### WHERE DEALERS MAY SEE

- Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
- Burlington, Vt., R. C. Smith & Co., 68 Church St.
- Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
- Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
- Buffalo, N. Y., S. O. A. Murphy Co., 622 Main St.
- Chicago, Ill., Columbia Phonograph Co., 88 Wabash Ave.
- Cincinnati, O., Columbia Phonograph Co., 117 119 W. Fourth St.
- Cleveland, O., G. J. Probeck Co., 420 Prospect Ave.
- Dallas, Tex., Columbia Phonograph Co., 515 Main St.
- Denver, Colo., Columbia Phonograph Co., 505 507 Sixteenth St.
- Des Moines, Iowa, Columbia Phonograph Co., 704 W. Walnut St.
- Detroit, Mich., Columbia Phonograph Co., 242 Woodward Ave.
- Duluth, Minn., Columbia Phonograph Co., 116 W. Superior St.
- Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
- Jacksonville, Fla., Lu
- Johnstown, Pa., Porel
- Kansas City, Mo., Co
- Little Rock, Ark., Ho
- Livingston, Mont., Sc
- Los Angeles, Cal., Co
- Louisville, Ky., Colum
- Memphis, Tenn., Colum
- Minneapolis, Minn., St. South
- Norfolk, Va., Kraeme
- Nashville, Tenn., Pa
- Ave., N. (College
- New Orleans, La., delet St.
- New York City, Colum
- Omaha, Nebr., Col. P

## COLUMBIA PHONOGRAPHS TRIBUNE BUILDING



# Columbia Advertising



## Directly Straight to Your Door

We don't tell our story and leave the reader up in the air—we tell it 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 and asking for proof and demonstration in the scores of our dealers.

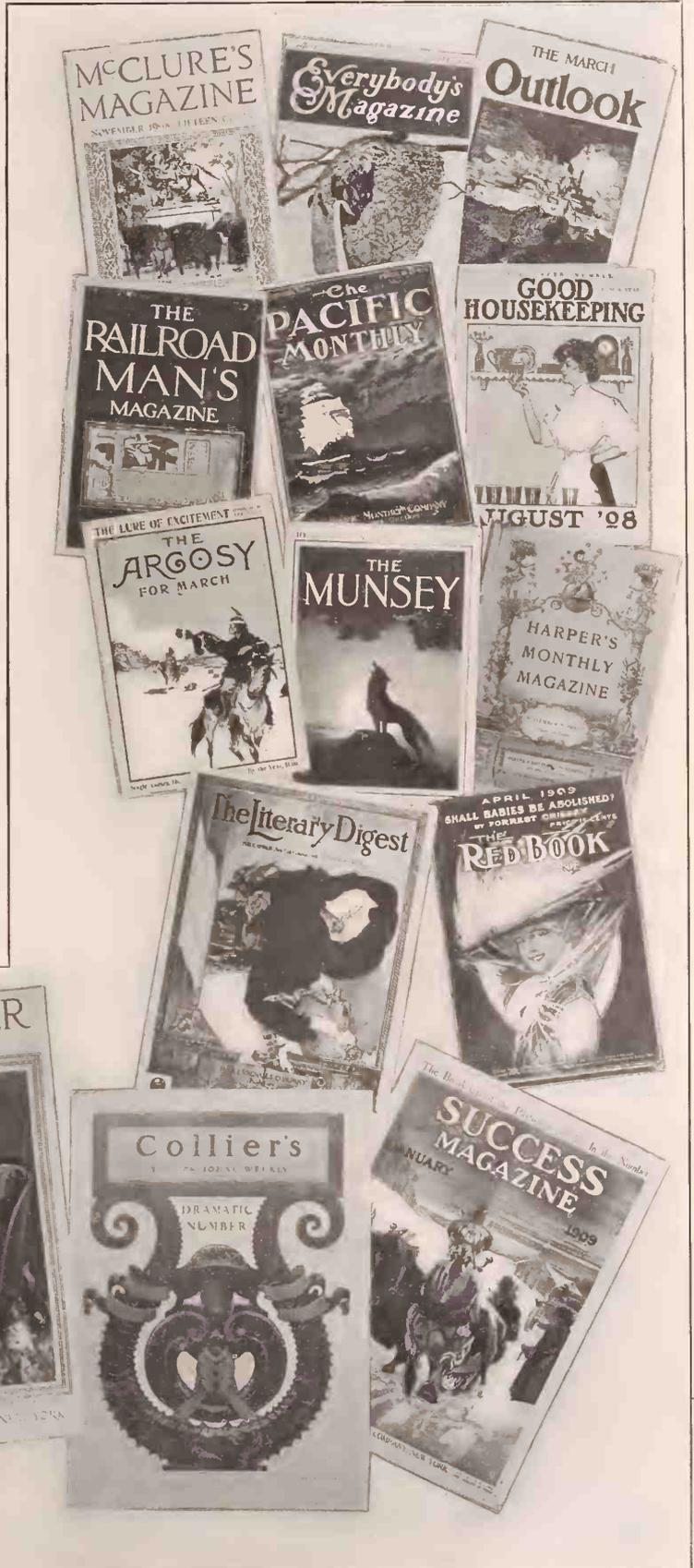
But this is not a history of the past. It's the future we are all interested in—and we want to give you our assurance that, sensational as the results have already been, *we have only just begun.* The Columbia dealer who has secured exclusive Columbia rights and gotten started with the Columbia line 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.

### WHERE TO GET COLUMBIA PRODUCTS

- Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
- Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
- Portland, Me., Maine Phonograph Co., 28 Preble St.
- Portland, Ore., Columbia Phonograph Co., 371 Washington St.
- Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
- Sioux City, Ia., W. A. Dean & Co.
- Sacramento, Cal., Kirk, Geary & Co., 519-23 J St.
- Salt Lake City, Utah, Columbia Phonograph Co., 25 W. Third St.
- San Francisco, Cal., Columbia Phonograph Co., 951 Van Ness Ave.
- Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
- Spokane, Wash., Columbia Phonograph Co., 412 Sprague Ave.
- St. Louis, Mo., Columbia Phonograph Co., 908 Olive St.
- St. Paul, Minn., Columbia Phonograph Co., 386 Wabasha St.
- Toledo, O., Columbia Phonograph Co., 233 Superior St.
- Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.

**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.)

Washington, D. C., March 29, 1909.

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 time-honored 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 commend the idea. If the carriers could suggest a workable plan, it would meet with the approval of the commission."

Should the idea be carried into effect rate-making methods of American railroads would undergo a revolution, and as it is now broached for the first time in a manner to demand serious attention its reception by the shippers of the country, especially those connected with organized bodies, will be awaited with much interest. Under present methods articles of widely varying values are so classified as to be given the same rating. For instance, it costs no more to ship cheap tables than the most expensive mahogany furniture. Pianos properly boxed are in the same class as bamboo settees. 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.)

Philadelphia, Pa., March 24, 1909.

Henry Babson, of Babson Bros., Edison jobbers, Chicago, Ill., was a visitor at the plant of the Victor Talking Machine Co., Camden, N. J., recently. Later in the week he went to New York City, calling on some of his old-time friends in the trade there, then going West. Mr. Babson, while here, in speaking of affairs, said business was brightening appreciably and stocks were moving into the hands of the aggressive and enterprising dealers very satisfactorily. As an illustration of how sales were with their firm particularly, Mr. Babson stated that in February they had paid the National Phonograph Co., Orange, N. J., \$40,000 for goods.

**VICTOR RECORDS DESTROYED BY FIRE.**

(Special to The Talking Machine World.)

Boston, Mass., March 29, 1909.

About 2,000 talking machine records were destroyed by a lively fire which was discovered in the five-story brick building at 35 and 37 Arch street, occupied by the M. Steinert & Sons Co., shortly after 10:30 last night.

The blaze, which was one of the smokiest small fires seen in the city proper in a long 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., con-

nected 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 as Spring Advances—Foreign Trade a Strong Factor and Expanding Rapidly.

Trade is showing some slight improvement during the past ten days. As a matter of fact, as the spring advances business is getting better, both with jobbers and dealers. The eastern section 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 in not hearing from the United States Supreme Court in the Berliner case is expressed 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 has been before them since January 14. Possibly the 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 not filed 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 fit up their space with demonstrating booths, carrying stock 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 at prices less than 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 have 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 & Hodgins, 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. Rahming to The Traveling Salesman.

A salesman should look upon himself as a storehouse and should take an inventory of the stock he works with every 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 concentration.

Get rid of the negative quality of prejudice and heedlessness.

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 gripping good suggestions and making use of them.

The habit of doing it now.

The habit of making notes of specials you have to 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 prompt.

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 man—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 to plan for business and to get ready for the days of sunshine that are sure to follow. No store can be conducted successfully without some good, hard thought. 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 to use in the 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 affecting the duty on imported post cards in the Payne bill are now turning their batteries on the Senate, where the bill is now up for consideration.

## FAMOUS EDISON SUIT SETTLED.

The End of Years of Litigation—An Adjustment Reached That Closes the Legal Strife Which Has Been Waged With Much Energy—The Amount Paid Not Given Out, Although Reports Vary—They All Agree That the Figures Were Large—All of the 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. The following day, namely, March 16, the court handed down their 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 succeeding, when official announcement was made 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 precise 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 date above mentioned, at which the following were present: William H. Fahnstock, president of the New York Phonograph Co.; James L. Andem, secretary, and John C. Tomlinson, counsel; 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, general manager; Alfonso Westee, secretary and treasurer; and Judge Edward W. Hatch, of Sheehan, Parker & Hatch, representing the Edison interests and those of the other defendant companies.

Suits that have been brought in the various States by practically 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 as is now done with the New England Phonograph Co. The National Co.'s policy will not be changed in any sense so far as the trade is concerned.

### ENGELHARDT ISSUES NOTICE

To the Trade Regarding the Hobart Patent—Infringers Warned on April 1.

The Peerless Piano Player Co. (F. Engelhardt & Sons, proprietors) have sent out under date of April 1, the following notice to the trade, bearing on the Hobart patent decision, and which was fully covered in these columns several weeks ago:

"Gentlemen: We hereby give notice to the trade that the Hobart patent No. 765,240, which covers a removable drawer containing an end-

less tune sheet and tune sheet rollers in a pneumatic piano, has been fully sustained by the Circuit Court of the United States and by the Circuit Court of Appeals in our suit against Louis H. Harris, doing business as the Automatic Musical Co.

"We warn all jobbers and dealers against handling instruments that have such infringing drawers and that otherwise infringe our patents. We shall sue every infringer and collect full damages from those who may be found to violate our rights. Very truly yours,

"PEERLESS PIANO PLAYER Co.,

"Per A. D. Engelhardt."

"N. B.—Copy of decision will be sent by us to anyone who desires it."

### PHONOGRAPH A WITNESS.

Records Used at Sunday Ball Game for Sunday Law Test in Jersey City.

The war on Sunday baseball in Jersey City took a new turn last Sunday, when large phonographs were taken to the West Side Ball Park by the management to obtain a record of the volume of sound made by the crowd which assembled to see the Giants play the Jersey City team.

The object was to prove to the Court of Chancery at the court hearing next week that Sunday baseball games at the park are not a nuisance. The records taken will be turned on in court for the benefit of the Chancellor, who will determine from the sounds he hears whether the noise constitutes a nuisance. Vice Chancellor Stevenson will hear the case. Affidavits of citizens in favor of Sunday baseball will also be submitted.

Several phonographs of unusual size were used in to-day's experiments. They were placed at various points of vantage about the grounds.

### TO BUILD A CHAIN OF THEATRES.

It is the purpose of the Powers Amusement Co. (Powers, Kaiser & Henkel) to build a chain of theatres of their own. Of these two will be erected in the Bronx, New York city; two in Brooklyn and two in Jersey City, N. J. New Dorp, S. I., may also have another. Moving pictures will be the feature of these places, with special vauveville numbers on the program. These theatres will be models of their kind, and embody all the latest improvements and safeguards.



A "VICTOR, JR."

A. M. Buchner, proprietor of the Newark Talking Machine Co., sends us the above photograph 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 hears 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 ten 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.

## An Opportunity for European Business



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

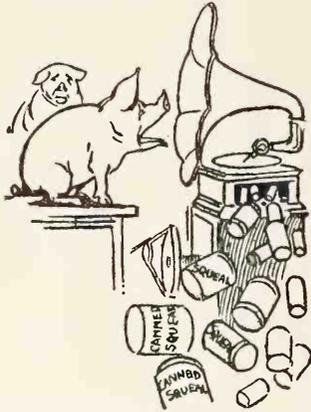
**VICTOR FOR REV. THOS. DIXON.**

Sale Made by Excelsior Phonograph Co., Which Is Rapidly Closing Out Stock—Premises to be Occupied by Columbia Phonograph Co.

The Excelsior Phonograph Co., (formerly the Douglas Co.), 89 Chambers street, New York, are rapidly closing out their stock, preparatory to the Columbia Phonograph Co. taking possession of the premises. It is thought that the place will be vacated before the middle of April. Great regret is heard in "talking machine row" over the closing of this business, at one time the largest and most important on the street. Last month John Kaiser, manager of the Excelsior Co., sold a Victor outfit to the Rev. Thomas Dixon, Jr., the celebrated divine and author of those well known and widely read books, "The Only Woman," "Leopard Spots," etc. The equipment consisted of a Victor 4 machine, a mission record cabinet and a quantity of standard and Red Seal records, which were shipped to Baltimore, Md., to go aboard the reverend gentleman's yacht, "Conrades," since lying in New York harbor. A duplicate of the same goods was also purchased subsequently by Mr. Dixon for presentation to a friend. So pleased was the popular writer with the Victor that later, on request, he agreed to deliver an address to-morrow (Sunday) at 4 p. m. before the mission class of Calvary P. E. Church, New York, which is presided over by Mr. Kaiser.

**NOTHING WASTED NOW.**

The late P. D. Armour once said that the only thing that went to waste at the stock yards was the pig's squeal, but now inventive genius has found a way to make even the squeal pay. Recently a man visited the Chicago Stock Yards, set up a phonograph to receive the squeals of



the hogs to be used in a five-cent theater, illustrating a pictorial story, entitled "A Day at the Stock Yards." Now that their real value has been discovered the public will have to pay for the squeals just the same as it pays for the hams, the loins and other parts of the American porker.

\* \* \* \*

We take the above clipping from one of our daily paper contemporaries, and it will be observed that the artist is not acquainted with the talking machine, for he uses a disc to make records in the stock yards, and on the floor will be found a lot of cylinder records cartooned. The artist cannot be blamed for this, however, for the writers in the daily papers, even some of the "specialists," cannot seem to understand the difference between the disc and cylinder talking machine.

In their new store at 27 West 34th street, New York, Landay Bros. are about to overhaul the place, put in entirely new and more handsome fixtures and fittings, and otherwise greatly improve and embellish the premises, which are centrally located.

George Rammelsberg and Harry J. Enders, at one time both well known in the talking machine trade of New York City and elsewhere, are in partnership in another line of business.

**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 an otherwise quiet season. The distributors in 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 general at the delay in filling orders for Victrolas, but the company claim that they are doing their level best to supply the demand. When the resources of the Victor Co.'s plant are considered, this gives an idea 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 Douglas Phonograph Co., dissolved, and John Kaiser, of the same company, and manager of the Excelsior 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 push and 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 that "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 Hervieu, the French dramatist, has won his long standing suit against the J. S. Ogilvie Publishing Co., which was brought to test the validity of the copyright of a five-act play called "Le Dedale." M. Hervieu wrote the play and had it printed in Paris on the press of L'Illustration. He then had the printed play entered in the copyright office at Washington in December, 1903. Two years later the Ogilvie company copyrighted a play in English based on the Hervieu drama and entitled "The Labyrinth; or a Case for Divorce," by George Morehead.

M. Hervieu promptly brought suit for infringement of copyright. Counsel for the company declared that there could be no infringement because the copyright secured by Hervieu was invalid, for the reason that a book set in type out-

side the United States could not be copyrighted here. The plaintiff contended that the play was not a "book." The copyright law clearly distinguishes between books and musical and dramatic compositions and provides different penalties for infringement of the several copyrights. Judge Martin in his opinion filed Tuesday holds that M. Hervieu'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 Fonotopia 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 Seal" records, and the opinion of the court will dispose 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 Fonotopia records, Columbia series are supplied from abroad. These 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 Southern California Music Co., of Los Angeles, 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 Fonotopia 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 right along are music dealers already established, and we have been holding that proportion for three months."

The Spokane Phonograph Co., Edison jobbers, have purchased the Inland Phonograph Co., which they formerly owned as a retail establishment, so they now have their old stand back again.

Eilers Piano House, Spokane, Wash., are refitting 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 Parlors, 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 Rochester, Vt., has purchased the talking machine business of J. E. Jerd, Randolph, Vt., and will continue same.

## SOUTHERN CALIFORNIA NEWS.

**Fine Weather Welcomed—Two New Stores Opened and One Closed During Month—Holmes Music Co. and Fitzgerald Music Co. Handling Talkers—Victor Styles in Great Demand—Edison Amberols Increase in Favor—Dealers Would Like Records of Pacific Coast "Hits"—Dusy & Sawrie Open in Selma—Columbia's Good Trade.**

(Special to The Talking Machine World.)

Los Angeles, Cal., April 4, 1909.

Rain and unsettled weather has not affected the trade as much as it does as a general rule. All southern California has shared in the uncertain condition of the weather, which seems now to have ended. Municipal affairs have commanded 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 new ones.

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 entirely completed alterations. They are located in the old Fitzgerald store at 113 South Spring street, which has undergone considerable remodeling. The interior is fitted up in a splendid 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. The entire fourth floor of their new building has been given to make a first-class department which will consist of five large demonstrating rooms, which will have glass partitions, with woodwork of Mission finished pine. They have been doing a nice business, although not fully prepared to handle the trade. John Fuente, who is in charge, has been busy arranging stock and preparing the department for the formal opening.

The Wiley B. Allen Co. have made several very original window displays which have attracted much attention. They have received a large shipment of Victor goods, including the new style machines.

The Geo. J. Birkel Music Co. are having splendid success with the new automatic brake for Victor machines which they have recently announced to their customers.

Fred Sherman, of Sherman, Clay & Co., has been a visitor in this city. As this is his first trip in this direction for several years he expressed a great surprise in the rapid growth of this city.

Sherman, Clay & Co. have received their first shipment of the new style Victors II and III, which they are sending to the trade. These new styles are meeting with great favor. The second list of double-faced Victor records are also liked. Manager Chas. Ruggles has been a busy man, as the demand for Victor goods has been very large with the opening of several new stores.

The Columbia Phonograph Co. are enjoying a good share of trade and the wholesale department is filling orders for several new dealers. The new list of Fonitopia records has been the source of much interest, especially the new Bonci records. During the recent visit to this city of David Bispham his records listed by them were in great demand.

The W. H. Ciune 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 Amberol goods.

Dusy & Sawrie, well-established Edison dealers of Selma, Cal., have fitted up one of the finest stores on the coast. Their department is exceptional for a city the size of Selma, having as it has a population of 1,500. The volume of business recently done with the Edison Amberol 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. Jones, manager of the Record Exchange and Music Co., 213 Mercantile place, in this city, is greatly pleased with present conditions.

The great success of the Edison Amberol 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 furnish their customers with talking machine records of hits which are popular on the Pacific coast only. It would be well for the manufacturers to take into consideration these facts when making up their monthly lists.

Carl J. Schultz, representing the Rudolph Wurlitzer 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 Borgum 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 record files and indexes, 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 Manager Raynard for the Southern California Music Co., of Santa Barbara, have come in for general commendation.

The Beard Music Co. is a new concern in Beatrice, Neb. They handle pianos and Victor and Edison talking machines and records.

## REGINA SALES FORCE IN WEST.

Group Assembled Seeing Mr. Sachs Off to Pacific Coast.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 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. Blumberg, 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. Huebsch, city salesman; A. M. Jansen, Illinois; I. S. Sachs; T. H. Walker, Michigan, Iowa, Southern Indiana, 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.

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

*Playrite*  
TRADE MARK

## NEEDLES

"THE NAME TELLS WHAT THEY DO"

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

*Melotone*  
TRADE MARK

## NEEDLES

"GIVE A MELLOW TONE"

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

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

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

**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 wrestling 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. F. Droop & 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 that he has had the hardest time to keep enough of them in stock to supply the rush of demands.

W. O. Cooper, traveling representative for the local branch, is busy in West Virginia establishing new agencies and taking orders for new goods in the stores where the stock has been reduced by the demands for Columbia records.

The Baltimore branch has notified the Phila-

delphia branch of its readiness to assist in filling any rush orders which the Quaker City store may be unable to handle in consequence of the fire which wiped out the place.

Manager Arthur Ansell, who has charge of the talking machine section of Cohen & Hughes, representatives here for the Victor machines, is busy these days in superintending the work of completing his section of the new store, 315 North Howard street, which will be occupied by both the talking machine and piano branches of the firm within the next week. Manager Ansell will have two floors exclusively for the handling of the Victor in the new store.

**EMPLOYEES FORM ASSOCIATION.**

Employees of Eastern Talking Machine Co. Organize to Promote Social Feeling Among Themselves.

(Special to The Talking Machine World.)

Boston, Mass., April 8, 1909.

The employees of the Eastern Talking Machine Co. met last week in one of the parlors of the store and formed an association for the purpose of promoting closer social relations among themselves. E. F. Taft, secretary and general manager of the company, presided at the meeting and expressed the appreciation of the company for the earnest efforts of the employees. The meetings of the association will be held monthly and it is expected that ideas will be exchanged which will prove helpful to all members.

**NEW LINE OF UDELL CABINETS**

Specially Made for Cylinder Records—Clamps Substituted for the Usual Pegs.

The Udeell Works, Indianapolis, Ind., have recently brought out a line of cabinets for cylinder records, in which the records may be placed in their original flannel-lined cartons, a set of clamps being substituted for the usual pegs in the cabinet.

The advantages of the new arrangement is that the record is protected from dust and the danger of being broken. The new cabinets in general design are fully up to the Udeell standard and have proven decidedly popular wherever introduced.

**NEW RECORD HOLDING DEVICE.**

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1909.

A new and inexpensive record holding device for home use is illustrated in the advertisement elsewhere in this issue of A. E. Croft & Co., 40 Dearborn street. It holds fifty disc records securely and in a manner that prevents them from coming in contact with each other and is thus particularly adapted for the new double-faced records. The white spaces are provided for the inscription of the names of the selections, thus doing away with the numbered index. The "Crescent" is made in either mahogany or golden oak or mission finish and should prove a good seller. The manufacturers have a special plan for aiding the dealer in pushing sales, which they will explain to enquirers.

**BLACKMAN TALKS ECONOMY.**

Competition among dealers in the talking machine business is so keen that it is extremely important that dealers practice every economy possible. J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City, says dealers are realizing this fact more and more every day.

Most dealers are handling both Edison and Victor goods, and where, in many cases, they were in the habit of buying each line from a different jobber they are now beginning to realize the importance of dealing with a jobber who handles both Edison and Victor.

The Blackman Co. explain the economy of ordering both Edison and Victor goods from one jobber in their advertisement on page 29 of this issue, and it might be well for dealers to look into the matter.

**TALKING MACHINE SUPPLY COMPANY**

MANUFACTURERS OF

High Grade—Made by  
Skilled Mechanics

**REPAIR PARTS**

For all Kinds of Phonographs  
or Talking Machines

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

**NEEDLES**

We are Sole Agents for  
the Largest Needle  
Factory in EUROPE

put up in Lithographed Envelopes  
and Tin Boxes in Cartons

**SPECIALTIES****SPECIALTIES****BELTS**

For Commercial Phono-  
graphs. STITCHED.

**SAPPHIRES**

FOR DICTATING MACHINES  
ALL MAKES

**FEED NUTS**

For All Makes, Made of  
the Best Steel

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

400 FIFTH AVENUE, NEW YORK, N. Y.

## TALKING MACHINE JOBBERS HOLD EXECUTIVE SESSION

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

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 ar-

bers of the association were on hand: T. H. Towle, of the Eclipse Musical Co., Cleveland, O.; J. F. Fintze, of the Ball-Fintze Co., Newark, O.; Max Strausburg, of Grinnell Bros., Detroit, Mich.; Geo. E. Mickel, of the Nebraska Cycle Co., Omaha, Neb., and J. C. Roush, of the Standard Talking Machine Co., Pittsburg, 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 both 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.

Subsequently Mr. Blackman, who is also chairman of the membership committee, stated to The World that they had been sending out letters to jobbers and distributors in all parts of the country, directing their attention to the work accomplished by the association, and they will continue the propaganda and that of membership solicitation until every representative man was enrolled.

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 fails, he said, when rightfully exerted. These include Collister & Sayle, Cleveland, 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 Schenectady, 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 on 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 slight lisp. It takes an expert to differentiate the two voices on the records.

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 were 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 press 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

arrangements. While it is intended to make the Hotel Chalfonte 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.; O. K. Houck Piano Co., Memphis, Tenn.; Knoxville Typewriter and Phonograph Co., Knoxville, Tenn.; Julius A. J. Friedrich, Grand Rapids, Mich.; Bruce & Brown Co., Seattle, Wash.; Jones Piano Co., Des Moines, Ia.; A. T. Pommer Co., Sacramento, Cal.; Talking Machine Co., Birmingham, Ala.; W. H. & L. C. Wolfe, Altoona, Pa.; H. R. Eisenbrandt & Sons, Baltimore, Md.

The following members were present: J. F. Bowers, Chicago; W. D. Andrews, Syracuse, N. Y.; Louis Buehn, Philadelphia, Pa.; Perry Whitsit, Columbus, O.; Lawrence McGreal, Milwaukee, Wis.; W. E. Henry, Pittsburg, Pa.; and J. Newcomb Blackman, of New York City. This represented the entire committee with the exception of Carl A. Droop, of Washington, D. C.; and E. H. Uhl, of Chicago, Ill., who were unable to attend. In addition the following jobbers and mem-



Standing (left to right)—T. H. Towle, Geo. E. Mickel, Max Strausburg, J. C. Roush, J. F. Fintze, W. F. Davison. Those sitting are: Lawrence McGreal, Perry B. Whitsit, W. D. Andrews, J. F. Bowers, Louis Buehn, J. N. Blackman, and W. E. Henry.

1866 **NYOIL** 1909  
FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

**NYOIL**

Now Sold Everywhere By All Hardware Men

**WILLIAM F. NYE**  
NEW BEDFORD, MASS.



# 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

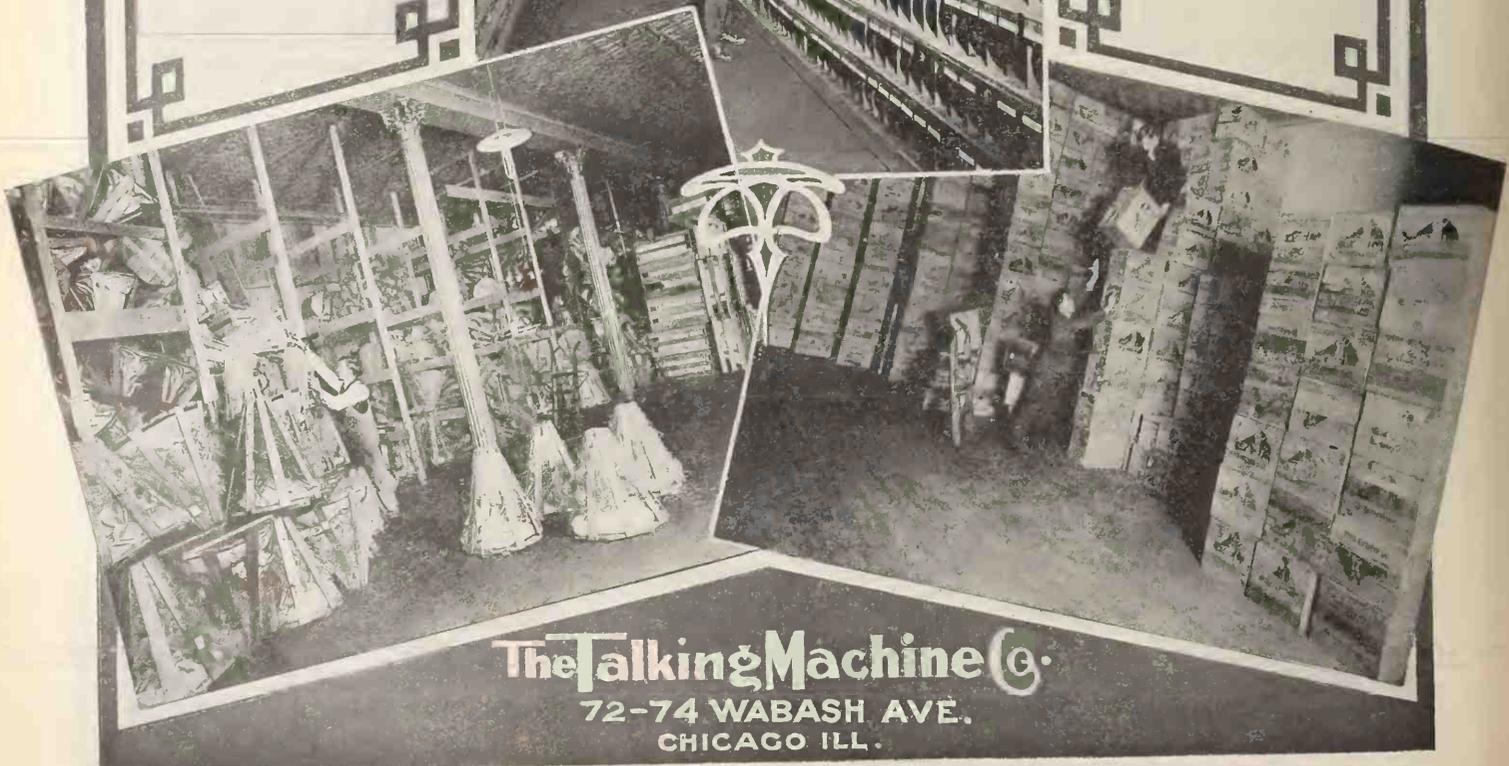


Don't these views seem to spell "Wholesale?"

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.

# FROM OUR CHICAGO HEADQUARTERS

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

Trade Well Pleased With Conditions and Look for Good Year's Business Total—Lyon & Healy Changes—New Columbia Quarters Well Arranged—Some News of the Travelers—Bowers Enthusiastic Over Progress Made by Talking Machine Jobbers Association—Suggest New Moving Picture Film—Some Recent Trade Visitors—"Tiz It" Horn Connections Popular—Special Columbia Records in Great Demand—E. D. Easton in Chicago on Tour of Inspection—Other News.

(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 last year the tendency was in the opposite direction. 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 that with the fall trade the percentage of this increase will be notably larger, with perhaps a return to something like the figures of 1906.

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 the last two weeks, owing, no doubt, to the approach of Easter, with the accompanying expenditure for fine array, there have been some excellent days. The proportion of the sales of higher grade machines to the total business done seems to be steadily increasing rather than diminishing. This is noticeable in all of the several makes as far as the local trade at least is concerned and is reflected to a certain degree in country business of the regular established jobbers selling the dealers' trade.

**C. E. Goodwin Succeeded by Wiswell.**

The resignation of C. E. Goodwin as manager of the talking machine department of Lyon & Healy, which took effect on the 16th of last month, came in the form of a general surprise to the trade. Mr. Goodwin has made no announcement as to his intentions regarding the future and in all probability will not re-embark in business until fall. After his long years of efficient and energetic service in the trade he naturally feels that he is entitled to a good vacation and in all likelihood will leave shortly on a European trip. L. C. Wiswell, who has been connected with the department with Mr. Goodwin almost since its inception a decade ago, first as salesman and for the last four years as assistant manager, has been promoted to the position of manager.

**Columbia Co.'s New Quarters.**

On May 1 the Columbia Phonograph Co. will desert the location that they have occupied for many years at 88 Wabash avenue, and go south three blocks on the same thoroughfare to number 210, where they will be in the very heart of the music trade district. The new location possesses advantages over the old one, both from retail and wholesale viewpoints. The store is a few doors south of Adams street on the east side of Wabash avenue and is now occupied by the Thuber art galleries. The new quarters comprise not only the ground floor store at 210, but the rear half of the adjoining store at 212, which will be utilized for stock room for machines and accessories and a balcony constructed for the repair department, etc. A second-story addition on the rear of and the main store, which was formerly used as a photograph gallery, is also included in

the lease and will be given up to the bookkeeping department. Although the store is 170 feet deep it does not run back to the alley line and a brick addition, 20 x 10 feet, with cement floors, will be constructed in the rear for the shipping department. The front of the store will be fitted up for a handsome reception room. Back of this along the south side of the room seven demonstration booths will be erected. They will have glass fronts and with solid walls between them making them as soundproof as possible. The retail record stock will occupy shelving along the walls behind the booths and on the back of the booths themselves. In the rear of the booths will be located the private offices for District Manager Fuhri, Local Manager Baer, Assistant Manager Cass, Western Wholesale Manager Plume, City Salesman Blimke and also the order department. The store is excellently lighted as the second story of the building is built up only in the front and the back, the main portion of the building being only one story and provided with skylights every few feet. The store is equipped with a ventilating system which changes the air every fifteen minutes and this will of course be 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. Geissler in the East.**

Arthur D. Geissler, general manager of the Talking Machine Co., left on Tuesday of this week for the East, to be gone for about ten days, dividing his time between the factory at Camden and New York city. Mr. Geissler is enthusiastic regarding the improvement in trade last month, which proved one of the largest Marches in the history of the business. The company has recently augmented its traveling force by the addition of two new salesmen, W. E. Clark and F. C. Phillips. Mr. Clark is a man of long experience in the retail talking machine business, both in Chicago and elsewhere. He is showing the advantage of this training on his present trip in Wisconsin, as he has sent in an order from one dealer for three Victrolas, which he aided the merchant in selling. Mr. Phillips, who has Michi-

gan and Indiana, is proving himself another live wire and is sending in some nice business.

**May Establish Jobbing Department.**

Mr. O'Neill, of the O'Neill-James Co., the large talking machine premium house, returned this week from an eastern trip. While away he started negotiations which may result in their establishing a general jobbing department, which will enable them to offer the trade a special proposition which he claims will prove interesting to dealers.

**E. H. Uhl's Pacific Coast Trip.**

E. H. Uhl, manager of the Chicago house of the Rudolph Wurlitzer Co., who is now on the Coast, is expected back in Chicago the latter part of next week. Assistant Manager Fred Siemon says that last month not only showed a large improvement over the same month of last year, but rolled up a total which threw either January or February of this year very much in the shade. The Wurlitzer Co. have six salesmen on the road, including Hans Schloessing, their local man, and they are all working aggressively and effectively as shown by the orders they are sending in, both for talking machines as well as small goods and other lines. Rudolph Wurlitzer spent several days in Chicago last week and Farney Wurlitzer the head of the automatic department, was here in the course of a general western trip.

**Recent Visitors.**

Con Hogan, the Victor and Edison dealer of Ashland, Wis., was in the city this month buying goods. He is rated as one of the most successful dealers in his state, and yet has worked under a handicap which would have totally discouraged many men, as he is totally blind. He comes to Chicago quite frequently and always travels alone, but employs a messenger boy to conduct him around the business district. He is a model of optimism and cheerfulness and is always a welcome visitor in the trade.

Oliver Jones, credit manager of the Victor Co., called on the Chicago jobbers last week on his return East after a brief trip among the western trade.

**President James F. Bowers.**

President James F. Bowers, of the National Association of Talking Machine Jobbers, returned from an executive committee meeting at Columbus, Ohio, enthusiastic as ever regarding the progress being made by the organization, the work

## The Economy Racks A NOTABLE INNOVATION

**The Economy Disc Record Rack**—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, \$3.50; 12-inch, \$3.75; Rack for insertion in cabinet, \$1.50.

**The Perfection Disc Record Racks**—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, \$1.50 for 10-inch records; \$1.75 for 12-inch.

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

We can now make prompt shipment in Jobbing Quantities.

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

**R. H. JONES,** Patentee and Sole Manufacturer **1-17 Bryan Place, Chicago, Ill.**

# 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.

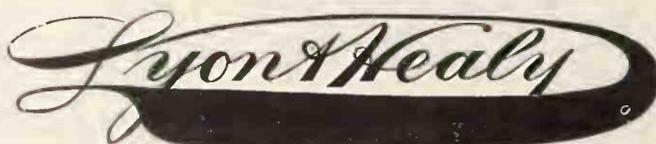
It is just such dependable service, supported by forty-five years in the music business that we offer you.

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 his associates. George E. Mickel, 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 on his return. Lawrence McGreal, of Milwaukee, dropped in on a few of his Chicago friends en route.

**Wiswell Pleased With Activity.**

L. C. Wiswell, manager of 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 liberality in orders for machines as well as records. The department now 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. Voltz, who returned to the house a couple of months ago after a year's absence, and J. Pelatier, formerly in the retail talking machine business at Martinton, 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 two and one 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 a very busy man these days and from reports that float in from various quarters is evidently getting in some good work on Star machines and records.

B. Feinberg, representing the Universal Talking Machine Co., is again in the city this week headed westward on a special trip which will probably eventuate the establishment of a very large jobbing representation on Zonophone goods.

Kreiling & Co., manufacturers of "Tiz-It" the all-metal, ball-joint horn connection for cylinder machines, reports a steady expansion of the demand for their specialty. He recently received an order for 2,000 "Tiz-Its" from one firm for immediate shipment. J. W. Kreiling has been

working his inventive faculties overtime of late and as a result, a new contrivance which will add greatly to the convenience 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 Washington 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.

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

Friends of George M. Nisbett, 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 "biz."

**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 talks made by prominent graduates and members of the faculty for the occasion by absentees 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 Augustus Thomas, the famous playwright through phone took place at the gathering of the "Lambs," a famous organization of actors in Chicago the other day when the guests were addressed by Augustus Thomas, the famous playwright through the medium of the graphophone. The toastmaster was Mr. Sain Polis, now appearing here with the "Via Wireless Company," and he introduced the absent speaker to the audience with great eclat. The graphophone also favored the guests with a number of musical selections during the evening.

The B. & H. Fibre Manufacturing Co. report that March was the biggest month in the point of sales of the fiber needles that they have ever had. Considerable new special machinery which will greatly increase the output of the factory is being added in order to meet the heavily increasing demand without delay.

The Schubert Extensible Racks for cylinder machines are steadily gaining ground according to G. H. Schubert, of 199 West Madison street, Chicago. Each shelf holds twelve records which cannot fall out and the dealer 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. Schubert 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 maketh the heart of the jobber glad.

**Death of Henry W. Chester.**

Henry W. Chester, a director of the Hibbard Spencer Bartlett & Co., and a prominent factor in the business of the great wholesale hardware house for over a quarter of a century, died on March 25 after a week's illness of pneumonia. He was prominent in public affairs, was secretary of the Citizen's League, and chairman of one of the committees of the Chicago Association of Commerce. Mr. Chester had 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 D. Easton, 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 the company's agencies in the Far West. W. C. Fuhri, district manager of the company met Mr. Easton

at Kansas City and together they visited the St. Louis branch before coming to Chicago.

Lyon & Healy are preparing to take advantage as usual of the Metropolitan Grand Opera Season, which commences next Monday by special opera recitals in Victor Hall. Each day the Red Seal records from the opera to be produced that night will be played and the fact advertised vigorously in the dailies and via the window route.

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 felt-lined 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 Perfection 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 effective advertising in the dailies. During the opera weeks they will have on exhibition in the store's crystal front, a fine collection of autograph photos of the artists appearing with the opera and who are represented in the Red Seal list.

**TAKE 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 252 Woodward avenue.

**Edison Jobber**  
**Zonophone Distributor**



New Design  
Wooden  
Disc Record  
Racks

==

Wire  
Record  
Racks

**RECORD CABINETS**  
**SPRINGS**  
for all makes and size machines

Stereopticons, Post Card Projectors  
and Moving Picture Machines

**JAMES I. LYONS**  
265 Fifth Avenue  
CHICAGO

**The Missing Link**



**WHICH ?**

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.



IT'S ALL IN THE BALL!

**"TIZ-IT"**  
(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at \$3.60.

**Kreiling & Company**  
Inventors and Sole Manufacturers  
North 40th Ave. and Le Moyne St.  
CHICAGO, U. S. A.

## TRADE NOTES FROM CINCINNATI.

Conditions in Both Wholesale and Retail Fields Steadily Improving—Demand Principally for the Higher Priced Goods in Both Records and Machines—Edison Business Phonograph Grows in Favor in the Commercial World—Expensive Victrola for Standard Oil Magnate—The Wurlitzer Record Album—Other Items Worth Recording.

(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 shows 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 of 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 leads Manager Nichols to be assured of a fine spring trade. Both the retail and wholesale departments show this increase. The trend of trade is to the high class instruments. The double disc and Edison indestructible records continue to pull orders from all sections. Several exclusive agencies were placed during the month. Manager Nichols stated last week just before he left for a swing around his territory for a call upon the dealers that he is confident that trade will hold strong all the way up to next October, and that he is more confident of the next few months than ever.

The Rudolph Wurlitzer Co. found the past month a good one in the way of results. The talking machine trade showed strong improvement, both locally and from the outside dealers. The small dealers are replacing orders more freely, which the local company takes to mean that the dealers are now waking up to spring possibilities, and to that end are placing men out to dig it up. The statement is made that fully ninety per cent. of the dealers had neglected the line on account of a lack of business. The expressions of confidence from these and the placing of orders lends encouragement to the

wholesaler. Local business shows the largest increase had in the past twelve months.

The record trade has been marked by a tendency to the popular hits of the hour, which the Wurlitzer Co. call attention to by some splendid advertisements. The coming and going of the Merry Widow Co. caused a large sale of these records. De Wolf Hopper and his famous "Casey at the Bat" stunt created a demand for these records, resulting in a good sale. Week before last Mischa Elman, the violinist, was here in a recital, and his records show a large sale. The coming of the original Merry Widow Co. from New York this week has added interest again in the beautiful music of the opera and Wurlitzer is calling attention to the Victrola and its records. The company expects to entertain the Merry Widow cast while here at their ware-rooms. The coming of each celebrity to this city is marked by a visit to the Wurlitzer ware-rooms, where pictures are taken of the renowned one listening to the Victrola. That of Admiral Evans was the last to be added to the collection.

Red Seal records show up in true style during March. The salesmen give this line of records their personal attention, with the result that each month shows a large sale.

The sale of Victrolas are up to normal. The country dealers report a larger number of sales. The Wurlitzer Co. have booked an order for a fine Victrola in white and gold, style XX, to be delivered to the Standard Oil magnate, Alexander McDonald. This will be the highest priced outfit ever sold in this city.

The past month found an increase in the number of sales of the Edison Business Phonograph. The Wurlitzer house takes this to mean that trade conditions are improving sufficiently for business houses to take on new equipment, and that this useful instrument is becoming more popular each week.

The Wurlitzer Record Album was placed on the market last month. Orders for these are coming in from local and small dealers. These are very neat and hold a dozen records. Each record is slipped into an envelope. Each album can then be placed on any regular book shelf.

The Wurlitzer house says April will be a good all-around month for trade.

The Milner Musical Co. report a fairly good talking machine and record trade for March. The sheet music department made a good showing. In the small instrument department the month's showing was satisfactory. Manager Strief says April will be a good month for business.

On the 1st of April the Universal Talking Machine Mfg. Co., Camp and Mulberry streets, Newark, N. J., issued their first complete catalog containing 443 double-side 10-inch records and 46 double-side 12-inch records. The company say they are sending this catalog so the trade can see the way they have paired up the different selections. As is known, the Universal Co. have double-faced their entire list, and they have ceased to press single-faced records.

## 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 of machine, 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 end-bearing 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 repair 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 Quarters at 466 Fifth Avenue.

When Sol Bloom has his new place, 466 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." 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 40 West 34th 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 the management is confident they will prove strong sellers.

E. C. Beach, of the Cleveland (O.) Phonographic 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**



## OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out. WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

**Retails \$7.00**

Further Particulars and Discount Sheet on Application.

**FOLDING PHONOGRAPHIC HORN CO.**

650-652 NINTH AVENUE

NEW YORK CITY

## CLEVELAND'S BUDGET OF NEWS.

Trade as a Whole Slightly Disappointing, but Compares Well With Other Lines of Business—Dealers Generally Optimistic—New Records Made for "The Wolf"—Louis Devineau Sued—F. K. Dolbeer a Visitor—What Various Talking Machine Houses Have to Report Anent Trade Conditions.

(Special to The Talking Machine World.)

Cleveland, Ohio, April 9, 1909.

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 their 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 their installation in a Sunday-school at Canton, Ohio, with an enrollment of 2,200. Through their instrumentality the pastor has made his church and Sunday-school the most popular and attractive one 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 the long, dreary wolf howl bears 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 Divineau, inventor of the Ideal Horn and the Divineau Biophone. He was, 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, in the sum of \$25,000. The sum alleged to have been embezzled is \$12,800. The bonding company refusing to make good the deficit in accounts are included in the suit.

Cleo S. Bourgeois, formerly with the Columbia Phonograph Co., and later with the International Talking Machine Co., is now engaged in the automobile business with the Oldsmobile 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. "The many admirers of Madame Sembrich are acquiring a store of her great operatic airs and concert songs, of which we have a complete list," said Mr. Buescher.

"Business is very good and has been for the past two weeks," said Miss Loretta H. Byrne, manager of the talking machine department of Brown Bros. "We have recently made sales of several high-priced graphophones—sold three today—and customers all express themselves highly pleased with their purchase. Purchasers also express themselves delighted with the double-disc records."

W. J. Roberts, Jr., reports business moving along about the same as for several weeks past. His sales of machines continues good, and record customers usually monopolize the demonstration rooms from morning until night. He stated the demand was for the higher grade of machines

and records. May 1st Mr. Roberts will move to a larger and more suitably located store, and contemplates largely extending his business.

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. Mr. McMillin said: "We are reaching the high class trade, and this requires the best in machines and records, as well as all classes of musical goods."

The Rudolph Wurlitzer Co., No 206 Prospect avenue, have in stock a large number of various kinds of instruments, and are doing a good business.

Business, said A. W. Robertson, of the G. J. Probeck Co., is going along as usual. The demand for machines, he said, was fairly good, and excellent for records, the April lists of double discs and indestructible cylinder records being accorded high praise. Mr. Robertson stated that the indestructible cylinder records had largely increased the demand for cylinder machines. The company are doing a nice business in both the retail and wholesale departments.

Mr. Probeck, who has been confined to his house for the past six weeks, is convalescing and expects to be back to business in a few days. He has passed through a dangerous and prolonged siege of erysipelas.

The Arcade talking machine dealers, B. L. Robbins & Co., are having a fine run of trade. Since occupying their new quarters their sales have increased 50 per cent. The company carry a complete stock of Edison and Victor goods.

Business is somewhat interfered with in the talking machine department at the Bailey Co.'s, owing to the building of the annex now under way. E. A. Friedlander, manager, said: "Considering our torn up condition and the difficulty of properly serving customers, business continues remarkably good."

All the leading concerns report good business and this includes Collister & Sayle, who are doing well with the Edison and Victor; the May Co., who report increasing sales of Victor machines, Cuban and Mexican records; C. H. Denslow, who are having an excellent call for Victrola and Triumph machines; Aldrich, Howey & Co., who report good sales of Columbia disc graphophones and double disc Columbia records. At Mr. Denslow's warerooms, 27 Taylor Arcade, I noticed on exhibition in the show window an auto-talking machine, said to be the only one ever imported from Germany. It is a small imitation of an automobile in detail, the phonograph hidden in the body of the auto. It is operated by electricity, plays a disc record and everybody passing stops to examine it.

Flesheim & Smith say trade is quiet.

Managers of Cleveland picture shows express their pleasure at the establishing of a censorship by the New York companies controlling the manufacture and output of films. They say it will have a tendency to improve the standard and more thoroughly popularize their business, and admit that there are certain features which may be eliminated without havoc being done.

## A NOVEL EXPERIMENT.

A novel experiment is in process of development at the McNeil Island Federal penitentiary, near Tacoma, where the convicts are rearing Chinese pheasants and Rouen call ducks for the market, affording the prisoners a diversion that relieves their minds from the pall of prison life and gives them a small income which they are devoting to the purchase of books, newspapers and magazines and which has enriched them also by a phonograph, the vocal and instrumental strains from which resound to their delight through corridors and cells. The experiment is the result of an idea which originated with United States Marshal C. B. Hopkins, whose headquarters are in Seattle and who advanced the prisoners the necessary fund for the purchase of original stock.

"No one really fails who does his best."



## Keep stocked up

Nothing disgusts a customer quicker than to find you are "just out" of what he asks for. Ten chances to one he'll go to the other Victor dealer for the next records or needles or supplies that he wants.

You know how you've felt yourself when you've tried to buy some article that you wanted, and the store-keeper didn't have it right then. You can't blame your customers for getting huffy, can you?

There's one thing sure—the dealer who has the goods gets the business, and keeps his customers.

Right here is where we come in. We will keep you stocked up. You can send to us for anything in the Victor line and you'll get it. And what interests you more—we'll ship it the same day we receive your order.

We have a great stock of Victrolas, Victrolas, Victor Records, record cabinets, horns, fiber cases, English needles, and all Victor parts and accessories. In fact, we are one of the largest Victor distributors in the United States. We handle Victor goods exclusively. We do one thing, and do it well.

We'll guarantee you four results of buying from us: You will get just what you send for; you will get it immediately; you will not pay more than elsewhere; you will be completely satisfied.

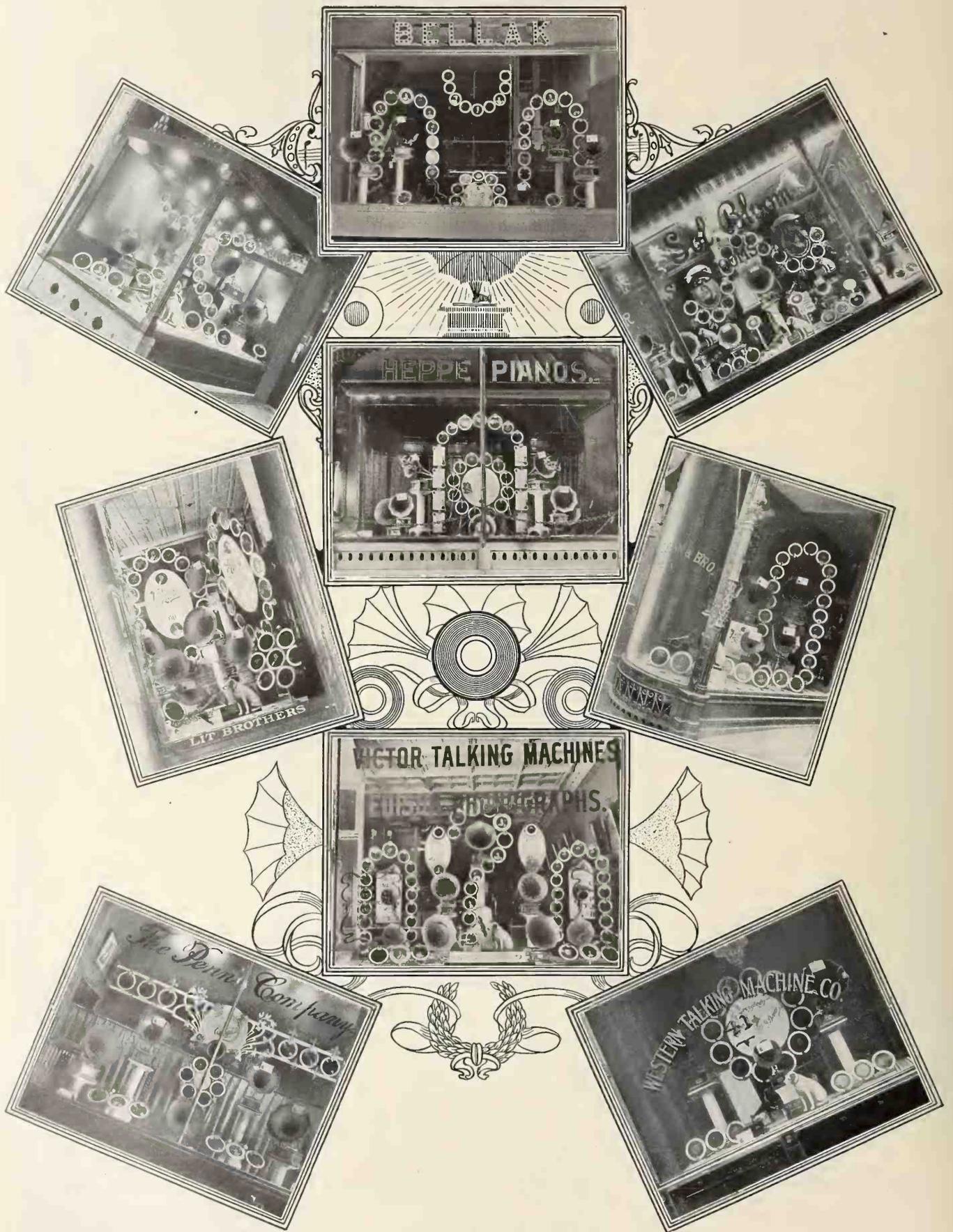
Drop us a line to-day for our handsome booklet, "The Cabinet That Matches," and our catalogues.

## New York Talking Machine Co.

Successors to  
The Victor Distributing and  
Export Company

83 Chambers St., New York





**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 Seen Recently.

The value of the window as a publicity promoter is too often overlooked by some of our progressive talking machine men. There is perhaps no better means of concentrating attention on one's stock than a properly displayed window—that is a window gotten up in an attractive 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 noted houses of Sherman, Clay & Co., in San Francisco, and Lyon & Healy in Chicago, and he is developing plans to arrange special Victor windows for all the leading Victor men in the principal cities from New York to the Coast.

On the opposite page are reproduced photographs of Mr. Hansen's work in the windows of the leading Philadelphia talking machine stores and the pictures of the actual displays emphasize better than any words their attractiveness. Of the windows illustrated the three on the left beginning at the top are H. A. Weymann & Son, Lit Brothers, Penn Phonograph Co.; the center windows are: James Bellak's Sons Co.; C. J. Heppe & Son, and the Musical Echo Co., while the three on the right are Sol Bloom, Inc., Louis Buehn & Bro., and the Western Talking Machine Co.

The various jobbers and dealers were highly pleased with the displays and stated that they had brought considerable business into the respective stores.

**OUR FOREIGN CUSTOMERS.**

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., April 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past eight weeks from the port of New York:

FEBRUARY 17 AND 24.

Berlin, 38 pkgs., \$135; 31 pkgs., \$200; Bombay, 9 pkgs., \$227; Calcutta, 35 pkgs., \$1,156; Callao, 4 pkgs., \$240; Copenhagen, 3 pkgs., \$105; Guayaquil, 10 pkgs., \$210; 3 pkgs., \$475; Hamburg, 1 pkg., \$189; Havana, 2 pkgs., \$110; 3 pkgs., \$387; 7 pkgs., \$195; Hong Kong, 11 pkgs., \$287; London, 13 pkgs., \$1,034; 569 pkgs., \$7,668; Panama, 12 pkgs., \$887; Para, 14 pkgs., \$1,046; Progreso, 107 pkgs., \$2,156; Puerto Plata, 3 pkgs., \$258; Rio de Janeiro, 4 pkgs., \$248; San Francisco, 6 pkgs., \$715; Shanghai, 151 pkgs., \$5,751; Southampton, 6 pkgs., \$160; Valparaiso, 4 pkgs., \$136; Vera Cruz, 33 pkgs., \$640.

MARCH 3 AND 10.

Amsterdam, 2 pkgs., \$100; Berlin, 2 pkgs., \$200; Buenos Ayres, 7 pkgs., \$622; Caracas, 2 pkgs., \$118; Cartagena, 21 pkgs., \$1,596; Colon, 15 pkgs., \$277; Havre, 4 pkgs., \$109; London, 5 pkgs., \$231; 4 pkgs., \$3,280; 462 pkgs., \$12,143; Montevideo, 31 pkgs., \$2,531; Puerto Plata, 4 pkgs., \$115; Rio de Janeiro, 29 pkgs., \$911; 29 pkgs., \$926; Shanghai, 20 pkgs., \$297; Tampico, 15 pkgs., \$219; Trinidad, 13 pkgs., \$733; Valparaiso, 24 pkgs., \$936; Vera Cruz, 129 pkgs., \$1,779; Wellington, 2 pkgs., \$502.

MARCH 17 AND 24.

Amapala, 10 pkgs., \$432; Bangkok, 5 pkgs., \$347; Barranguila, 5 pkgs., \$172; Berlin, 34 pkgs., \$300; Buenos Ayres, 150 pkgs., \$3,002; Cape Town, 13 pkgs., \$298; Georgetown, 36 pkgs., \$1,229; Guayaquil, 3 pkgs., \$217; Havana, 6 pkgs., \$342; 18 pkgs., \$450; Havre, 6 pkgs., \$181; Iquique, 3 pkgs., \$207; Kingston, 5 pkgs., \$129; La Union, 3 pkgs., \$110; Limon, 4 pkgs., \$404; London, 192 pkgs., \$4,882; 21 pkgs., \$738; 103

pkgs., \$3,246; Manila, 4 pkgs., \$245; Madrid, 3 pkgs., \$375; Montevideo, 12 pkgs., \$1,702; Para, 9 pkgs., \$543; Puerto Barrios, 3 pkgs., \$130; Rio de Janeiro, 7 pkgs., \$816; 17 pkgs., \$767; 9 pkgs., \$813; Shanghai, 253 pkgs., \$26,904; St. Johns, 9 pkgs., \$171; Surinam, 15 pkgs., \$383; Tampico, 42 pkgs., \$698; Trinidad, 13 pkgs., \$342; Valparaiso, 1 pkg., \$207; 8 pkgs., \$111; Vera Cruz, 31 pkgs., \$1,375; 109 pkgs., \$1,368; Wellington, 14 pkgs., \$172.

APRIL 1 AND 8.

Antofagasta, 8 pkgs., \$365; Batavia, 9 pkgs., \$282; Berlin, 38 pkgs., \$478; Buenos Ayres, 3 pkgs., \$297; 2 pkgs., \$172; Cape Town, 5 pkgs., \$161; Cartagena, 7 pkgs., \$862; 12 pkgs., \$789; Cienfuegos, 5 pkgs., \$114; Colon, 5 pkgs., \$171; Corinto, 7 pkgs., \$685; Hamburg, 3 pkgs., \$220; Havana, 7 pkgs., \$418; 5 pkgs., \$276; Kingston, 5 pkgs., \$126; La Guaira, 20 pkgs., \$510; Liverpool, 1 pkg., \$133; 23 pkgs., \$3,910; London, 4 pkgs., \$326; 398 pkgs., \$10,074; Manila 20 pkgs., \$925; Montevideo, 5 pkgs., \$114; Para, 7 pkgs., \$466; Porto Barrios 9 pkgs., \$102; Rio de Janeiro, 6 pkgs., \$175; 14 pkgs., \$390; Singapore, 19 pkgs., \$561; Tampico, 3 pkgs., \$106; Trinidad, 16 pkgs., \$474; Valparaiso, 19 pkgs., \$1,744; Vera Cruz 47 pkgs., \$3,203; 77 pkgs., \$2,937.

**SOME INTERESTING VIEWS**

On Copyright Law—How Royalty Plan Has a Broad Application in Patent Matters—A Remedy for Monopolies Suggested.

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 manufacturers of talking machine records and perforated 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 advantage 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 composers of "canned" 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 reproduction of the music is permitted at all by the composer, any record manufacturing concern shall have the right to reproduce it on the payment of the same royalty. This, 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 monopolies, 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 instance—the New Zealand government has sought a remedy for such monopolies by buying up valuable patents and making their use free to all on equitable terms. But, as in many, if not most cases, the value of a new invention is problematical, the royalty plan adopted by congress in the case of talking machine records seems decidedly the better.

**PHONOGRAPH SAFE LOCK.**

Charpiot's Invention Referred to Before in This Paper Now Demonstrated a Success.

A couple of months ago in The World there was a long story relating to a safe lock phonograph apparatus. This lock, which is the invention of Geo. J. Charpiot, of Denver, Col., 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 diaphragm is a delicate needle, its end resting in a groove of a sound record made on a phonograph cylinder.

The phonograph cylinder is part of the mechanism 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.

**FILMS AND TALKERS BURNED UP.**

(Special to The Talking Machine World.)

Portland, Ore., April 1, 1909.

Six hundred thousand feet of motion picture films were destroyed in a fire in the supply depot of Sam Newman, 293 Burnside street. Loss, \$16,000, fully covered by insurance. In addition to 600 reels of moving-picture subjects, each carrying 1,000 feet of film of value of 10c. a foot, 800 illustrated song slides of value of \$5,000, seven motion picture machines worth \$2,100, six stereopticons totaling \$900, phonograph records of the estimated value of \$1,000 and four \$60 phonographs.

## The Monarch Midget

### IS IT.



- ☐ 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 records 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.

Business Rather Dull During March—Various Reasons Given—Columbia Co. Doing Good Advertising With Symphony Grand—Indestructible Records Shipped Unwrapped—Wanted Worst Talking Machine to Combat Piano-Player—Musical Echo Co. Report Good Demand for Red Seal Records—Other News.

(Special to The Talking Machine World.)

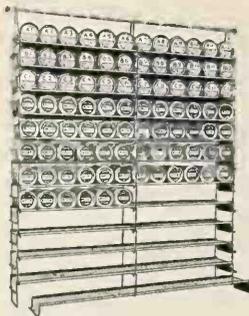
Indianapolis, Ind., April 6, 1909.

Business has been quiet among the talking machine dealers for the last month. Unsettled weather has been the chief cause, and not much better is expected until the weather improves. 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.

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 Fonotopia 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 scheme of issuing double records at the price of the old single record. Among the best-selling 12-inch records, Mr. Devine says, are "The Old



Mr. Dealer: **The Schubert Extensible Rack Shelves**

for keeping cylinder records in the home are proving a "Business Builder" for dealers who are pushing them.

Something entirely new which appeals to every Phonograph owner for the reason that it can be had and made into any required size, beginning with but one shelf and then adding as needed, at a cost less than 5c. per record. Made entirely of metal, nicely enameled, shaped so when put together a rack any size can be made ranging from 1 to 20 or more shelves holding from 12 to 240 or more records.

It's the simplest thing you ever saw, hangs on the wall like a picture, and with the printed matter that dealers are supplied with brings in the extra dollars.

If your jobber has not told you about them yet, send your address and your jobber's name and learn the "Secret" about them to

**G. H. SCHUBERT, 199 W. Madison St., Chicago, Ill.**

Folks at Home," by Mrs. Holt, and "The Phantom Brigade," as played by the Princess orchestra. "The Phantom Brigade" seems to make a hit, especially among the lodge men.

An Indianapolis talking machine dealer was greatly surprised the other day when a customer came in and wanted the worst old machine he could find and one of the most weird and tiresome records he could get. The sale was made, and then the customer explained. He said he lived in a double house, and that on the other side the family kept a piano player going constantly. It was the first thing he heard in the morning and the last thing at night. He had hired a man to keep a talking machine wound up and he proposed to keep the machine going all of the time until he killed out the piano player. The music he got was a weird bagpipe selection.

Charles Koehring, of the Musical Echo Co., the new store in North Pennsylvania street, says that business is most promising. There is a great demand, he says, for the Red Seal records, and the "hit" they are making is very pleasing to the company. The display rooms of this company have been fitted up tastily with large framed pictures of some of the famous musicians of the world. They handle Victor machines only.

The Kipp-Link Co., jobbers and dealers in Victors and Edisons, are advertising records to give the actual voice of Admiral Evans in his farewell address to the navy. The Edison Amberol four-minute records are selling fast at this store.

The Musical Echo Co. have sent out pamphlets giving warning to those who take records on approval. It is explained that records sent out on approval are not sent for the entertainment of those who get them, and that it is expected they will not be played more than one time and must be kept only one day. It is also stated that damaged records will not be taken back.

The first recital of the Indianapolis talking machine companies which was given to show off the March records was a success, and there were large crowds at all of the stores. The business of giving monthly recitals will be kept up by all of the stores that have entered into the plan. The stores in the plan are the Kipp-Ling Co., Joseph Joiner, Frank Teasley, E. E. Hall & Co., Joseph C. Pfeleger, William F. Burns and George W. Maze.

The New Orpheum Theater opened the first of the month in East Washington street, near Pennsylvania, one of the best locations in the city. The house is to be devoted to moving pictures and other attractions. The cost of the theater was \$10,000, and the seating capacity 475.

Walter Rosengarten, an accomplished pianist, has been engaged to play for the big four circuit of moving picture shows owned by E. S. Sutherland, including the Bijou, the Bijou Dream, the Mystic and the Casino, four of our best houses.

A preliminary injunction has been granted in the Federal Court, in the case of the New Jersey Patent Co. and the National Phonograph Co., against the Paxton & Baker Co., of Hammond, Ind., by which the defendant is restrained, until further order of the court, from selling certain phonograph records at less than the prices stipulated in a contract with the National Phonograph Co. It was alleged in the complaint asking for an injunction that the defendant company had entered into a license agreement with the National Phonograph Co., by which the defendant company was to sell the records at not less than specified prices. It was alleged that the defendant company had sold the records at less than these prices.

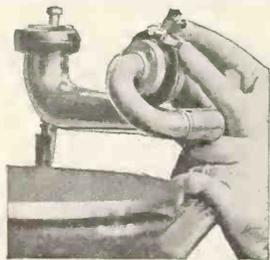
### EXPRESS CO. LOSES.

Court Gives the Law on Legible Addresses on Parcels—A Decision of Interest.

In a decision in the Appellate Term of the Supreme Court, affirming, to the extent of \$50, a judgment which Julius Magnus recovered in the First District Municipal Court against Thomas C. Platt, as president of the United States Express Company, Justice Maclean reviewed at considerable length the history and obligations of express carriers. He said in part:

"There is no legal rule that carriers will only take parcels legibly addressed, or that parcels without address at all may not be given to and taken by the carrier's driver. The pioneers of parcel transportation between the Hudson and the Pacific, and who became chiefs in their line, could hardly read; scarcely write at all. Even now, at least within a few years, systematic stowage in the vehicle is or was the mnemonic aid for distribution of the parcels carried, because the capable driver, intelligent in other things than letters, could not even make out the tags on the star route pouches of the United States mail."

Magnus sued in the Municipal Court to recover \$82.50 for the depreciation in weight of woollen goods which it was said had been mislaid in transit by the defendant company. He secured a judgment for the full amount. This verdict was affirmed by the Appellate Term on the condition that the plaintiff accept \$50 in settlement as express contract is limited to that amount.



Attaching the Sweeper

## ATTENTION! Jobbers and Dealers

If you are looking for something up-to-date, a good seller and one that actually does the work claimed for it, you'll find it in the new **Automatic Record Sweeper and Attachment, for Victor Talking Machines.** ☞ Cleans while playing. ☞ It not only polishes the surface of the record, but digs the dirt out of the grooves. ☞ Every record customer will buy one.

*A popular priced Sweeper and Attachment*

TWENTY-FIVE CENTS

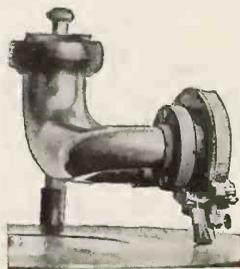
Regular Trade Discount

Manufactured by

**RECORD SWEEPER COMPANY**

Highland Park

ILLINOIS, U. S. A.



Record Sweeper in Action

**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., Camden, N. J., 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 court is clearly convinced, from examining the improvement, that the element of invention does not appear. In my opinion, such a situation is presented, as it seems to me no invention is disclosed by the device in question. What the patentee did was simply to take the old amplifying horn of a talking machine, cut it in two for reasons of convenience, and provide well-known means for refastening the parts when the occasion to operate the machine should arise. The specification does not refer to the reasons that suggested the change of construction, but they are thus stated—and no doubt correctly stated—in the brief of complainant's counsel:

"It will be evident to this honorable court that a talking 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 evident also, 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."

Indorsed: U. S. C. C., E. D. of Pennsylvania, No. 179 October Session, 1908. Victor Talking Machine Co. against Hawthorne & Sheble Mfg. Co. Opinion; McPherson, J., sustaining demurrer; filed March 12, 1909. Henry B. Robb, clerk.

A motion for an appeal has been filed.

**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 Columbus, O., on March 28, all are piano 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.

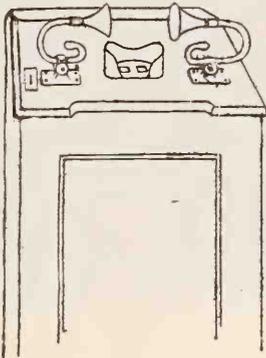
**PACIFIC PHONOGRAPH CO. FORMED.**

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.

**BOTH SING AND TALK.**

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. Among such devices is 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 for 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.**

Thos. K. Henderson, special eastern ambassador of the Columbia Co.'s wholesale department, paid an extended visit recently to the Ludden-Campbell-Smith Co., of Jacksonville, Fla. He has made a trip over the State, and besides establishing a large number of small dealers has secured orders from J. L. Stowers, 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 knowledge of 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 skilfully "made up," and reflect the ability of C. W. Page, the Wurlitzer Co.'s clever advertising manager.

**INCORPORATED.**

The Wooden Phonographic Horn Co., of Syracuse, 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.

# We Want Your Business

¶ 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.

¶ Our shipping facilities are excellent, in fact, they could not be improved. When you order from us, by mail, by telegram, or long distance 'phone, you will not be disappointed.

¶ 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 detail. Suppose you give us a trial order—nothing is so conclusive as the actual business, the practical test.

¶ We want your business, and if we get it we shall make it so advantageous to you that we will hold it.

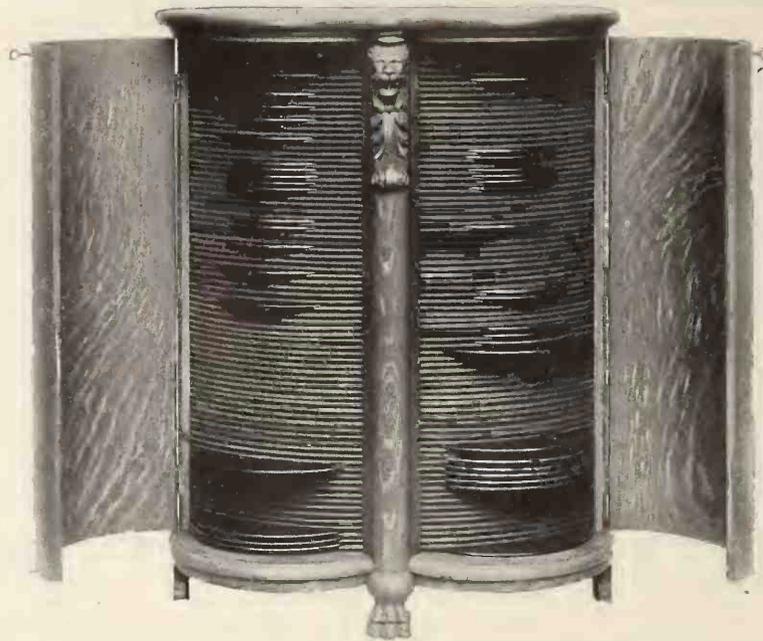
## American Phonograph Co.

160 Woodward Avenue, Detroit, Mich.

Salter's

Improved

Cabinets



Salter's

New

Goods

Made oval shape. Each shelf is lined with soft green felt to prevent the Disc Records, "single or double" from being scratched. Shelves are numbered to correspond with index card which is furnished.

## SALTER'S IMPROVED CABINETS

are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.

# SALTER MFG. CO.,

102 to 108 N. Oakley Avenue  
CHICAGO, ILL.

### 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 for a moment of the millions of children who tax the patience of mothers and nurses every evening at that fretful 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, crooned 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 Suppe, 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 play 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 machine from rough usage at the hands of 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 mischievous 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. Result:—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 Christ-

mastime, 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 MIDDLETON.

### HEAR ALUMNI BY PHONOGRAPH.

(Special to The Talking Machine World.)

Chicago, Ill., April 1, 1909.

Phonographic addresses by graduates of Amherst College now occupying positions of trust and honor in various departments of the United States government, illustrated with 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 1890 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



JOHN DUNN.

endeavor to maintain a store in the metropolis of Maine with nothing to sell the public 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 and our interest in our homes is in turn reflected in the security and greatness of our country. Talking machines are used principally to furnish wholesome amusement in the home—they keep the members of the family together in the evening—they 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.

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 unfair and to defame is dishonest.

## TRADE IN THE SAINTLY CITY.

Business for March Shows Improvement Over Last Year—E. D. Easton a Visitor—Good Report from St. Louis Talking Machines 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, 1909.

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 showing made by the various offices visited. He left here for Chicago and from there to New York.

W. C. Fuhri, 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 leading 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 Auxetophone to A. Sellner & 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 hosteleries here. The Columbia Phonograph Co. furnished one of their B. C. Graphophones to reproduce special made 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, traveler for this 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. F. 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.



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Perfect  
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is famous.

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**St. Louis Talking  
Machine Co.**

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7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

RECORD BULLETINS FOR MAY, 1909

EDISON STANDARD RECORDS.

- 10117 Venus on Earth—Waltz.....National (London) Military Band
10118 Won't You Even Say "Hello"?.....Mannell Romaine
10119 Oh, La, La, La, La, La.....Sallie Stembler
10120 Sterling Castle and Harvest Dance.....Wm. Craig
10121 A Confidential Chat.....Press Eldridge
10122 Make a Noise Like a Hoop and Roll Away.....Collins and Harlan
10123 Beautiful Eyes.....Ada Jones
10124 Golden Trumpets.....Albert Benzler
10125 Ayesha, My Sweet Egyptian.....Herbert Payne
10126 How Firm a Foundation.....Edison Mixed Quartet
10127 I Used to Be Afraid to Go Home in the Dark.....Billy Murray
10128 A Coon Band Contest.....Maurice Levi and His Band
10129 The Heart of Ninon.....Florence Hinkle
10130 When the Humming Birds Return, Sweet Irene.....Harlan and Stanley
10131 Uncle Josh at the Dentist's.....Cal Stewart and Len Spencer
10132 Hallway Dance.....American Symphony Orch.
10133 I Don't Care if There's a Girl There.....Harry Fay
10134 Shine On, Harvest Moon.....Ada Jones and Billy Murray
10135 The Model Minstrels.....Edison Minstrels
10136 Amina.....Edison Concert Band

EDISON AMBEROL RECORDS.

- 115 Reinz Overture.....Edison Concert Band
116 It is Enough.....James F. Harrison
117 Love and Devotion.....Venetian Instrumental Trio
118 To the End of the World With You.....Manuel Romaine
119 Casting Bread Upon the Waters.....Empire Vaudeville Co.
120 S. R. Henry's Barn Dance.....New York Military Band
121 Prize Song—"The Mastersinger".....Reed Miller
122 Golden Rod.....Mabel McKinley
123 Awakening of Spring.....American Symphony Orch.
124 Jerusalem.....Edison Mixed Quartet
125 Good-Bye, Molly Brown.....Ada Jones
126 Nina.....Hans Kronold
127 Even Bravest Heart.....Thomas Chalmers
128 I Feel Thy Angel Spirit.....Miss Chapman and Mr. Harrison
129 New Creation Two-Step.....New York Military Band
130 I'm Awfully Strong for You.....Billy Murray and Chorus
131 Come Where the Lilies Bloom.....Metropolitan Quartet
132 Roses Bring Dreams of You.....Medley.....American Symphony Orchestra
133 Si Perkins' Barn Dance.....Ada Jones and Len Spencer
134 Fair Harvard Waltzes.....Maurice Levi and His Band

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A655 Ladies Beware (Harry Fragon) Baritone Solo, orch. accomp.....Harry Fay
A656 Red Rose March.....Accordion Duet.....Daniel and Peter Wyper
A657 Gavotte Caprice (Siegel)—Mandolin Solo, harpsichord accomp.....Samuel Siegel and R. H. Butin
A658 The Hot Tamale Man (Ingraham)—Baritone Solo, orch. accomp.....Arthur Collins
A659 For All Eternity (Mascheroni) Baritone Solo, orch. accomp.....Alan Turner
A660 Himno Nacional de la Republica de Panama (Santos Jorge A.).....Prince's Military Band
A661 Baby's Sweetheart—Serenade (Corri).....Prince's Military Band
A662 Valse de Concert (also known as "Durand's First Waltz") (Durand).....Casino Orchestra
A663 When Other Hearts Have Closed Their Doors (Snyder)—Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
A664 The Three Twins—The Yama-Yama Man (Hoschna)—Soprano Solo with Chorus, orch. accomp.....Ada Jones and Chorus

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5092 Die Dollarprinzessin—Nach motiven, "Dollarswalzer"—Dance Music (Leo Fall).....Prinze's Orchestra
A5093 Jubel Overture (Weber).....Prinze's Orchestra
A5094 The Prima Donna—Selection (Victor Herbert).....Prinze's Orchestra
A5095 Acis and Galatea—Recit and air, "O Ruder Than the Cherry" (Handel)—Baritone Solo, orch. accomp.....David Bispham

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

- 1046 Gun Fire March (Heed).....Military Band
1047 Good-Bye, Molly Brown (Jerome)—Soprano Solo, orch. accomp.....Ada Jones
1048 Pausy, the Moon am Shining (Ted Snyder)—Tenor Solo, orch. accomp.....Tom Portune
1049 Evening Star (Wagner)—Violoncello Solo.....Victor Sorlin
1050 I Wish I Had a Girl (Grace LeBoy)—Tenor Solo, orch. accomp.....Chas. F. Orr
1051 Under the Honeymoon (Jerome)—Soprano and Baritone Duet, orch. accomp.....Stanley and Stevenson
1052 My Sweetheart Waltz (Baccucci).....Orchestra
1053 Schoolmates (Edwards)—Tenor Solo, orch. accomp.....Byron G. Harlan
1054 I Want a Little Corner in Your Heart (Kerry Mills)—Soprano Solo, orch. accomp.....Ada Jones
1055 Roll On, Thou Dark Blue Ocean (Petrie)—Bass Solo, orch. accomp.....Edgar S. Allyn
1056 Ada, My Sweet Potato (Cole and Johnson)—Baritone Solo and Chorus, orch. accomp.....Bob Roberts and Chorus
1057 Oscaleta (Savasta).....Band
1058 Just One Sweet Girl (H. Von Tilzer)—Baritone Solo, orch. accomp.....E. J. Brown
1059 Who's Your Friend (Rogers)—Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
1060 Flower Girl Intermezzo (Wenrich).....Orchestra
1061 Trans-magni-fi-can-dam-dam-u-al-ly (Smith)—Baritone Solo, orch. accomp.....Arthur Collins
1062 Did He Run? (A. Von Tilzer)—Vocal Quartet, Male Voices, orch. accomp.....Quartet
1064 When I Dream in the Gloaming of You (Ingraham)—Baritone Solo, orch. accomp.....Geo. S. Madden
1065 Fan's March (Kost)—Accordion Solo.....J. J. Kimmel
1066 Dancing Sunshine (Ted Snyder)—Baritone and Tenor Duet, orch. accomp.....Stanley and Burr
1067 Uncle Josh and the Lightning Rod Agent (Original)—Laughing Story.....Cal Stewart
1068 Blitz and Blatz (Duprez)—Vaudeville Sketch.....Duprez and Porter
1069 Marching Through Georgia (Arranged by Laccalle).....Band

NEW VICTOR RECORDS.

- NOTE—Selections listed in double-faced form cannot be had singly, and are available only in combinations indicated. Accompaniments are by the Victor Orchestra.
5686 Salute to Mexico March.....Brooke 10
5690 Marsovia Waltzes.....Blanck-Belcher 10
5684 Frozen Bill—Cakewalk.....10
5685 Amina—A Serenade.....Lincke 10
31730 Pride of the Nation.....Droop 12
31731 The Boy on the Right Field Fence (Marion) A Baseball Monologue.....Digby Bell 12
16293 (a) Uncle Josh and the Billiken.....Cal Stewart 10
(b) The Hot Tamale Man (Ingraham).....Arthur Collins 10
SCOTCH SPECIALTY BY HARRY LAUDER, WITH ORCH.
58005 The Wedding of Lauchie McGraw.....12
16294 (a) Si Perkins' Barn Dance (Rural Specialty).....Jones and Spencer 10
(b) Schultz on Woman's Suffrage.....Frank Kennedy 10
35074 (a) Possum Supper at Darktown Church.....Victor Vaudeville Co. 12
(b) Barn Dance Medley No. 1—"Cuddle Up a Little Closer," "Starlight Maid," "When You Steal a Kiss or Two".....Arthur Pryor's Band 12

- WHISTLING SOLO BY CHARLES CAPPER, WITH ORCH.
52015 Kiss Waltz (Il bacio).....Arditi 10
THE AMERICAN MALE QUARTET, WITH ORCH.
5683 Denver Town.....Botsford 10
16291 (a) I Wish I Had a Girl (Le Boy).....Billy Murray 10
(b) Broke (Jean C. Havez).....Edward W. Meeker 10
35008 (a) Over the Waves Waltz (Sobre las Olas) (Rosas).....Pryor's Band 12
(b) Militaire Waltz (Waldteufel).....Victor Orchestra 12
16296 (a) Ah! Cupid (Herbert) from "Prince Ananias".....Herbert L. Clarke 10
(b) The Birds in the Forest (Strange).....Rattay, Levy and Lyons 10
16292 (a) Pansies Mean Thoughts and Thoughts Mean You (Brown Spence).....Harry Macdonough 10
(b) To the End of the World with You (Reed-Ball).....Henry Burr 10
COUNTER-TENOR SOLO BY WILL OAKLAND, WITH ORCH.
5691 Silver Threads Among the Gold.....Danks 10
16289 (a) Queen of My Heart (from Dorothy) (Culler).....Alan Turner 10
(b) Come Back to Erin (Claribel).....Haydn Quartet 10
35075 (a) Angels Ever Bright and Fair (Handel).....Lucy Marsh 12
(b) Unfold Ye Portals (Gounod).....Trinity Choir 12
PIANOFORTE SOLO BY ALFRED GWENFELD.
58006 Walküre—Magic Fire Spell (Feuerzauber) Transcription by Brassin.....Wagner 12
NELLIE MELBA, SOPRANO.
Twelve-inch, with orch.—In Italian.
88148 Otello—Salce, salce (Willow Song).....Verdi
Twelve-inch piano acc. played by Mme. Melba—English.
88156 Believe Me if All Those Endearing Young Charms.....Moore
A FOLK SONG BY SCHUMANN-HEINK.
Twelve-inch, with orch.—In German.
88155 Es ist bestimmt in Gottes Rath—German Folk Song (It is Ordained by God's Decree).....Mendelssohn
TWO ENGLISH SONGS BY GADSKI.
Ten-inch, with piano accomp.—In English.
87026 (a) How Much I Love You.....La Forge
(b) The Year's at the Spring.....Beach
A MIGNON NUMBER BY FARRAR.
Twelve-inch, with orch.—In French.
88152 Mignon-Styrienne, "Je connais" (I Know a Poor Maiden).....Thomas
MISCHA ELMAN, VIOLINIST.
Ten-inch.
61183 Swing Song.....Barns
Twelve-inch.
71039 (a) Gavotte.....Grossec
(b) German Dance (Deutscher Tanz).....Dittersdorf

CLOSE AFTER PRICE CUTTERS.

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 Dover, N. H., Joseph G. Williams, a retail dealer at Worcester, Mass., who advertised the Edison records at cut prices, claiming he was closing out that stock, 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 demands of their business is scheduled to cost \$93,000.

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stand 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. Of course it costs more to produce UDELL CABINETS, but making them in the quantities we do enables us to not only produce better Cabinets but also to produce them at prices which, when you see them, you will also be a buyer and a booster of UDELL Cabinets. Write us please. Just say send illustrations and prices of UDELL Disc Record and Cylinder Record Cabinets.

ADDRESS

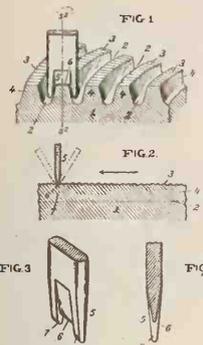
THE UDELL WORKS INDIANAPOLIS, IND.

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially prepared for The Talking Machine World.)  
Washington, D. C., April 7, 1909.

**REPRODUCING STYLUS FOR TALKING MACHINES.**  
George K. Cheney, New York, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 915,936.

This invention relates generally to talking machines and consists more specifically of an improved form of reproducer adapted for use in connection with the sound record described and claimed in co-pending application Serial No. 160,431 filed June 6, 1903. The record referred to is preferably of the disc type having a spiral groove cut or otherwise formed in its face and the record in the form of a connected series of indentations contained on the thread or that portion of the surface of the disc remaining between the turns of the spiral groove.



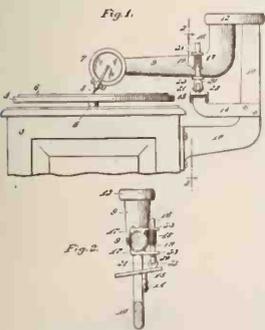
The reproducer point is preferably of suitable form to engage both the record thread and the groove on one or both sides thereof, it being thereby guided and maintained in proper relation to the record, also fed across the disc as the latter is rotated.

By reducing the bearing surface of the reproducer to the extreme point of the stylus and forming the spiral guide groove with perfectly smooth walls, unpleasant sounds, such as harsh, shrill tones and grating noises, may be either entirely avoided, or so greatly reduced as to be rendered unnoticeable.

In these drawings: Figure 1 is a view in perspective on a greatly enlarged scale, showing a portion of a disc sound record and the reproducer point or stylus in operative relation thereto. Fig. 2 is a vertical sectional view taken centrally of the record thread, on the line s<sup>1</sup>, s<sup>2</sup>, of Fig. 1. Fig. 3 is a detail view in perspective of the reproducer point, and Fig. 4 is a vertical sectional view thereof.

**GRAMOPHONE.** Luther T. Haile, Philadelphia, Pa., assignor by mesne assignments to Hawthorne & Sheble Mfg. Co., same place. Patent No. 914,826.

This invention has for its object to provide means for operatively supporting and propelling the sound-box mechanism and its adjunctive stylus or needle over the rotating sound-record or tablet, in order that the latter shall be relieved of the necessity, as in the known type of such machines, for the performance of that function.



Advantages flowing from this invention, in the performance of that function by means distinct from the record-tablet itself are manifold, chief of which are that considerable of the weight of the sound-box mechanism is no longer borne by the record-tablet, resulting in its sound-grooves being less worn by any given amount of use of the machine, and also tending largely to compensate for inequalities in the record; and the needle has less, if any, scratching against the non-vibration producing bottom of the sound-grooves; and last, but of equal if not greater importance, the needle is kept in closer contact with the side walls of the sound-grooves, resulting in imparting to it

stronger vibratory movements and consequently effecting like vibrations of the sound-box diaphragm and consequent louder and clearer tones therefrom.

In the accompanying drawings wherein Figure 1 is a side elevation, and Fig. 2 a section on line 2-2 of Fig. 1, is shown the invented mechanism as applied to a known type of gramophone, only so much of the latter being shown as is necessary to understand and apply the invention thereto.

**TALKING MACHINE.** Dean S. Edmonds, New York, assignor by mesne assignments to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 915,022.

This invention relates to talking machines, particularly those of the type employing a disc sound-record.

The invention is directed to the provision or means for exerting a yielding pressure upon the part carrying the reproducing mechanism, to move 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 recorded 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-horn, and this device 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.

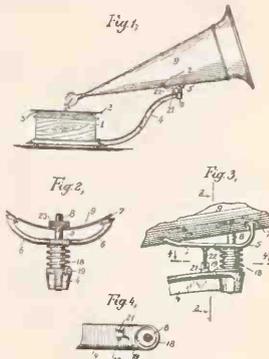


Figure 1 is an elevation of a talking machine; Fig. 2 is a section through the support and cradle on line 2-2 of Fig. 3; Fig. 3 is an enlarged detail view of some of the parts shown in Fig. 1; and Fig. 4 is a detail view in section on line 4-4 of Fig. 3.

**PHONOGRAPH HORN.** 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 end portions of the body and base, showing the parts on a larger scale. Fig. 3 is a view of the inner

# Talking Machine Dealers

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if they don't keep posted on every cabinet line made. We want you to have our cuts and prices on file, so that every time you want cabinets you can compare it with others.

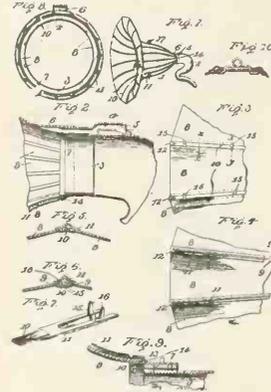
Your business will come to us if you are at all interested in good cabinets. This is confidence, we know, but our reputation is well established and our goods sell on their merits. Ask for our illustrations and prices.



Record Cabinet No. 697

**Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.**

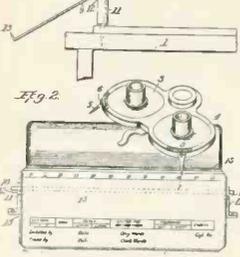
side of the joint formed between adjacent sections; Fig. 4 is a view of the parts illustrated in Fig. 3, as seen from the outer side; Fig. 5 is a section on the line *x-x* of Fig. 3; Fig. 6 is a section on the line *y-y* of Fig. 3; Fig. 7 is a perspective view of the outer end of an outer rib; and Fig. 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.

**PHONOGRAPH.** Richard C. Farrington, Boise, Idaho. Patent No. 916,287.

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.

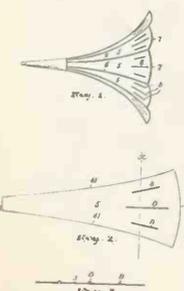


In the drawings which show by way of illustration, only one embodiment of the invention: Figure 1 is a side elevation of the essential parts of a phonograph embodying the invention. Fig. 2 is a front view of the same.

**AMPLIFYING HORN.** Clement Beecroft, Philadelphia, Pa. Patent No. 915,013.

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



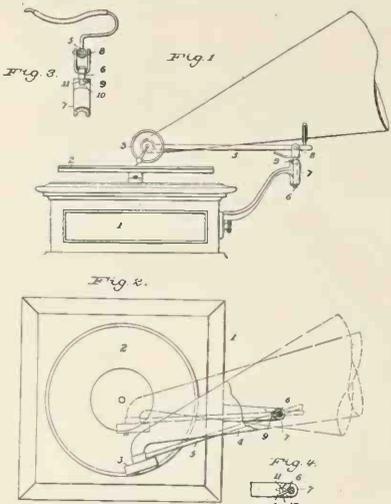
brought out in the following description. Referring to the accompanying drawings, in which like characters of reference indicate corresponding parts in each of the several figures, Figure 1 is a side elevation of the improved

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*.

**TALKING MACHINE.** Louis P. Valiquet, Newark, N. J., assignor by mesne assignments to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 914,765.

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



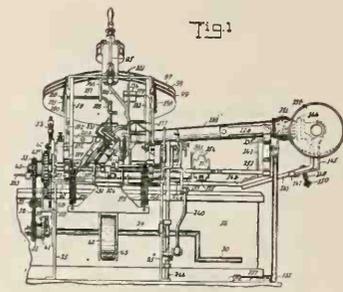
or shown in section; Fig. 3 is a detail view of the pivot pin and feed cam, the cam being shown in elevation, and Fig. 4 is a detail plan view of the cam, the pivot pin being shown in cross section.

**MAGAZINE TALKING MACHINE.** C. E. and W. H. Krueger, Minneapolis, Minn. Patent No. 915,448

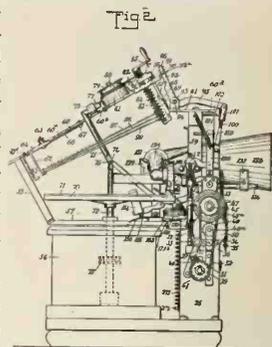
This invention relates to talking machines, the purpose being to produce a device in which a large number of distinct operations are performed automatically, so that the machine requires a minimum of attention.

To this end the invention embodies the following objects: I. To provide a magazine for holding a number of separate records and means for changing these records so that they are played in a predetermined order of succession, the substitution of one record for another being made automatically by the machine. II.

To provide mechanism whereby a needle, when used upon one record may be discarded and a new needle substituted for use upon the next successive record, the substitution of this needle being performed automatically by the machine. III. To enable the operator, by an adjustment



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 front 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

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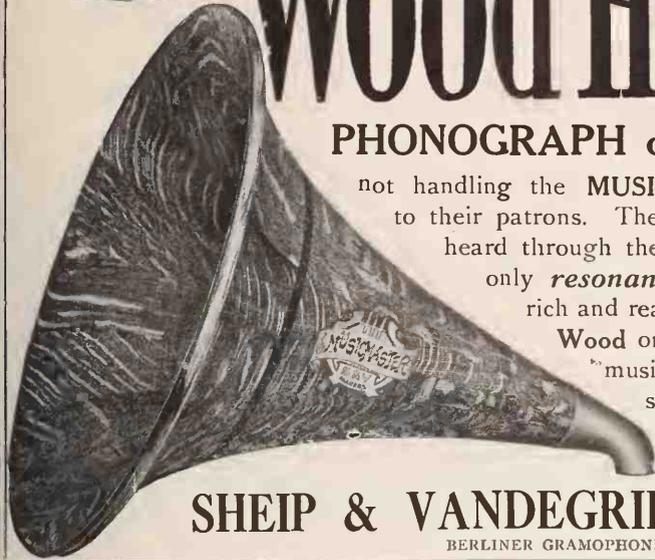
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# Wood Horns (NOT VENEERED)

## PHONOGRAPH or TALKING MACHINE DEALERS

not handling the **MUSIC MASTER WOOD HORNS** are doing an injustice to their patrons. The best results of the record reproduction can only be heard through the **MUSIC MASTER WOOD HORN** because it is the only *resonant horn* with vibratory freedom, giving a full, round, rich and realistic tone. **The one horn on the market built of Solid Wood** on scientific principles of acoustics. As necessary to the musical tone of Talking Machine or Phonograph as the soundboard is to a piano. **Have one sent on approval—** choice of Oak, Mahogany or Spruce, for any make or style machine. If your jobber cannot supply you, write us.



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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 therefor 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

showing the movable rest for supporting the phonographic tube, and showing also the movable arm for shifting this tube in a lateral di-

rection; 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

Fig. 3

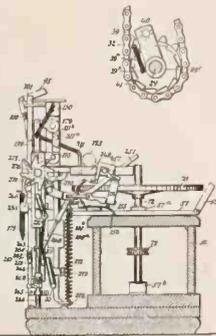


Fig. 5

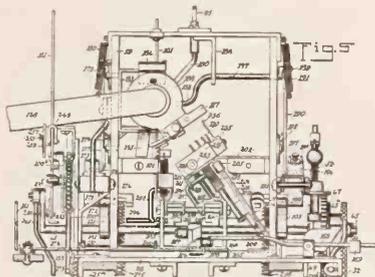
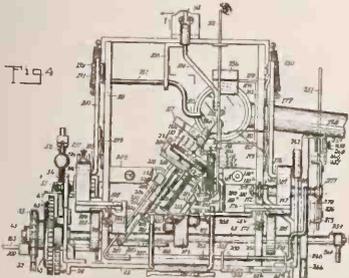


Fig. 5

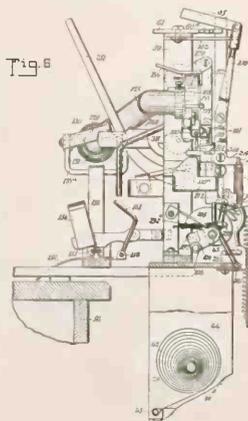


Fig. 6

for causing the ejection of the needles when used and the substitution therefor of new needles; 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

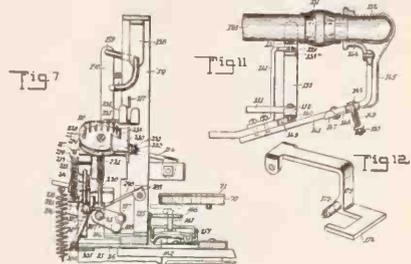


Fig. 7

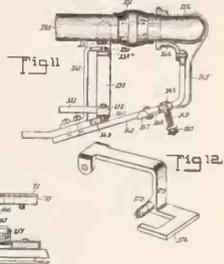


Fig. 11

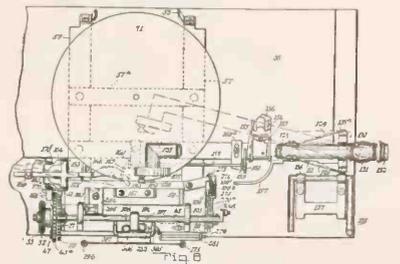


Fig. 8

rection; 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

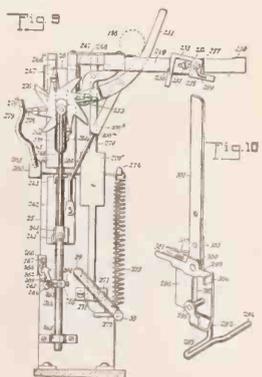
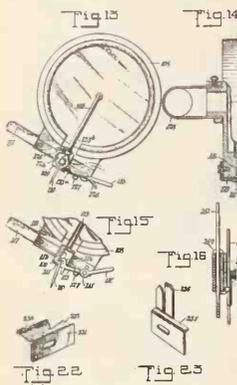


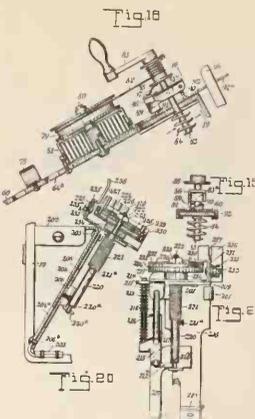
Fig. 10

Fig. 11

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 shelf 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

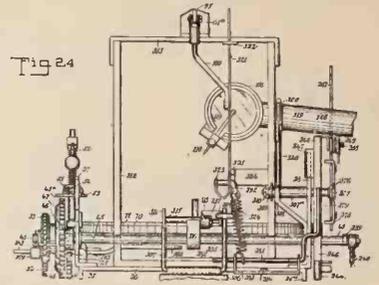


through the needle wheel and its mountings showing how the needles are stored within the wheels; Fig. 21 in an enlarged elevation of the needle wheel and other parts shown in Fig. 20; Fig. 22 is a perspective of the needle guide, this part co-acting with the needle wheel for the purpose of stopping the 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



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 in 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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