"The Window is the Eye of the Store"

You make up your opinion of a man very largely from the expression of his eye. Your customers form their judgment of you very largely from the appearance of your store windows.

The first essential of a window is freshness. The well-dressed window is the one that is always fresh. The best-planned window loses its effect after the dust has begun to settle on the merchandise and the glass gets a little dim.

Every Victor dealer should be on the safe side and give his windows a fresh dressing every so many days, whether it seems to need it or not. Each new window display has its advertising value. A good window dresser can make the window pay the rent of the whole store.

Don't crowd the window. If it is well arranged with a few articles it commands attention, when the same space jammed full with a variety of objects is passed unnoticed. Make your window tell the news of your store. Your window display can show real things, and has a great advantage over print, which can only tell about things.

The best window display is one that associates the Victor with some person or event of general interest. For instance, suppose you get a fine portrait of Sousa, frame it handsomely, and arrange it against a background of drapery in the most prominent place in the window, and place beneath it a neat card giving a list of the Sousa records you have in stock.

Windows like this command a great deal more attention than windows filled with a promiscuous stock of goods, and the labor and expense are much less. After you have accumulated a number of suitable draperies, frames and other articles that can be used over and over again, it is an easy matter to add the note of current interest, similar to the one described. This method of window dressing saves the handling and exposure of many articles of merchandise and gives the passing crowds something to stop and look for.

Have the "eye" of your store bright and wide open.


Berliner Gramophone Co., Montreal, Canadian Distributors.

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

The Talking Machine you select determines the pleasure you will have. The Zon-o-phone is the oldest of all disk machines, the most highly developed in smooth running, durability and mechanical conveniences. It has a remarkably clearer and more natural tone.

The Cost Reduced

Take the trouble to hear the Zon-o-phone before you buy. After you are satisfied with its superiority you will also find it lower in price, model for model.

Zon-o-phone Double Record Disks

The highest type of record ever sold for 65c.

Hebrew Supplement, just issued; the finest Hebrew records ever made. Songs by Mme. Regina Prager, Mr. Kalman Juvelier and other well known artists.


Newark, N. J.

Distributors of Zon-o-phone Goods:

| ALABAMA | Mobile | W. H. Reynolds, 147 Dauphin St. |
| ARIZONA | Tucson | George T. Fisher, 34 E. Congress St. |
| ARKANSAS | Ft Smith | R. C. Bolinger, 704 Garrison Ave. |
|            | San Francisco | Peter Schwab & Son, 941 Market St. |
|            | San Francisco | Byron Mauzy, 244-250 Stockton St.  |
| FLORIDA | Tampa | Turner Music Co., 604 Franklin St. |
|            | Chicago | James L. Lyons, 505 Fifth Ave. |
|            | Chicago | E. Oistinsky, 515 So. Jefferson St. |
| KANSAS | Topeka | Enshiller-Saleman Farm Co., 527-529 Kansas Ave. |
| MARYLAND | Annapolis | Globe House Farm Co. |
|          | Baltimore | C. S. Smith & Co., 441 W. Baltimore St. |
|          | Baltimore | Louis Mason, 1232 E. Pratt St. |
| MinNESOTA | St Paul | W. J. Dyer & Bro., 81-84 W. 8th St. |
| MICHIGAN | Detroit | J. E. Schmidt, 114 Gratiot Ave. |
| SPRINGFIELD | Morton Lines, 115 Boonville St. |
| St Louis | Knight Mercantile Co., 211 N. 11th St. |
| St Louis | D. K. Myers, 1202 Finney Ave. |
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| NEW YORK | New York | Oliver Piano Co., 15 New St. |
|            | New York | J. K. O'Dea, 115 Clinton St. |

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EDISON KILLS RATTLESNAKE.

Back from a Southern Sojourn With a Trophy in the Shape of a Skin of a Rattlesnake Which He Killed.

Among the other luggage that Mr. and Mrs. Thomas A. Edison brought back to their home in West Orange, N. J., recently from Fort Myers, Fla., where they had been spending the winter months, was the skin of a very fine specimen of the formidably dangerous bushmaster, measuring nearly six feet in length. Had it not been for the quickness of the inventor in landing a real home strike on the snake's head there might have been no noise is heard.

AUXETOPHONE AT BANQUET.

Piano Men Listen to Grand Opera Performance.

The annual banquet of the Connecticut Piano Dealers' Association, held at Waterbury, Conn., on April 22, was enlivened by music from the Auxetophone.

A pleasing program, which included grand opera numbers, delighted the banqueting piano men, many of whom expressed surprise at the marvelous entertaining powers of the Auxetophone.

The program was arranged by the Driggs & Smith Co., of Waterbury, who have recently taken on the Victor line.

BALLARD PHONO. MAKES ITS DEBUT.

Victor A. Welman has made his appearance as a talking machine dealer in Seattle's bustling suburb, Ballard, a town of about 20,000 inhabitants. Mr. Welman has acquired the stock and goodwill of H. C. Tharp, who has been conducting the business for the last two years. Mr. Welman is not new at the work, but leaves a lucra-
tive berth with the D. S. Johnson Co., the largest talking machine dealers in the Northwest where he was connected with both the selling end and the advertising department. With the opportunity of the location and his preparation for the work his success is practically assured.

The house will be known as the Ballard Phonograph Co., and will handle Edison, Victor and Columbia products, besides a good line of small goods.

CLEMENT BUYS SAWYER'S STOCK.

(Special to The Talking Machine World.)

Bar Harbor, Me., April 8, 1909.

S. J. Clement, of Clement's music store, has bought the entire stock of Edison phonographs and records of J. H. Sawyer and has combined it with his already large stock at 160 Main street. Thus making the largest and most complete stock of Edison goods in Eastern Maine. Mr. Clement has a large room separate from the main store devoted exclusively to this line, the walls of which are lined with Edison records, every num-

DEATH OF ANDREW DEVINE.

The Senior Vice-President of the Columbia Co. Passed Away in his 67th Year.

Andrew Devine, senior vice-president and the oldest director of the Columbia Phonograph Co. General, died May 4 at his home in Brooklyn, after a short illness. Mr. Devine was stricken with paralysis the Sunday previous, an attack from which he never entirely recovered. He passed was sixty-seven years of age, and was associated with Edward D. Easton, president of the company, from the earliest days of the enterprise, when the old Bell and Tainter patent, which means the actual beginning of the modern talking machine business, was acquired. Mr. Devine, like Mr. Easton, had full faith in the future of the business, and the same optimism, as a great venture, and their belief in the ultimate success of the present day trade never wavered.

The deceased was well known among public men, having been for many years one of the official stenographers of the United States Senate, and during the Blaine campaign for the Presi-
dential nomination many of the speeches delivered by the "plumed knight," but also acted in a con-

THE TALKING MACHINE WORLD

Vol. 5. No. 5.


Price Ten Cents

THAT VOCAL SAFE LOCK.

Inventor Charpiot Has Had Many Inquiries from All Parts of the World.

In a recent letter to The Talking Machine World, George J. Charpiot, of Denver, the inventor of the safe which is opened by the sound of the voice and referred to recently in The Talking Machine World, has been the constant recipient of letters and clippings from eastern cities inquiring as to the working of the invention.

Instead of the regular handle, which the safe has now, this one is supplied with a receiver, to which, on the inside, is attached a needle slip which will open only to the sound of one person's voice. Trials have been made with several people representing the sound of the voices, but the same person can not open the safe, except to the voice of the man to which it had been made sensitive.

Since a description of this invention appeared Charpiot has heard from interested parties throughout the world. Letters from many of the leading banks ask such questions as the fol-

"Could not this same appliance be used on doors, and then, if a man came home house or his voice thick on account of being drunk, how could he unlock his door?" "Could not a burglar who wished to open a safe like that imitate the sound of the man's voice who owned it sufficiently to open it?" "Could not a person take a phonograph record of the man's voice who owned the safe, and then, by putting the phonograph up to the receiver, unlock the safe?"

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A PHONOGRAPHIC WARNING.

Indiana Man Invents Device to Be Attached to Gasoline Cans to Prevent Mistakes.

John W. Adams, of Farmersburg, Ind., is credited with the invention of a phonographic attachment for gasoline cans that utters "Gasoline—explosive!" whenever the cap is being unscrewed. By this means one can tell when he has the gasoline can, even in the dark. Mr. Adams says that he has been offered $5,000 for the invention, but declines to sell. With this device perfect safety is obtained, as one cannot make the mistake of placing gasoline in an oil lamp without knowing it.

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BANE OF THE SOUTHERN SOJOURN.

One of Monrovia's attractions is the workshop of John Adams, the celebrated 'Rattlesnake' man. Well known for the beautiful toys he makes, Mr. Adams has recently killed one of the largest ever seen in the vicinity.

AMONG THE OTHER LUGGAGE.

Among the other luggage that Mr. and Mrs. Thomas A. Edison brought back to their home in West Orange, N. J., recently from Fort Myers, Fla., where they had been spending the winter months, was the skin of a very fine specimen of the formidably dangerous bushmaster, measuring nearly six feet in length. Had it not been for the quickness of the inventor in landing a real home strike on the snake's head there might have been no noise is heard.

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The house will be known as the Ballard Phonograph Co., and will handle Edison, Victor and Columbia products, besides a good line of small goods.

E. C. Goodwin, of Lyon & Healy, Chicago, was a visitor at New York headquarters of the National Phonograph Co. last week.
DO YOU REALIZE

that to get all there is in the Talking Machine Business, that you ought to be able to supply the demand for either a Disk or Cylinder Machine or Record?

THERE IS A DEMAND FOR BOTH

Why not place yourself in a position to meet it if you are not now?

VICTOR AND EDISON

have the call, are the best and the largest advertised lines.

IF YOU HANDLE ONLY ONE

Write us about the other.

IT'S TO YOUR ADVANTAGE TO BUY OF A JOBBER WHO HANDLES BOTH. IT MEANS ONE SHIPMENT, ONE EXPRESS

Correspondence Solicited

The Eastern Talking Machine Co.,

177 Tremont St.

Boston, Mass.

LARGEST STOCK - BEST SERVICE

Fifteen Years an Exclusive Talking Machine House

A. D. Bullock has opened a talking machine parlor in Onset, Mass.
Victrola

The perfect musical instrument

Perfect musically

The Victrola plays all the unmatchable Victor music and entertainment in the richest, sweetest, most mellow tone ever heard—as pure and true as life itself. The Victrola satisfies the most critical musical tastes. It creates a deeper appreciation for operatic and classical music.

Perfect artistically

The Victrola cabinet is a fine example of dignified beauty. Its graceful lines make it particularly pleasing to the eye. It is worthy of a prominent place in the most exclusive home. The woods used in making the Victrola cabinet are specially selected for their richness of color and inness of grain—quartered oak, San Domingo mahogany and Circassian walnut. There is a wide choice of beautiful finishes.

Perfect mechanically

The Victrola has the absolutely accurate, noiseless-running Victrola mechanism, an indisputable for perfect playing. The horn is entirely concealed. The music flows through the small doors, which can be opened or closed, to regulate the volume of sound.

The Victrola is the greatest musical instrument in the world

It is receiving unbounded and enthusiastic approval. There is absolutely no other instrument to compare with it. It draws the patronage of the most wealthy and refined. It is the highest example of Victor "quality."

Sell this wonderful instrument, Mr. Victor Dealer! Get the most out of the phenomenal Victrola popularity! There is Victrola business all around you. This means greater sales—greater profits for you. And think of the possibilities for increased sales of Red Seal Records.


Berliner Gramaphone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.
DECISION IN Contempt SUIT
Of the Victor Talking Machine Co. Against the Leeds & Catlin Co.—Will be Worth Reading by Many of Our Subscribers.

(Special to The Talking Machine World.)

In the contempt case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, the Supreme Court of the United States, on April 19 affirmed the decision of the Circuit Court of Appeals, second circuit. On January 5, 1909, Judge Lacombe, Circuit Court of the United States, southern district of New York, fined the Leeds & Catlin Co., $1,000 for violating an injunction issued by the court, restraining them from selling their records to be used on Victor machines, thereby becoming contributing infringers of the Berliner patent.

The case was taken to the highest tribunal on a writ of certiorari, and a motion to dismiss the suit was argued January 14, 1909. The opinion was written by Justice McKenna, and is in part as follows:

"The lower courts found that most of the sales (we quote from the opinion of the Circuit Court of Appeals) of the records by petitioner were knowingly made to enable the owners of the Victor talking machines to reproduce such musical pieces as they wished by the combination of the Leeds & Catlin record with said machines; and that the Leeds & Catlin Company made no effort to restrict the use to which their records might be put until after motion to punish for contempt had been made; that the only effort at such restriction ever made was to answer upon the face of the record and notice to the effect that such record was intended and sold for use with the "feed-device machine"; that the records sold by plaintiff in error were far more frequently bought to increase the repertoire of the purchaser's Victor machine than to replace wornout or broken records. The 'feed-device machine' referred to by the court was a 'feed-device machine' referred to by the court. The Circuit Court, of Appeals affirmed the injunction, and in connection with which it sold, as it also avers, and used, its sound recordings it is not at or before the time of beginning this proceeding a practically or commercially known producer of musical or spoken sound, whereas the Victor machine, embodying the claims of the Berliner patent here under consideration, was at such times widely known and generally used, and that the plaintiff (petitioner) knew, and sold its records with the knowledge, that if its output was to be used at all by the public it would be used with the Victor machine, and in the combination protected by the claims of the Berliner patent, before referred to. And the court concluded that upon these facts it was clear that petitioner had "made and sold a single element of the claims of the Berliner patent, with the intent that it should be united to the other elements and complete the combination. And this is infringement."

"Can petitioner find justification under the right of repair and replacement? The Court of Appeals, in passing on these cases, considered that there was no essential difference between the meaning of the words 'repair and replacement.' That they both meant restoration of wornout parts... The sales of petitioner, as found by the court below, and established by the evidence, were not to furnish new records identical with those originally offered by the Victor Co., but, to use the language of Judge Lacombe in the Circuit Court, 'more frequently in order to increase the repertoire of tunes than as substituted for wornout records. The right of substitution or 'resupply' of an element depends upon the same test. The license granted to a purchaser of a patented combination is to preserve its fitness for use so far as it may be affected by wear or breakage. Beyond this there is no license."

"It is further contended by petitioner that the disc records, being unpatented articles of commerce, which could be used upon the mechanical feed device machine or exported to foreign countries, or concededly for repair of machines sold by respondent, petitioner could legally sell the same, but very little or none of the cases cited to support it we need not make. The facts of the case exclude petitioner from the situation which is the foundation of the right of repair and replacement. A detailed comparison of the contention or the cases cited to support it we need not make. The facts of the case exclude petitioner from the situation which is the foundation of the right of repair and replacement."

MR. CONRIED'S DEATH REGRETTED.
The death of Heinrich Conried, formerly manager of the Metropolitan Opera House, which occurred recently, was sincerely regretted by Signor Caruso, who is now sojourning in a quiet suburb of London. It was Mr. Conried who brought Signor Caruso to New York and exploited him, and without Mr. Conried there would have been little chance for Signor Caruso in the Metropolitan Opera House. Signor Caruso said:

"He was my first American manager and I shall always cherish his memory, not as an impresario but as a friend. None could have been better."

When Mr. Conried first engaged Signor Caruso he did it on his reputation alone. He had never seen the great tenor nor heard him sing. When he did meet Signor Caruso in a little reception room, in the Metropolitan Opera House it was with a burst of pleasure, and he told me he was so glad that Signor Caruso was not as short as he had feared. "I was afraid he would be one of those little fellows," said he. Then after I had introduced the star to the impresario, we all went up stairs to listen to a record of some of Signor Caruso's songs. Mr. Conried was very pleased with the results. "We may have to change our plans," he said; "we have a great deal of business to do with bringing Signor Caruso to New York."
CHILDREN ENJOYING CONCERT AT ROTH'S.

as a consequence the audience receives a liberal education regarding its possibilities and becomes so enthusiastic that in due time goodly purchases result.

Perhaps the most enthusiastic audience is that which attends the children's concert. The photograph herewith was taken on Saturday afternoon, April 24th, and gives an idea how Mr. Roth develops his business. The programs for the children's recitals are especially attractive and designed to be interesting and educational. The programs for the adults' recitals of course are much more ambitious.

Talking machine dealers throughout the country could well take a lesson from Mr. Roth's enterprise. There is no better means of developing "prospects" than by recitals of this nature and designed to be interesting and educational. The programs for the children's recitals are especially attractive and designed to be interesting and educational. The programs for the adults' recitals of course are much more ambitious.

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WAX FROM A MEXICAN WEED.

The Once Despised Candelilla Now Worth $200 or More an Acre—Wax Used for Talking Machine Records.

The discovery of this wax has been made by Mr. Pacius and others with great stretches of land in Northern Mexico and tests of the various other desert plants which grow profusely along the Rio Grande are being made under the direction of the Government with the view of discovering any commercial properties that they may contain. One plant which grows abundantly upon many millions of acres of semi-arid land in Northern Mexico and parts of Texas, Arizona and New Mexico. Land owners who have this formerly despised weed growing upon their holdings are now in a fair way to reap a fortune.

When it was discovered a few years ago that a good grade of crude rubber could be manufactured from the guayule shrub experiment was begun by Mr. Pacius and others with various other kinds of wild vegetation to learn if they possessed commercial properties. Mr. Pacius found that the candelilla contained wax to the amount of 3½% to 4½% per cent. He gathered a supply of the plants and began experiments with a view of arriving at a process of economical extraction of the wax. He perfected this process a few months ago and it is now in practical operation.

The manufacture of this vegetable wax is already on a paying commercial basis. The demand for the product comes at this time chiefly from Germany. The present price of the wax in Mexico is $600 per ton. It is said that it takes about thirty tons of the weed to make one ton of the crude wax. The cost of producing a ton of wax is $75 per ton.

The land upon which the candelilla weed grows profusely is producing a big revenue in the localities where factories have been established. It is said that where land is well set in the plant it can be made to yield a profit of $300 to $500 per acre a year.

The candelilla wax is said to be harder than any other wax. This fact has caused it to be in demand for the manufacture of talking machine records, pharmaceutical articles, varnishes, shoe, leather and wood polishes, insulation in electrical wiring, gamps, candles and many other things.

The fact that the guayule shrub and the candelilla plant are now known to contain valuable commercial properties has aroused the interest of the Federal authorities of Mexico and it is said that a series of chemical experiments and tests of the various other desert plants which grow profusely along the Rio Grande is called gubernador and is being used extensively for the manufacture of a boiler compound. There are also two or three kinds of shrubs and weeds which possess cleaning properties almost identical in effect with washing soap. The roots of one of these shrubs are used by the native Mexicans to the exclusion of manufactured soap.

AFTER SALE WORK.

What Must Be Done to Retain Trade—Effective Follow-Up Work.

An English concern has that a number of stores in various parts of the United Kingdom has a follow-up plan that can be readily adapted to the talking machine trade. About a month after a person has purchased a suit of clothes of the English concern a reply postal is sent, asking if it wears well, if it is giving satisfaction, etc. The replies received give the managers excellent ideas. Even those who do not reply are impressed with the interest manifested.

After you sold a talking machine, have you taken the trouble to send an inquiry, by mail, as to whether it operates satisfactorily; if not, that you desired to offer suggestions? Or, did it get slightly out of adjustment and thereby cause disappointment? Don't think for an instant that after you get the customers' money in your safe that is all that is to be done—if you desire to retain his trade.

The department stores are insistent follow-up people; they keep right after their customers, not once a season, not once a month, but an average of twice or more times a month, in the large cities. If they find it advantageous, youought to. Don't wait until you are forced into it, because by that time some of your possible customers may then belong to the other fellow. There is also another class of competition, the personal element of which never shows up, but the constant solicitation by mail is always going on. What are you doing to offset, overcome and keep out this competition?

REGINA CO. SELL EDISON STOCK.

The Regina Co., New York, on April 23, sold their entire stock of Edison machines, records, etc., to James K. O'Dea, a jobber of Paterson, N. J. The Regina Co. thus retires from the talking machine business, with the exception of handling the Columbia records and their own machines and instruments. They will fill orders for the Edison May records and then are through.

COLUMBIA CO. IN DES MOINES.

(Special to The Talking Machine World.)

Des Moines, la., April 27, 1909.

The Columbia Phonograph Co. have secured the east half of the room in the Grand department store, formerly occupied by the McQuaid Company, and will take possession May 1.

NOW THE YAKIMA CO.

The Yakima Music Co. have absorbed the Guernsey music store at North Yakima, Wash. The proprietors are: C. W. Harris and Bertha B. Guernsey Harris. They are carrying a complete line of Victor and Edison goods.

Wisdom cries in the streets when it has fish to sell.

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 McCREAL

174-176 Third St.

Milwaukee, Wis.
Communities dependent to a large degree upon the railroads and manufacturers for their commercial prosperity reflect the retarded activity of those interests, and a sluggish demand, while on the other hand the business carried on in purely agricultural sections is in most cases really if not unusually normal.

The reports from the West are of a more encouraging nature, but Eastward they are less satisfactory, due doubtless to the fact that there are many thousands of men who have not yet secured employment.

How great has been the transformation which has taken place in those parts of the West and Northwest, which but a few years ago, were regarded as almost beyond the confines of habitable territory, is emphasized by the striking resourcefulness displayed under present conditions.

The results of a recent sale of bonds for municipal improvements in a Dakota city of about 10,000 inhabitants furnishes an instance in point.

Bids on the securities amounting to $100,000 were tendered by representatives from a number of the leading financial centers, but the entire issue was taken by local capital, representing wealth gleaned from the soil, and there is not much wonder that the farmers of the great agricultural sections are buying more largely, of what may be termed the luxuries of life. From a debtor class they have graduated into the creditor class.

The demand for talking machines, particularly the higher priced talking machines in the great agricultural sections of the country is more and more emphasized.

The talking machine jobbers who cater to the needs of the dealers in those sections of the country report a steady increase in trade.

Of course the talking machine business is not in an exuberant state, nor could it be expected that it would move ahead of other industries in the business revival, but it is growing. The tide is not only showing the rising of the good times. This tide is on it will be found that the big producing institutions will be in a better condition than ever to meet the requirements of the trade.

It is an inspiring sight to visit such a plant as the Victor at Camden, N. J. The directors of this great enterprise show confidence in the future of the business by planning additions which will mean when completed many acres of additional factory space.

The Victor plant of the present time is an extensive one, and a trip through the various departments will furnish one with food for thought for many a day.

The splendid business system, the exactness and the clock-like precision which directs the workings of this great industrial enterprise will be apparent to every observer.

It is system and thoroughness which is apparent in every department and the present enormous plant of the Victor is run to its utmost capacity. While we have visited hundreds of factories we never have seen one in which more men were actively employed within the same number of square feet than is seen in the case manufacturing department of the Victor.

When the new addition which will be rushed rapidly to completion is in working form it will mean vastly increased creative facilities.
What other line of business pays better profits or affords the dealer chances to build up a paying line of customers than the talking machine business?

It must be encouraged and stimulated by men who have their heart in the business and have confidence in its future, and who have confidence in the business methods established by the great manufacturing concerns which practically control the situation.

It needs confidence all around, and it's just as well during the month of May to draw in a few deep breaths of confidence and go to the business with a vim and vigor which will insure success.

The manufacturers are certainly doing their part in lines of splendid publicity. They are keeping the talking machine talked about, making its desirable features known to millions of people and are making possibilities for sales which are simply wonderful.

They are sowing the seed with a liberality and determination which should instill courage and confidence in the hearts of thousands of men who through some cause or other have become passive in their efforts.

They are sowing seeds which will result in a profitable harvest.

Now, what are you going to do, Mr. Talking Machine Man?

Sit by and let someone else reap the harvest—or are you going in with a fixed determination to get your full share?

It is folly to assume that a good level-headed business man is not going to take advantage of the situation, and it's absurd for any man to figure that he can sit down and conduct his business in an indifferent manner and expect that trade will come to him, and that he will grow rich.

It's not merely drifting with the tide. It's trying to swim ahead if possible and turn some of the current perhaps in a new channel.

Dig the channel! Do something! Get out of the rut! Have faith! Have confidence and get business!

THE announcement that the great composer and conductor, Victor Herbert and his orchestra, have become associated with the National Phonograph Co., will be read with keen interest by thousands of talking machine men everywhere.

In line with this, what marvelous educational powers the talking machine has in bringing the works of the great composers within reach of thousands of people who otherwise would have no means of obtaining a knowledge of classical or popular compositions!

And right here, the educational value of the talking machine is beyond power of estimate.

The association of Victor Herbert with the National Phonograph Co. is but another move showing the progressiveness of the directors of this great institution, and the fact that they propose to exert all legitimate means to give to their dealers and representatives the best obtainable.

BLACKMAN BUYS EXCELSIOR STOCK.

The Blackman Talking Machine Co., New York City, have purchased the remaining stock of Victor and Edison machines, records, business lists, etc., and other effects of the Excelsior Phonograph Co., 89 Chambers street, of the same place, which closed their doors last month. Miss Peters, who has been on the floor of the latter concern and its predecessor, the Douglas Phonograph Co., for a couple of years, has joined the house selling staff of the Blackman Co.

VISITS AMERICAN FACTORIES.


Christian Duwe, one of the leading talking machine men of Great Britain, whose headquarters are at Manchester, has been visiting a while within our gates. Mr. Duwe represents the Edison, Columbia, Zonophone and Odeon lines.

While here he had the opportunity of visiting the Edison and Victor plants, and when discussing trade matters with The World he expressed great admiration for the enormous plants operated by the American producing institutions.

Mr. Duwe stated further that talking machine conditions in Great Britain were steadily improving, that there had been a weeding out process there and that some of the weaker concerns had succumbed, but he looked forward with great confidence to the future of the talking machine business.

Also, in this connection, it may be stated that Mr. Duwe sells from his Manchester and Sheffield branches to more than four hundred dealers throughout England.

He will return on the 19th inst. on the Lancastria.

TO HANDLE THE VICTOR LINE.

(Special to The Talking Machine World.)


George L. Parker, the well-known piano dealer of this city, has arranged a portion of the second floor of his store as a talking machine department and will handle the Victor line. Frequent calls for talking machines and records within the past year or two prompted Mr. Parker in his new move.

SAVE THE LIFE OF YOUR RECORDS

BY USING THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPH RECORDS AND VICTOR TALKING MACHINES.

Patented September 26 and October 7, 1906.

THE PLACE No. 10

Disk Record Brush

FOR VICTOR EXHIBITION SOUND BOX

Price, 25 Cents

Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record.

SAVE THE LIFE OF YOUR RECORDS.

Dealers are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

Manufactured by BLACKMAN TALKING MACHINE CO., 97 Chambers Street, New York.

J. NEWCOMB BLACKMAN

President

"The White Blackman"
CONDITIONS IN INDIANAPOLIS.


(Special to The Talking Machine World.)

Indianapolis, Ind., May 6, 1909.

April was a dull month for the talking machine business, according to the Indianapolis dealers. This was due in part to the fact that nearly all taxes were paid this year in April to keep them from becoming delinquent, as the first Monday in May this year, the last day for tax paying, was on the third day of the month. It was also due in part to the bad weather, and probably the tariff agitation was accountable to an extent.

The Columbia Phonograph Co. have sold a number of machines to officers and others at the army post, at Fort Benjamin Harrison, north of the city. Among those who bought Columbia machines was Chaplain John F. Ferry, who is an enthusiast talking machine man.

Talking machine men during the last winter have taken the advantage of shows which came to the city in order to increase their business in records. This was noticeable last week when "The Merry Widow" was at English's opera house. Mr. Devine, of the Columbia Co., fixed up an attractive Merry Widow window. Pictures for the window were supplied by the show people. The Columbia Co. also had an attractive Easter window. Fifteen or twenty market baskets were filled with records and were tastily adorned. The window was supplied with poster advertising to make the people understand that there were plenty of Columbia indestructible records to be had.

The Kipp-Link Phonograph Co., who handles Edison and Victor machines, have just completed their annual inventory. "The inventory shows," said W. E. Kipp, of this company, "that we have their annual inventory.

Mr. Kipp has just made a trip through the State visiting a number of agencies where he had not had an opportunity to become acquainted heretofore. "We feel that our business is holding its own with other lines of merchandise," he said in discussing his trip. "The chief trouble we have now is in collecting money. A number of dealers have not paid on the installment plan. The country people now are not just as prosperous as they might be and as a result money is coming a little slowly."

The Kipp-Link Co. have been establishing out in the State a number of new dealers who were recommended by the Edison people. "We can notice a daily increase in the business on the Amberol four-minute records," said Mr. Kipp. "The dealers like them because they give better profits and have new talking points and the people like them because they are good value for the money."

Managers of the Indiana Phonograph Co., who handle Edison's declare that they also have noticed a remarkable increase in the sale of the Amberol four-minute records. The Amberol is selling better than all of the others put together, they declare. "Our business has been pretty dull for the last month," said a representative of the Indiana Phonograph Co., but in the last few days we have noticed quite an improvement and we feel much encouraged as to the future. Dealers over the State report to us that there has been a decided improvement in the last week or so."

This company states that the best selling records during the last month were "Golden Rod," an Amberol record and "How Firm a Foundation," a record of sacred music.

Charles Craig, who formerly was the proprietor of the Indianapolis Sun, one of the Indianapolis papers, ran a paragraph in its news columns naming a number of judges and prominent men who are regular patrons of the five-cent shows.

NEW USE FOR PHONOGRAPH.

Famous Chinese bands and palace singers are now engaged to make records for leading talking machine companies. They are brought from all parts of the Empire to the three record-making centers—PeiLin, Shanghai and Hongkong. Here the apparatus for making the master records is set up and the recording done under the direction of an expert. A record popular in the north of China seldom is popular in the south.

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The "Tusko" Talking Machine Needle FOR DISC MACHINES

Patent applied for

PERFECTION REACHED AT LAST

Possesses all of the good qualities of the steel needle and none of the bad ones. It is practically indestructible—one "Tusko" will give an entire evening's entertainment and then can be made as good as ever by repointing with a simple sharpening device, enclosed in every package.

Does Not Injure the Record. Absolutely Eliminates the Scratch

The "Tusko" needle is a natural product and its substance is so nearly the temper of the record that there is no wear whatever.

A record lasts a lifetime when played with the "Tusko" needle.

Fits any needle arm. No change in soundbox and no attachment needed.

The "Tusko" is the needle for the musically artistic. It is absolutely fool proof.

Every needle is perfect and will play any record made.

If you jobber can't supply you write direct to the patentee and sole manufacturer,

R. H. JONES, 5513-25 Monroe Ave., CHICAGO
TRADE ON THE PACIFIC COAST.

General Trade Dull and Dealers Look for a Quiet Summer—Preparing to Fill Orders for Special "Vacation Records"—Wholesale Trade Fair Along the Coast—Columbia Phonograph Co. Retain Distributing Business in Los Angeles—Some Personal Notes—Bacigalupi Featuring Edison Business Outfits—News of the Trade Fair Along the Coast—members of the business are waiting for a stimulus to share the general dullness most of the past month, and the dealers generally are inclined to look for rather a quiet summer. There has been a decided improvement in the sale of both ma-

chine and records in the last week or ten days, and just at present the movement is about up to the normal, but things are expected to quiet down again for the rest of a few years ago, are now lined up in permanent quarters, and have much better facilities for dis-

play and sales than before, but this is expected to bring much more attention before the end of the month, the dealers are now well in the Daniel Thomas Co. of San Francisco, has taken over the old location.

The general wholesale trade over the Coast is very fair, but by no means booming. No more unusually large orders, such as were taken by one company a month or two ago, are reported, and most of the dealers in smaller towns content themselves with moderate orders of a sorting up nature.

A large demonstration is being given in behalf of the Columbia Phonograph Co.'s deal with the Southern California Music Co. The latter con-

cern has put in a very large stock of Columbia records and is preparing to dispose of these and through their large Los Angeles establishment and numerous branches, but the distributing business with other members of the trade in that city has been joined with the Columbia organization. The Southern California Music Co. have for a long time carried on an extensive job-

bing business in Edison goods, with which they have been associated and they are now forming on a much larger scale, isintext.
The Talking Machine World.

The Recent United States Supreme Court Decision, Its Effect, and the Future of the Talking Machine Business

By Eldridge R. Johnson

President Victor Talking Machine Company

The Victor Talking Machine Co. gleans the seal of the Supreme Court of the United States by its recent decision sustaining the right of manufacturers, producers, distributors, and the like, to hold their patents for the benefit of their business. The decision of the lower courts being sustained.

Around every successful enterprise stand, in a spirit of rivalry, men of the same or similar courage and determination, who hope, by some lucky circumstance, to share in the reward due to others. The talking machine business seems to be more than an attractive meat, and I know of many seeming- ly bright and able men who have left the bounteous open field of a business, theirs by opportunity and training, to try to break into the talking machine business. It is the same sad old tale of forbidden fruit. Some other fellow's business is always the best.

To imitate goods that others have developed at a great cost, for the purpose of saving a certain percentage of overhead expense by dispensing with a department of engineering, development, or advertising, appeals strongly to men who do not understand the talking machine business and its future. There is a popular misconception and belief that large profits are to be made by such means, and many have seized the parties under taking the enterprise come up to a certain standard of shrewdness. That business is not a matter of sentiment is always the cry of the man who is trying to do something he should be ashamed of; but there is sentiment in the talking machine business, and plenty of it. The firm that appropriates the plans of others without copying, who is always behind and always looked down on. They must sell their goods at a cut price and lose at one stroke more than their questionable methods save. They are always just too late, as a policy carries no strength of position; I have known of a great success to come from such methods, but I have seen many great failures. The firm that originates its own improvements and designs has great moral support from the trade in general, a bright future, and a strong enterprise. The few men who thoroughly know the business, while most fascinating, hold no great reward for its followers than many of the other standard lines of manufacturing. As a rule, these men know practically nothing about the business; their stock in trade is generally based on figures showing the Victor Co.'s progress during the last twelve years and the manufacturing cost of a cheap talking machine made in Germany. The figures may be correct in both cases, but conditions have changed since our enterprise was started. It is not the same old story, and there are very few men in the world to-day prepared, by experience, capital and temperament, to fill such a position successfully.

Further, higher and more efficient machinery is the result of a cabinet of unusually efficient executive officers and faithful employees. Such an organization is not easily acquired.

My explanation of the talking machine situation is but a statement of the simple facts, and every word of it is true. I hope this explanation, combined with the recent decision of the United States Supreme Court, will have the effect of saving money for the numerous innocent investors who are continually being fooled by many so-called talking machine experts. As a rule, these men know practically nothing about the business; their stock in trade is generally based on figures showing the Victor Co.'s progress during the last twelve years and the manufacturing cost of a cheap talking machine made in Germany. The figures may be correct in both cases, but conditions have changed since our enterprise was started. It is not the same old story, and there are very few men in the world to-day prepared, by experience, capital and temperament, to fill such a position successfully.

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Further, higher and more efficient machinery is the result of a cabinet of unusually efficient executive officers and faithful employees. Such an organization is not easily acquired.
cover the best possible and only practical disc talking machine, and embody the combination of a record and reproducer. It may be classed as the automatic feed. Mechanical feeds, when applied to disc talking machines, fail to give satisfactory results, and further, are mere evasions of the Berliner patent, intended in every case to be used with the Berliner record. They are invariably a complicated and unnecessary feature added to the simple, perfect gramophone construction. The United States Circuit Court of New York has sustained our contention that a so-called mechanical feed machine was a mere evasion of our Berliner patent and an infringement of it.

The tendency in talking machines is to higher prices and better goods. The signs of the future do not point to the necessity of sweat-shop methods or prices. No two-for-one proposition is particularly progressive; but the cry of the trade is for better and better quality. The price should be fair, but a profit can be had. The future does not rest so much on a low price of goods as it does on a high quality and progressive business method. The Victor Co. is now in a position to make goods cheaper than any other talking machine company in the world, and the possibilities of lowering the cost of our goods are still very great. We are also disposed to sell our goods at the lowest price. In most cases, that will yield a fair profit all around, to the jobber and dealer as well as to ourselves; and the enterprise that establishes a line of prices materially lower than the prices established by the Victor Co. is not likely to prosper. The records of bankruptcy proceedings will sustain this.

THE FUTURE:

Is the talking machine business a fad? Will it last?

These questions are frequently asked me by jobbers and dealers, as well as by solicitous friends. The jobber may have, say, fifty thousand dollars tied up in a stock of talking machines; therefore the jobber wants to know. But the question is not of vital importance to him; whenever he thinks the end is near, he can reduce his stock and turn to some other line. The Victor Co., however, is in a different position; we have five million dollars invested, and there is no turn out for us. We have cast our lot with the talking machine trade and it is "root hog or die!" We could have put much more of our prosfits in our products during the past few years than we have, but we fully believe in the future of the business, and we like the investment.

To the world at large there are but two kinds of prophets—the optimist and the pessimist. The quiet observer knows there are others, but, as they never cause particular excitement, they attract no attention. The optimist and the pessimist are alike a plague upon the human race. If Mr. Roosevelt fails to bring down his first white rhinoceros, it will make but little difference to that happy animal whether our beloved "Teddy" aimed too high or too low. In the seclusion of his safe retreat, Mr. Rhino may rub mud on the wound, be it at the top of his neck or at the bottom of his brisket, with equal satisfaction; but in either case, he will know he was right; he was neither too high nor too low in his ideals at the critical time. Therefore, in giving my prognostication of the talking machine's future, I try to avoid the soaring conceptions of the optimist as well as the depressing impresions of the pessimist, and to be at least as intelligent as a white rhinoceros.

As to the questions:

Will the business last?

Yes; it will last as long as progress.

Why?

Because it is an art, and art is a product of progress; the more progress, the more art.

Because it is an education, and education goes hand in hand with progress.

Because it is a pleasure, and pleasure is a part of progress.

Because it can always be made better and better; this 18 progress itself, and the public never loses interest in anything so long as it continues to improve.

Because the world is better for the talking machine and does not want to get along without it.

Because the talking machine will make each coming generation better acquainted with its predecessor, and the world will always stop to listen to its great-grandfather. If there had been talking machines in the days of George Washington, this nation would hold far more treasured relics than exists to-day.

Because the Victor Talking Machine Co. makes it its business to see that the demand will continue, and our organization is founded on lines that can go on and on. We have adopted the principles of evolution itself and know that we can keep ahead of the times. The Victor Co. creates; it does not copy. Its standard reads:

FAIRNESS—QUALITY—PROGRESS.

Just what the talking machine will be in fifty years I cannot tell, but it will be far better than it is at present.

There are many questions of detail, such as disc versus cylinder. If you ask me which will win, I shall say: "There is room for both, but the Victor Co. will continue to devote all of its attention to 'rolling the disc,' which is quite enough for any one concern; and we are quite content that others shall 'roll the cylinder.'" The Victor Co. has ample capital and ample organization, but it is about all we can do to handle one line. Sometimes it is a hard pull to get it up a hill, and at other times it seems to run away from us; but we are going in the same direction, and whenever it seems to slow up we are ready to give it a push.

Therefore, let me say to the timid ones: 'Don't worry about the future of the talking machine business; just make sure that you can keep up with it.'

WASHINGTON CO.'S NEW QUARTERS.

The Washington Music Co., successors to the Tilley Music Co., whose present quarters are at 13 14 15 E. Washington St., have moved into a new three-story building. They have five sound-proof rooms for testing records and are making a specialty of the Edison goods.

TO THE DEALER

Fibre Needles are especially recommended for use with Grand Opera records and other high priced records, because of the fact that they do not injure them and in addition will give a more pleasing reproduction.

They produce a sweet, clear tone—true to nature. They improve the quality and prolong the life of the record.

If you wish to increase your business, recommend the Fibre Needle to any and all of your customers, but especially to those who are discriminating and critical—these are the ones that want real music and will appreciate this means of securing it.

The Fibre Needle is scratchless, therefore harmless. They are non-repellent and possess the requisite amount of elasticity which is essential for the elimination of rasping and blasting sounds.

Converts to these needles not only become enthusiasts but evidence their appreciation by a lavish expenditure of money for additional records.

Samples and particulars on application.

"B. & H." FIBRE MFG. CO.

208 E. Kinzie St.

CHICAGO, ILL.

Patented in United States, Canada and Foreign Countries.
OHIO TALKING MACHINE DEALERS' ASSOCIATION MEET.

Hold Their Third Regular Meeting in Cleveland on May 5 and 6—A Representative Gathering of Manufacturers Well Represented—Important Papers Read —Next Meeting Will be Held at Sandusky, Ohio, August 4.

(Special to The Talking Machine World.)

The third regular meeting of the Ohio Association of Talking Machine Dealers was opened in the assembly room of the Hollenden Hotel in this city on Wednesday and Thursday, May 5 and 6. The meeting was called to order at 1 o'clock by the president, T. C. Hough, of Cleveland, and the secretary, W. H. Snyder, of Columbus, called the roll of officers and members, all of whom were present.

After transacting the regular order of business a recess was taken and under the head of "Good of the Association" the jobbers, as well as the manufacturers' representatives, were invited into the hall to participate in "the further proceedings."

Three representatives of the National Phonograph Co., A. C. Iretton and W. H. Hug, of the sales department, and M. B. Romaine, their expert repair men, responded to the invitation. Mr. Iretton, being called on, gave a very instructive talk pertaining to the phonograph business, from the manufacturer's standpoint, and on the subject of the new style Jem, and the new Fireside machine, which were on exhibition. He mentioned the fact that while the National Phonograph Co. were deeply sensible of the enterprising, loyal efforts of the dealers and jobbers, therefore it was, and had been, the policy of the company to cultivate the friendship of the dealers and lend them every assistance in their power. His remarks, which were somewhat extended, were received with great applause.

Mr. Romaine, the expert, gave a practical demonstration of the mechanical construction of the new machines, and also of general repairing, including the correct method of attaching the foot of the phonograph. All the jobbers present were present gave contract by selling at full retail price.

Judge Purdy held that the title to the property had passed to the trustee, and he could dispose of it without the contested restrictions which bound the insolvent dealer.

COLUMBIA DISPLAY AT EXPOSITION.

Louisville, Ky., April 24, 1909.

There are few more attractive spots to visitors to the Southern Electrical Industrial Exposition being held in this city than the booth of the Columbia Phonograph Co., which is in charge of Morris Silverstein. All the leading styles of machines are shown, and concerts are given at stated times. The result of the exhibit has been most gratifying in a business way, many sales of machines and grand opera records having been made.

A SAMPLE MAILED TO DEALERS FREE

Retail for 25 and 50 Cents

THE ORCHESTRAPHONE CO.

KANSAS CITY, MO.

Interchangeable for all phonographs as an automatic stop or as a holder to interchange the 2 or 4 min. reproducers. Its use preserves the sapphire.
CINCINNATI'S BUDGET OF NEWS.

April Shows Falling Off in Machine and Record Sales—Tariff Blamed for Poor Business—Strong Revival Expected in Fall—Poorman in New Quarters—High Class Goods Have the Market to Themselves—Feature the Fibre Needle in Elaborate Window Display—Good Sales Reported for Columbia Double Disc and Indestructible Cylinder Records—Other News of Interest.

(Special to The Talking Machine World.)

The talking machine and record trade for April was not what the dealers here would like to have had it. The month was off in comparison with the preceding month. The trade is still confined largely to the better class of trade. The bulk of business being done is cash. This means that the workmen are not yet buying on the installment plan to any extent. The opinion of local dealers is that trade will not be other than what hard digging will make this summer. The tariff is holding up a large amount of business in all lines. Not a few trades are finding the necessity for curtailing expenses as strong as it was a year ago. The talk of day is this. The firm belief of local dealers in talking machines is to the effect that trade will revive this coming fall, and from then on a return to old time busy conditions will be ready exchanges. The front of the Wurlitzer store has been so arranged that a number of chairs are placed facing a Victor Victrola, and a sign in the window states that a free concert is given inside. This has attracted a large amount of people. They hear a number of prominent songs, or two, and quite a few Victor sales have been directly traced to this arrangement. Catalogs are distributed in the audience, andbearers are encouraged to call for selections that they would like to hear. In the plate glass Victor sales-rooms are other Victrolas in sight of the audi-ence upon which the loud Victor needle is used, so that every opportunity is given to a prospective customer to become thoroughly acquainted with the merits of the Victor Victrola.

Several Auxetophone sales were made during the last week, and the future in this line looks particularly promising. Cincinnati was represented at the Cleveland meeting of the Convention of Talking Machine dealers by Mr. Bigman, of the wholesale Wurlitzer talking machine department, and Mr. Balm, the Cincinnati member of the Executive Committee.

The Edison business phonograph department of the Wurlitzer Co. made some very substantial gains during April. The large number of installations were made and the future in that line looks extremely promising. A number of inquiries have been received in reply to an exceptionally good letter sent out by this department, and the sales during the coming month will undoubtably reach up higher than usual.

"Cincinnati originated an article which is doing the best kind of missionary work for the Red Seal record, namely, the Record Album. This is a cloth-bound book with outside index. It contains 12 records, each in a case with other valuable volumes. It is a cloth-bound book with outside index. It contains 12 records, each in a case with other valuable volumes. An attractive leather finish, guarantees systematic protection from scratching and breaking. One of the best features of this album is that talking machine owners are encouraged to make collections of Red Seal records and keep them in the book-case with other valuable volumes.

Manager H. H. Nichols, of the Columbia Phonograph Co., sees a steady improvement in trade locally and in outlying territory. Tariff discussions, or the failure of the Congress to settle the tariff, is, in the opinion of Mr. Nichols, a retarding factor of trade. The fall will mark a strong resumption of old-time conditions. Mr. Nichols had the following to say of trade conditions: "The month of April proved to be a month of increased sales and business interest, showing a decided increase in both wholesale and retail business over corresponding month of last year. The sales of the double-face disc records and the Columbia Indestructible cylinder records are increasing almost daily, proving the popularity of these two records, which have created such a sensation in the talking machine world. The Columbia Indestructible cylinder records have proven themselves to be as popular as the double face disc records. The demand for our grand opera Fonostilie records is also very pleasing. We find the higher grade instruments are the most popular, the sales increasing satisfactorily in both wholesale and retail trade, the majority of the machines sold being from $15 to $200. This is an encouraging fact to our dealers as well as to ourselves, that the wealthier class of people are interested and purchasing. This class added to the regular class of purchasers, the talking machine business will show a wonderful increase, and will be greater than ever before."
VICTOR HERBERT
The eminent composer and musician has identified himself with the Edison Organization

We have just secured the exclusive services of Mr. Victor Herbert as adviser in connection with the making of Edison Records. He will suggest plans for further development of our Record business; will aid in the selections of compositions and the artists to sing or play them and will act as critic in making master Records.

The arrangement also includes the exclusive right to have the famous Victor Herbert Orchestra make Records for the Edison Phonograph.

You, as a dealer must realize the importance of this connection which is bound to put the Edison Phonograph and the entertainment it offers on a plane even higher than it is at present.

With the Amberol Records, offering selections beyond the limits of all other records; with the world’s best talent at its disposal and with a man of Mr. Herbert’s ability as adviser and critic, the Edison Phonograph stands pre-eminent and alone as an instrument for discriminating lovers of musical entertainment.

If you do not handle Edison Phonographs and Records, arrange to do so at once, so as to take advantage of the new and far-reaching interest which these recent big Edison achievements will arouse.

There is an Edison jobber near you ready to fully inform you about our terms and supply you with the goods. Write us for his name and address.

National Phonograph Company
59 Lakeside Avenue
EDISON AMBEROL RECORDS

Offer songs and selections never before obtainable in record form

BEFORE Amberol Records were perfected it was necessary to select music that would adapt itself to the playing time of the records. If the music did not fit, it was hurried or cut. This limited the field of entertainment for all sound reproducing instruments.

It was to obviate this condition that Edison Amberol Records were conceived. These new Records play twice as long as the standard Edison Records and longer than any other records of any kind.

Practically nothing in the way of music is beyond them. No songs or selections are barred, or cut or hurried.

It is a great thing to be able to offer your trade exclusive selections—the work of the world's best artists. It is decidedly to your advantage to handle Edison Phonographs, the only instruments that will play Amberol Records, and to keep on hand a full stock of these Records which afford a range of entertainment beyond that of all others.

Have you the attachments for changing over Edison Phonographs already sold so that they will play Amberols? There is a big profit in selling them and a bigger profit to follow.

If you need Edison Phonographs, Edison standard Records, Amberol Records or attachments, write an Edison jobber. There is one near you.

National Phonograph Company

59 Lakeside Avenue

ORANGE, N. J.
HOW "TALKER" MUSIC AFFECTS WILD ANIMALS.


The talking machine was brought to public attention in an unusual light recently when a Victor outfit was secured by reporters for the New York Times and taken up to the New York Zoological Park in the Bronx. Park officials were skeptical to see just how the various animals, reptiles and birds are affected by the strains of music. A photographer accompanied the party and about forty expert and amateur naturalists of varied interests also went along. To the effect of the music was first tried upon the snakes. R. L. Ditmars, curator of the reptiles, tried several snakes, and one finally got caught enough to uncoil and raise its head with an alert and interested look. After the music was over the snake dropped its head and went back in a lazy fashion into its cell.

Next the talking machine was planted in front of an elephant and the music was turned on. At first the elephant looked a little scared, but in a minute or two he got accustomed to it. There is no question that the elephant loves music. The big ones stood up alongside the machine, with solemn, ecstatic faces, extended their big ears and flapped them in time to the music. Every now and then they would raise their trunks and trumpet. They were having the time of their lives.

Some young elephant came up to the machine and stuck his trunk in, inquisitively, as if trying to find out for himself where the music came from. One of the elephants got excited, and began to run around back and forth, trying to stump up the sand in the neighborhood with his trunk. The most entertaining thing about the demonstration, however, was the way in which the elephants waved their ears this way and that above the heads of the people who were standing below them. As is known, has ever used an elephant's ear as a metronome.

Then the procession moved to the lion's cage. You'll never see a lion before you've seen him lie down and roll over, and fight with the catnip, and pull it to him. Well, this big cat called a tiger tried to go through all those performances as soon as "Get a Hoop and Roll Away" was sprung on him. At first, when the machine was unlimbered and planted in front of his cage, he thought it was something to eat; when he found it wasn't, he went to sleep.

But the first strains of the music awaked his attention. He came to the front again, listened eagerly, and then lay down and began to roll over in the catnip roll, the air of one who had totally lost interest. As soon as the music was over he came back and began rolling over more than ever.

They next unlimbered the battery before the lion's cage and began. The lions surpassed all expectations. Tickled? Why, they were tickled to death. Anybody who has an idea that a lion is dignified is Robinson young, because he sees that lion under the influence of music. One of these lions got up and danced. He kept his hind legs on the floor and danced with his front legs, wagging them around in time to the music, and hitting the floor with them at the proper intervals.

As the next best thing to "trying it on the dog" the band gave the gray wolf, a member of the party called the philosopher's assistant, the "talker" in front of his cage. It took a good while to get the talking machine in action, because there was something wrong with one of the screws, and every once in a while the machine would disappear. Whenever it was something good and lively the wolf would be depressed beyond the usual limits of glowing. It is said that camels are unemotional animals, but the talking machine refuted that argument. Nothing that has ever happened since the camels immigrated has given them so much pleasure as did that concert. Out of compliment to their clan the piece chosen was "The Campbells Are Coming," and the camels appreciated it.

They reached their long necks as near as they could to the machine and put their noses in it, trying evidently to eat a few bars. Sometimes they would get awkwardly up and walk around, but always with their attention strained, and always they would come back and try again to reach for the hand.

The wolves were frightened. They ran tumultuously back to their places, refused, and stayed there until the tune was played out. Then they came back again, and at first, when it began once more, they ran away; but after a while one of them found up where the talking machine was, and went down to see where the talking machine was playing, turned his back on it, and listen with an air of ennui which he had received an electric shock. He didn't like Caruso at all, that was plain from the start. He protested in every way he could, grunting his teeth grumbling, and then he found it was of no use, that Caruso was going on singing in spite of all he could do, the mandril began walking up and down his cage shaking his head in hopeless despair.

It is impossible to give an idea of the ludicrousness of the scene. Everybody in sight was shouting with laughter. There was something wrong with one of the screws, and every once in a while the machine would disappear. Whenever the music started he would stop, and whenever it was something good and lively he would get up in dignified manner and walk to the edge of his cage and peer into the machine with eager eyes, evidently trying to find out what made the sound he enjoyed so much. But as soon as it started up again his paws went up for a swing, and begin again his joyous and musical career.

Another, in the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as they did a waltz blared forth from the machine, and gnash his teeth with the most vivd, expressive expression ever seen on a human or animal face. Then, evidently convinced that his wrath was unwavailing, he would resume his walk, shaking his head from side to side in a way that said as plain as words could have, "For heaven's sake, when is this nonsense to stop?" At last, still shimmy in the back and grasped a tooth against his cage.

The orang-outangs are more musical and they were highly delighted with Caruso. One of them came dashing out with a delightfully expression at the first notes, caught hold of his swing, and began swinging around his cage in time to the music, and as long as it was kept up he continued in this metrical swinging. Whenever the music started he would stop, and whenever it was something good and lively he would get up in dignified manner and walk to the edge of his cage and peer into the machine with eager eyes, evidently trying to find out what made the sounds he enjoyed so much. But as soon as it started up again his paws went up for a swing, and begin again his joyous and musical career.

Another, in the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed. He swung around his cage in time to the music, and just as the machine wrestled stolidly with the next cage, was deeply engrossed.

The bird cage was the event of the day. Most of the birds took no interest in the experiment, but he was a big macaw, a beautiful creature, dressed in blue, who went crazy with the first note. As soon as it sounded the macaw gave a convulsive start, and then began to dance about his cage. This expression of his emotions was so limited, and he flew to the bar that stretches across his cage and began a cakewalk. There was no mistake about it, the music lent itself to that form of dance, and the macaw lifted his feet and paraded around the bar in exact measures that have been made familiar by countless strutting African-American negroes. He doubled across his rod or bar and distended his body in rhythmic motions to the dance music that was being played. Anybody who thinks that either the cakewalk or the danse du ventre is an artificial product should have seen the delighted way in which this bird spontaneously produced them in his joy at the sound of music. Then he tried his skill at singing. He listened attentively, with his head bent, on one side, until he discovered that the simple tune that was being played was in regular time, and then he broke into a cakewalk rhythm. Anybody who has ever heard a cakewalk understands his musical appreciation by butting in with a chorus at the end of each line.

A black coyote was tackled next. He was even more frightened than the macaw, tried to cakewalk away with his feet, and then ran away.

The Burton Music Co., Los Angeles, Cal., have since finished their talking machine department.
FROM OUR EUROPEAN HEADQUARTERS

TRADE HAPPENINGS IN LONDON


(Special to The Talking Machine World.)


The talking machine and allied trades throughout the whole of Europe are weathering a time of stress of a more depressing aspect than ever before experienced in the whole history of the trade. It is certainly not the outcome of public averse to the talking machine as some would have us believe, but simply the reflex of the commercial whole world, which in which the shadow of the markets of the world for the last year or more. The inevitable sequence is hard times for everybody, and while the shorter of surplus spending money continues, the great buying public is unable to get more than the necessities of life. And what else can one expect in face of the present iniquitous budget, which has rightly been described as plundering the middle classes. We must not, however, hang all our troubles on the budget or any other cause. To dwell on the past doesn't make sense. Look ahead and endeavor to originate some of those little selling schemes from which business progress is the outcome, even at the worst times. Although nothing great can be expected before next season, the tide has already turned, slowly it is true, but the index is sufficient to warrant hopes of a continued and gradual improvement in the future. Some manifestation of this is shown by the decrease of unemployment in many of the skilled trades, while the shipping, coal, building and other industries appear to be in a slightly better condition.

Recent Patent Decision. An important patent decision of great interest to the trade was recently given, as its effect is rather wide-sweeping in so far as to give quite a different interpretation of the new act than that generally accepted, I should include a full review of the matter in my next report.

Protective Measures Necessary. Business troubles appear to be fairly rampant just now, and I have it on good authority that three of the principal factors are in difficulties. If this proves to be so it can surprise no one, for the talking machine factor in England can barely get a living to-day, and I have no hesitation in saying that this is largely due, not so much to bad debts, as the inconsistent policies adopted by many of the manufacturers. Competition and the lack of combined protective measures probably forces the manufacturers to act as they do, but what with the exchange over-stocking schemes, restrictions, failures, jobbing of old records and other unnecessary trade evils both the factor and the dealer have to write off huge losses every year. I do not for one moment suggest that an association combining the interests of the parties chiefly concerned would be a panacea for all these adverse elements, but certainly such an association could do a great deal in controlling and offsetting the many troubles which this trade suffers from. When will it come to pass?

Gramophone Recitals in Church. We hear of many remarkable instances of the use to which the gramophone is put, but the latest is worthy of special mention. At Oxley Church, Wolverton, two recitals, "The Messiah" and "Elisiah," were recently given by the gramophone. The operator, clad in cassock and surplice, undoubtedly lent a more realistic atmosphere to the music than would have been possible to the clergyman. The Canadian Market. From the many conflicting opinions relative to trade with our colonies, there stands out the good sign that the various countries offer all the encouragement possible to merchants of the old country to enter the areas of friendly commercial relations. The Canadian dominion especially gives practical evidence of her desire to encourage possible to merchants of the old country to enter the arena of friendly commercial relations. The Canadian dominion especially gives practical evidence of her desire to support all things British, and to this end a handsome preferential tariff opens the door wide enough for home talking machine and record manufacturers to send their goods through. The capabilities of the Canadian market have not yet been thoroughly investigated; the rate of progress and development of the country fully warrants an advertising outlay by all enterprising manufacturers, for experience has proved time and again that if you offer your goods permissibly, and with an open spirit, that you will be taken up with that, avidity against even the strongest foreign competition. It would be sensible to consider the opinion of a United States Consul, who, speaking from his own experience, said that he was more than willing to spring up, which means that once a music publisher gives permission to a manufacturer to make records of a particular selection, any other manufacturer will have the right to use that record, or, of course, under the royalty terms. It is almost certain that the new Act would not be retrospective, and any royalty or subsidy will therefore be imposed only on music or composition copyrighted after the Act comes into force.
FROM OUR LONDON HEADQUARTERS—(Continued.)

congratulate himself upon having already re-
corded most of the gems of the past and the
present. As the proposed legislation would bene-
fit nobody except the music publisher, let all upon
whom it would adversely affect, fight and oppose
it for all they are worth. Now is the time; it
may be too late a few months ahead. Supposing
it to be inevitable, our energies must be cen-
tered upon obtaining a fixed and stated royalty,
and having the conditions framed in the most
equitable manner, bearing in mind the iniquitous
impositions embodied in the American copyright
act, which provides for royalties on every record
manufacturer, and not only on those actually
sold. This latter point should receive careful
attention, while the matter of credits needs con-
sideration. The majority of record makers could
not afford to pay royalties monthly, since they
are saddled with the enormous cash expense of
recording, and upkeep of the business, against
returns of unknown quantity; their customers
in many cases requiring two, three, or more
months' credit. In this respect, therefore, the
manufacturer needs three months' grace in which
to pay royalties (if any).

We propose to open these columns to the
opinions of manufacturers and agents, and have
pleasure this month in presenting our readers
with expressions of views on the subject from
Frank Dorian, European general manager of the
Columbia Photograph Co., and A. Bache, of
Barnett Samuel & Sons, Ltd., the exclusive sell-
ing agents for Osiris, Fonotipia and Jumbo
records.

Frank Dorian's Views.

"Dear Mr. Sturdy:—Referring to your request
for a brief outline of my views on the copyright
question, I regret that the time at my disposal is
so limited that I can give you only a hastily
prepared sketch of little value. The subject is
so important that I would like to have sufficient
time to go into it with care and present my ideas
in logical order. However, if you will make
proper allowances for the pressure under which
this letter is written and its consequent incom-
pleteness and crudeness, I am glad to comply with
your request.

"You are probably familiar with the agitation
which has been going on for six or seven years
past on this subject, having for its object the
inclusion in the copyright domain of mechanical
reproductions of music. Our company has, un-
fortunately, been very much to the fore in the
matter. We were among the original defendants
in the first suit filed in France, about 1900,
which was, I believe, the first serious effort made
to stretch existing copyright law to cover me-
chanical musical productions. After years of
strenuous litigation, the suit resulted in a par-
tial victory for the representatives of the pub-
lishing interests. Only one similar suit resulted
favorably for the publishing interests, and find-
ing this method unsatisfactory as well as slow
and costly, a public agitation has been carried on
under the auspices of an international associa-
tion of publishers for the past six or seven years,
culminating in the recent Berlin Conference for
Revision of International Copyright Laws. With
the conclusions adopted at that conference you
are also probably familiar. But those conclu-
sions do not become binding on the nations rep-
resented at the Conference until confirmed and
ratified by the legislatures of each coun-
try. The British Government have not been
slow in following up the subject and the recent
appointment of a committee to investigate and
report on the matter would certainly appear to
be the wisest course that could be adopted. The
personnel of the committee justifies the belief
that all the interests concerned will have a fair
hearing and that the conclusion reached will be
as equitable as the evidence before the commit-
tee permits. The situation calls for eternal vigi-
lance on the part of all concerned in the talking
machine trade. The question affects the dealer
and the factor as well as the manufacturer. If
a tax is put on records, it is fairly certain the
manufacturer must increase his selling price to
cover it. This means that the factor and dealer
must either be content with less profit or must
demand an increased price from the public.
Under either condition the dealer is likely to
feel the pinch of the shoe. Unless the talking
machine trade rises to the situation and presents
an unbroken and solid front it is doomed to de-
feat. The music publishers are wealthy, power-
ful, well organized and practically unanimous in
their aim to bring a big industry under their
control and squeeze additional profits from it.
Although the amount of capital invested in talk-
ing machine manufactures and in the industry
generally in Great Britain is very substantial,
the individual manufacturers represent very lit-
tle in numbers, as compared with the interests
allied against them on this question, and unless
the factors and dealers join hands with the manu-
facters and support them they will surely have
cause to regret it later on.

"Although by no means indubitable, there
seems to be a feeling among those in the trade
who have followed the subject that the eventual
inclusion of records under copyright law is in-
evitable. This is qualified by a comforting sense
of assurance that no conclusion is likely to be
reached and no new law passed during the pres-
ent Parliament. It seems to me your influential
publication might well sound a note of warning

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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 tem-
perature.

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

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on both these points. There is still a possibility of convincing the committee and Parliament that mechanical reproduction of music is not an infringement of the publishers' rights and should not be taxed for their profit. More important still is it that there should be no false sense of security and a Micawber-like attitude of expectation for something to turn up. Committees have a way of surprising the public, and even parliaments have been known to pass laws that were not anticipated or were set down for consideration in the dim distant future. The time to prepare for battle is not after the first gun has been fired. In the present instance, the time is now, and you will be doing a substantial service to the trade if you can impress upon every individual in it that this is a question which affects his interest, and his pocket, and needs attention now—right this minute!

"But assuming for the moment (and to avoid going into a feature which would take more time than you have allowed me for this letter), that talking machine records are eventually certain to be made subject to a publishers' tax, there is still much to be done. The recommendation of the Berlin Conference includes a provision that the authors of musical works shall have the exclusive right of authorizing (1) the adaptation of those works to instruments which can reproduce them mechanically; (2) the public performance of the said works by means of these instruments. Here are two very broad provisions, which, if incorporated into law without restriction or qualification, places every manufacturer of records and every owner of a talking machine who attempts to publicly exhibit his instrument, at the mercy of the publishers of music. The publisher can make an exclusive arrangement with one manufacturer whereby all others are precluded from making records of his instrument, at the mercy of the publishers of music who attempts to publicly exhibit his instrument, at the mercy of the publishers of music. "The publisher can make an exclusive arrangement with one manufacturer whereby all others are precluded from making records of his instrument, at the mercy of the publishers of music. The publisher can make an exclusive arrangement with one manufacturer whereby all others are precluded from making records of his instrument, at the mercy of the publishers of music.

"The authors of musical works shall have the right to authorize the putting out of a talking machine record being a great incentive to people to buy the music. He said: "As a matter of fact there is plenty of evidence that music publishers have asked talking machine manufacturers to see that their intention to oppose any privileges being granted to music publishers on the rights of music. The possibility of that portion of the provision which applies to 'public performance' are so far-reaching that it is impossible to go into them in detail in the limited time at my disposal; but a great many of them will be apparent to every user of a talking machine.

I regret that I cannot go into greater detail and point out more of the serious problems connected with this subject and which vitally concern the industry; but I have given you here in any material which will be useful to you, and particularly serves to stir up interest among those whose business it should be to join the manufacture in fighting for existence, I shall be glad to have been of service. Very truly yours, Frank Dorian."

Mr. Balcombe's Views.

I found Mr. Balcombe quite emphatic in his views on the matter. In the justice of the supposed rights of the music publishers' attitude, he considered that they were much indebted to the talking machine manufacturers for the sale of their music; the putting out of a talking machine record being a great incentive to people to buy the music. He said: "The demand for loud records, which was such a subsidy on talking machine records can be entirely paid for by record manufacturers, as the music publishers have admitted themselves that they pay small sums of money for the buying outright of a copyright piece, knowing well that they can print and publish 100 pieces, and a very small portion of them only being successful, it will be quite within the province of talking machine manufacturers to buy these compositions from the composers themselves, popularize the piece as they believe the talking machine has the tendency to do, and exact a sum from the publishers for the right to publish same. The firm have been invited to give evidence before the commission and they will take care that the interests of the talking machine trade will be looked after to the utmost extent.

"Loud Record Popularity Waning."

The demand for loud records, which was such a subsidy on talking machine records can be entirely paid for by record manufacturers, as the music publishers have admitted themselves that they pay small sums of money for the buying outright of a copyright piece, knowing well that they can print and publish 100 pieces, and a very small portion of them only being successful, it will be quite within the province of talking machine manufacturers to buy these compositions from the composers themselves, popularize the piece as they believe the talking machine has the tendency to do, and exact a sum from the publishers for the right to publish same. The firm have been invited to give evidence before the commission and they will take care that the interests of the talking machine trade will be looked after to the utmost extent.

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"The publishers of music cannot adduce any evidence of the assertion that sales have fallen off owing to the music being mechanically reproduced. On the contrary, there is ample evidence that their sales have enormously increased through it. The 'copyright' only costs the music publisher five shillings, and to give him a subsidy on the thousands of talking machine records seems ridiculous on the face of it. If a royalty is given at all to the music publishers, it should be the efforts of the talking machine manufacturers to see that the publisher pays more like £50 for the right to copyright a piece of music which gives him the privilege of exacting a tax from talking machine manufacturers. The sums of money that have been spent in patenting and improving talking machines and records is enormous compared with the money spent by music publishers."

"I, therefore, gathered from Mr. Balcombe that it was their intention to oppose any privileges being granted to music publishers on the rights of music. The possibility of that portion of the provision which applies to 'public performance' are so far-reaching that it is impossible to go into them in detail in the limited time at my disposal; but a great many of them will be apparent to every user of a talking machine."

"The possibilities of that portion of the provision which applies to 'public performance' are so far-reaching that it is impossible to go into them in detail in the limited time at my disposal; but a great many of them will be apparent to every user of a talking machine. The demand for loud records, which was such a subsidy on talking machine records can be entirely paid for by record manufacturers, as the music publishers have admitted themselves that they pay small sums of money for the buying outright of a copyright piece, knowing well that they can print and publish 100 pieces, and a very small portion of them only being successful, it will be quite within the province of talking machine manufacturers to buy these compositions from the composers themselves, popularize the piece as they believe the talking machine has the tendency to do, and exact a sum from the publishers for the right to publish same. The firm have been invited to give evidence before the commission and they will take care that the interests of the talking machine trade will be looked after to the utmost extent."

ROYAL APPRECIATION

BY APPOINTMENT
To H. M. the QUEEN

To H. M. the KING OF ITALY

To H. H. the KHEDIVE OF EGYPT

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56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

To T. M. the KING and QUEEN OF SPAIN

His Master's Voice

THE TALKING MACHINE WORLD.
FROM OUR LONDON HEADQUARTERS—(Continued.)
a feature of last season's trade, is now fortunately on the wane. Certain manufacturers, no doubt prompted by a small section of the community, thought to make a commercial demand by issuing series of loud-toned records. Being something new they sold. But not for long. Their sales have dropped to an unknown quantity in favor of lighter music and records of more mellow tones. It is not a fact that half the prejudice existing against talking machines (so-called) is largely brought about by the brutal and loud harsh reproduction; the embodiment of "loud" records, foisted upon a suffering public? The answer must unquestionably be in the affirmative. There is no permanent demand for records above the average standard volume (except, of course, for concert and outdoor work), and this view is now endorsed by several leading manufacturers, who recognize that if mechanical music is to have a lasting hold upon public favor, only that music which shall cause sympathetic interest and amusement be issued with full regard to the sensitiveness of feeling in the great middle and upper classes. The majority of dealers find that soft tone records are best appreciated, but there are traders who want records louder and yet louder, which reminds me of a little story I came across recently in relation to the great American orator, Corwen, who was constantly interrupted when addressing a great meeting at Buffalo by a man who cried "Louder, louder!" The orator paused, and then said, "At the last day, when Heaven and earth shall pass away like a scroll, when the Ancient of Days shall sit on His great white throne, thousands and tens of thousands of the heavenly host ranged on His right hand and on His left, when the Archangel blows the trumpet that shall rend the tombs and wake the dead, some demand food from Buffalo will be heard shouting, "Louder, louder!"

Current Beka List.

The current Beka list contains some original selections, well recorded, and at the price of 2s. 6d. per double disc, exceptional value. The Beka, London Orchestra, admirably conducted by our old friend, Mr. Julian Josee, figures with "Masken Polonaise," "Venus on Earth," "Ariette March" and the "Gay Hussar," all pretty music and which so successfully fills the bill at this time of year. In "There's a Land" and "Aside With Me" Miss Jessie Broughton is well up to her good standard, while Mr. Harry Thornton (a new artiste to the Beka Co.) renders "Hoi! Jolly Jenkins" and "The Bendolera," with much vim. Two musical sketch records of a particularly amusing nature by Charles Evers are "An Evening Party" and "Jimmy Law." Other good records appear in this list by such well-known artists as Bernard Turner, Henry E. G. C. (piano) and Mr. Dintock Pierpotat.

The May Zonophone List.

The May Zonophone list is headed with the best appreciated music. The future policy of the purchaser is indicated by the following new company registration: J. E. Hough, late manager of the Edison Bell Phonograph Co., at the price of £10,400. Edisonia, Ltd., registered April 16. Capital £10,000 in 41 shares. Object: to carry on the business of manufacturers and contractors for the sale, erection and maintenance of phonographs, gramophones, phono-disc records and machines, etc. To acquire the undertaking and assets of Edisonia, Ltd., and to adopt an agreement with J. E. Hough, private company, registered office, 62 Glengall road, Pekham, London, S. E. 11.

New Prices on Needles.

Notice has been forwarded to dealers that from May 1 they are authorized to sell Zonophone ordinary, Piano and Pianissimo needles at 8d. per box of 200, or 3s. per thousand. The price of Melba needles remains unaltered at 1s. 6d. per box of 200, or 7s. 6d. per thousand.

New Lindstrom Styles.

Several new styles of the well-known Lindstrom machines will shortly be introduced to this market. A special feature is the new principle upon which the motor is built, and there is every evidence of a big demand for these new models.

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. Agents wanted in all towns where we are not represented.

The Premier Manufacturing Co., Ltd.

81 CITY ROAD, LONDON, E. C.

Agents wanted in all towns where we are not represented.
The Best Disc In the World

The Largest and Most Comprehensive Repertoire in

German  English  French  Italian  Russian  Polish  Spanish  Portuguese  Hungarian  Dutch  Danish  Jewish  Roumanian

Croatian  Bohemian  Grecian  Arabian  Turkish  Chinese  Swatow  Guzau  Pekinese  Shansinese  Kianganese  Cantonesse  Japanese

Siamese  Abyssinian  Tamil  Malayian  Burmese  Hindustanees:  Urdu  Marathi  Gujarathi  Hindi  Tarsi, and 15 other dialects.

BEKA RECORD

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.
which tends to make a fair turnover during the quiet summer months.

Talking Machines in Canada.

From time to time the High Commissioner for Canada, 17 Victoria street, London, W., receives applications from English talking machine and record firms wishing to place agencies in Canada. Those of our readers in that colony who are in a position to energetically push the sale of reliable talking machine merchandise should communicate with the Canadian Commissioner, at the above address, and he will gladly forward all applications to the right quarter, or I will give the matter my personal attention on receipt of advice to the London office of The Talking Machine World, 69 Basinghall street, E.C.

May List of British "Amberols."

The second or May list of British "Amberols" to hand contains fourteen good selections of a popular character, as follows: "Pomp and Circumstance" March, "Under a Peaceful Sky" and "Mikado Waltz," by the National Military Band; "Thou'rt Passing Hence" (Sullivan), a very fine record by Arthur Grover; "Song D'Autonne, Waltz" (Joyce), splendidly played by the British Concert Orchestra; "There's a Poe at the Gates of England," a timely piece well rendered by Harry Gay, "Leicester Square" is a good comic by Tom E. Hughes—a new artiste to the Edison list; the famous Olly Oakley is another new artiste, well represented by an exceptionally fine banjo solo, "Puppies and Wheat," barn dance; "Ora Pro Nobis" sung in Mr. Peter Dawson's best style; of which the same may be said for "Alice, Where Art Thou?" by Ernest Pike; "Plink Plonk" is rendered by George Formby, in his usual droll way; while Arthur Gomden airs his most virtuous sentiments in "The Harem"; "Forgotten Melodies" is a prince of a record by Alexander Prince on his concertina. The "Aspir" Makes Its Debut.

The "Aspir" is a new name of yet another new disc record—eleven-inch double-sided.

Manchester Business is Quiet.

Manchester, business is also very slow. There seems no likelihood of the cotton operatives, and others interested in the engineering trades, resuming full work for some months to come. Most of the mills are only running about half time, and the consequence is that Lancashire generally is having a pretty bad time.

By the time the lines are in print C. Duve, the well known factor, will be in the States. Mr. Richardson, of Messrs. Richardson, Manchester, Liverpool and Blackburn, is also away on a Mediterranean cruise for the benefit of his health. Generally speaking, Messrs. Richardson report that although the trade is quiet; since they have had a delivery of the British Amberol records their sales have considerably increased. Their latest venture at Blackburn is rapidly getting into working order, and they have every reason to believe it will be a most successful business a little later.

At Messrs. Burrows, High street, business is somewhat slow. They report that they have done fairly well with the British Amberol records, and when the list is more complete business will be still better.

Mr. Alker, of the Rena Mfg. Co., 93 Market street, reports that Rena records are being pushed very extensively in the North, and he expresses himself satisfied with record sales so far.

Gleanings from Leeds.

In Leeds generally, trade is not as brisk as taking machine men would like. To further the sales of Zonophone records a Zonophone evening concert was given in the Leeds Town Hall on April 19, the following artists appearing: Messrs. Peter Dawson, Ernest Pike, Olly Oakley and Madame Marie Goodall. There was a large audience.

Messrs. Hilton and Messrs. Scott report business as moderate. The British list of the Edison Amberol records have given somewhat of a fillip to the cylinder sales. At Messrs. Appleton's Columbia and Rena records are holding their own, and with the other wholesale houses, Zonophone and Twins are having fair sales.

Messrs. Hopkins have recently taken up Klugner Cabinet machines, and from what we hear are doing well with them. Messrs. Skyes, of Albion street, are looking forward to large sales in the Gramophone new model, "The Pigny Grand," samples of which have just been received. They express themselves satisfied with the present season's trade.

Messrs. Jenkins, Queen Victoria street, has recently introduced a new model of a cabinet disc machine to take the place of the street piano-organ. Fitted with an inverted wooden horn and a closed top lid, it provides plenty of room for the records, and being mounted upon two full bearing bicycle wheels it will be quite a novel machine. Usually the piano-organ is heavy and unwieldy to push along the streets, but in this case the weight will be very little. The instrument will attract attention, which will be to the financial benefit of the user.

Messrs. Tilley & Co., in Queen's Arcade, concen-trate upon Edison, Gramophone, Zonophone and Twins very extensively. With a good stock and a well organised shop, the manager reports business as fair during the past season, but a slight falling off at the present time.

We understand that the late "Magazine Holder Co." have recently been formed into a Limited Co., under the same of "Perfectophone, Ltd." They have acquired spacious premises in Kirkstall road, where they are equipped with new machinery and making large preparations for the next season's business. Mr. Bloom is the managing director.

Manufacturers of the cheapest and most popular

**Fritz Puppel, G. M. b. H. Berlin, S. O. Bouche St. SS**

**Disc Talking Machines and Phonographs**

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

**Telephone Address: "Puckaw"**

Our "Elite" 9 Machines Out of the Best.

Our Famed "Puck Phonograph."
BERLINER PATENT FINALLY ADJUDICATED.


A SPECIAL TO THE TALKING MACHINE WORLD.

Washington, D. C., May 3, 1909. The Supreme Court of the United States on April 19 affirmed the decisions of the lower courts in what is known as the Berliner case (Victor Talking Machine Co. against Leeds & Catlin Co.). The suit has been pending since April 8, 1906, and is one of the most important cases ever heard in the United States Supreme Court. The decision in the case is of great moment to the talking machine industry, as it upholds the validity of the Berliner patents and affirms the right of the Victor Talking Machine Co. to manufacture and sell sound reproducing apparatus and devices that are used in the phonograph.

The suit was filed in 1906 by the Victor Talking Machine Co. against Leeds & Catlin Co., alleging that the latter company had infringed upon the Berliner patents. The case was heard in the Circuit Court of Appeals, and the court ruled in favor of the Victor Talking Machine Co., granting an injunction against Leeds & Catlin Co. The case was then appealed to the Supreme Court of the United States.

The Supreme Court upheld the decisions of the lower courts, affirming the validity of the Berliner patents and upholding the right of the Victor Talking Machine Co. to manufacture and sell sound reproducing apparatus and devices. The court's decision is a victory for the talking machine industry and a defeat for Leeds & Catlin Co., which had been trying to challenge the validity of the Berliner patents.

The decision in the Berliner case has important implications for the talking machine industry, as it upholds the right of companies to manufacture and sell sound reproducing apparatus and devices that are used in the phonograph. The decision also has implications for other industries, as it upholds the right of companies to manufacture and sell products that are protected by patents.

The Supreme Court's decision in the Berliner case is a significant victory for the talking machine industry, and it has important implications for other industries as well. The decision upholds the right of companies to manufacture and sell products that are protected by patents, and it has important implications for the future of the talking machine industry and other industries as well.
The merits.

patents of Nov. 8, 1887, and May 15, 1888.

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VICTOR HERBERT BECOMES ACTIVELY CONNECTED WITH THE NATIONAL PHONOGRAPH CO.

To Take an Active Part in Supervising the Making of Master Records—Victor Herbert Orchestra Will Also be Associated With Company—The Distinguished Composer and Conductor Chats of His Plans With The World Representative.

The engagement of Victor Herbert, the eminent American composer and famous conductor, by the National Phonograph Co., announced in New York last week, is only one of many ventures extending the artistic heights to which the phonograph is being lifted. In the development of this instrument, as in the development of all art, there are periods of progress and periods of reaction. The period of reaction has been passed in the case of the phonograph, and the present is one of progress. The evolution of the phonograph is no longer a matter of the mere reproduction of music, but of the production of music. The phonograph is no longer a toy, but a tool. It is no longer a machine to record, but a machine to reproduce. It is no longer a medium of art, but a medium of education. It is no longer a source of pleasure, but a source of instruction.

Victor Herbert is one of the greatest musicians of his generation, and his artistry is of a high order. He has written music that is both beautiful and interesting, and he has made many contributions to the development of the phonograph. He has written music that is both advanced and practical, and he has made many contributions to the art of recording. He has written music that is both serious and popular, and he has made many contributions to the art of composition. He has written music that is both expressive and melodic, and he has made many contributions to the art of expression. He has written music that is both original and traditional, and he has made many contributions to the art of creativity.

As a composer, Herbert is noted for his ability to write music that is both beautiful and interesting, and he has made many contributions to the development of the phonograph. He has written music that is both advanced and practical, and he has made many contributions to the art of recording. He has written music that is both serious and popular, and he has made many contributions to the art of composition. He has written music that is both expressive and melodic, and he has made many contributions to the art of expression. He has written music that is both original and traditional, and he has made many contributions to the art of creativity.

As a conductor, Herbert is noted for his ability to interpret music, and he has made many contributions to the art of performance. He has conducted orchestras that are both great and small, and he has made many contributions to the art of direction. He has conducted orchestras that are both advanced and traditional, and he has made many contributions to the art of creativity. He has conducted orchestras that are both serious and popular, and he has made many contributions to the art of performance.

Herbert's engagement with the National Phonograph Co. is a significant event, and it is one that is sure to be of great interest to music lovers and phonograph enthusiasts. It is a sign of the times, and it is a sign of the progress that is being made in the field of music. It is a sign of the progress that is being made in the field of art. It is a sign of the progress that is being made in the field of education. It is a sign of the progress that is being made in the field of science. It is a sign of the progress that is being made in the field of progress. It is a sign of the progress that is being made in the field of progress.
upon every phase of the work of making records of the better class of music, and especially of instrumental compositions. He will assist in the selection of suitable music for record-making purposes, aiming always toward such music as will widen the field of the phonograph.

Mr. Herbert will go frequently to the recording laboratory of the National Co. and supervise and criticize the work of making records. He is so earnest about this feature of the work that he is already apprehensive of getting so deeply interested in it as to interfere with his other duties as a composer and leader. He will personally conduct his orchestra in making records, and states that the records must be no less creditable to his name than the concert work of his orchestra.

In getting Mr. Herbert to identify himself with the Edison organization the National Photographic Co. have brought about one of the most notable achievements in the history of the phonograph.

THE VALUE OF EFFORT.

The difference between success and failure, between getting business and not getting business, is not always so much in the quality of the effort put forth, as in the amount. In other words, the effort which gets business frequently differs from that which does not get business, more in degree than it does in kind.

Men who do things and are heard from accordingly, seem to do their work a great deal like other men who never are heard from. The difference is that they are a little more intense, they hold out a little longer, and when the other fellow stops, thinking that the case is hopeless, they make another big effort and win what they are after.

It takes a lot of fuel and heat to bring water to the boiling point. It takes just about as much fuel and heat to raise the temperature of the water to 210 degrees Fahrenheit, but if you take the fuel and heat to raise the temperature of the water to 210 degrees, the water will never boil.

It takes just about as much

THE TALKING MACHINE WORLD.

Mr. Herbert has had a steady demand for double disc records from the out-of-town dealers. Chas. Kaufman is now making his regular trip through Arizona, where he is meeting with steady demand for the trade. W. S. Storms, who for two years has been connected with the Los Angeles branch, has gone to San Francisco to join the company's forces. He will travel through Northern California. E. W. Scott, who was at one time connected with the Los Angeles store, has succeeded Herman deck as manager of the retail department of the San Francisco branch.

L. C. S. language teaching machines with much success. Hamberger's, who have the handsomest show windows of any department in the city, have given considerable space for display of talking machines and records.

H. T. Walz, of the W. G. Waltz Co., of El Paso, Texas, is a recent visitor in Los Angeles. While there Mr. Walz studied the conditions of the trade and also investigated the arrangement of some of the different stores handling talking machines. The Waltz Co., who are Victor jobbers for Texas, are expecting to make many changes for the improvement of their trade-handling facilities.

The great success which the Russian violinist Mischa Elman met with in concert in this city is due more to the Victor, which preceded him with the splendid records of his playing, than all the foregoing press comment. His records have been and are among the most popular in the Victor catalog.

Mr. Johnstone-Bishop's voice is delighting many of her local friends and admirers in a sweet little Hawaiian song which she has sung for the Victor. Her records are in considerable demand in Southern California, Los Angeles being her home.

GEORGE W. LYTE OFF TO EUROPE.

The departure of George W. Lyte, general manager of the Columbia Photographic Co. for Europe was delayed until May 6, when he sailed on the "Kaiser Wilhelm II." He will be away four or five weeks.

Following the custom inaugurated some months ago the following talking machine dealers of individual keep open order books, which they invite the general public to hear the latest records. The dealers who dispensed hospitality recently were: Messrs. Kipp-Link, Frank Lesley, E. W. Scott, who was at one time connected with the Los Angeles store, has succeeded Herman Deck as manager of the retail department of the San Francisco branch.

W. S. Storms, who for two years has been connected with the Los Angeles branch, has gone to San Francisco to join the company's forces. He will travel through Northern California. E. W. Scott, who was at one time connected with the Los Angeles store, has succeeded Herman deck as manager of the retail department of the San Francisco branch.

Los Angeles, Cal., April 30, 1909.

(Special to The Talking Machine World.)

The month of April has closed more quietly than usual, although the opening was very brisk. This bull, however, has given the dealers an opportunity to make preparations for the future, in which there promises to be some keen competition. The methods used in advertising the talking machine in this section are beyond criticism, especially the ads. which appear in the daily papers. In every way the dealers are realizing more clearly the possibilities of the future.

THE RUDOLPH WURLITZER CO.

CINCINNATI AND CHICAGO.

VICTOR, EDISON and REGINA JOBBERS.

Have YOU seen IT?

EVERY disc talking machine dealer who sees the New Idea Disc, Record Album says, "Just what we've wanted."

His customers say so, too.

A beautiful Album that preserves records perfectly—protects them absolutely from scratching and breakage—keeps those of a certain artist or class together.

Powerfully bound and reinforced to last a lifetime. Finest thing out for Red Seal capacities. Quantity; 12 records. Dealers' prices $6.00, for 10-inch size, $11.20 for 12-inch (used also for Victor and for All sizes.)

We furnish handsome two-color advertising circulars, ready for your imprint, FREE.

Send for a few of these Albums on approval. Dealers everywhere say they are going fine. Be the first to show them in your city.
THE TALKING MACHINE WORLD.

CONVENTION OF NATIONAL JOBBERS' ASSOCIATION

Will be Held at Atlantic City—Headquarters at Hotel Chalfonte and Dates Selected July 6th, 7th and 8th—A Large Attendance Expected.

The annual convention of the National Association of Talking Machine Jobbers, in response to an almost unanimous vote, will again be held at the Atlantic City resort. President Bowers appointed J. Newcomb Blackman, of New York, and Louis Huen, of Philadelphia, a committee of arrangements.

Mr. Blackman, who is chairman of the above committee as well as of the press committee of the association, given the following report:

It is quite generally conceded that this fall will see the factories as many in mission oak.

The factories are promising more protection, rather than less, and this is certainly no evidence of a lack of confidence on their part.

"Let all jobbers attend the convention, and perhaps, in the name of the committee, we can, represent the factories, attend the convention, exchange ideas and work in harmony to bring about any improvement that will benefit all.

"Consider what has been accomplished since the last convention. The factories acted favorably on almost everything recommended, and what is more important, the result? Protection to the dealer and jobber, new exchange on records, a method to dispose of second-hand machines, a change in the time of shipping new records to dealers, Victor records and Kalexentencine phonographs, and Victorola cannot now be obtained at dealers' prices by fraudulent qualification as a dealer and many other things which do not come to my mind at this moment. But, as the association has grown, now having a membership of about 125. Every jobber has much at stake and to add strength to whatever recommendations the association may make in attendance at this convention is essential.

"Make up your mind to come and use your influence with others. Complete information regarding the above matter and particulars regarding the hotel rates, those who attended last year will agree that the Chalfonte rates are extremely reasonable for the service rendered. As this opinion prevailed, no other hotel will be advertised, and we hope that everybody will arrange to stay at the Chalfonte. If cheaper accommodations are desired, there are plenty of hotels and boarding houses where arrangements can be made to suit. It is extremely important that accommodations be secured in advance, as many arranging on the 4th of July could not be taken care of at the Chalfonte until the usual holiday rush was over.

"At the 6th failure on a Sunday, it is hoped that all jobbers will take advantage of this opportunity by leaving home on Saturday, the 3rd, thus taking advantage of Sunday and Monday, which with the three convention days, will give the jobbers a very pleasant vacation at Atlantic City.

"The ladies will again be invited; in fact, their presence is particularly requested, for this feature of last year's convention was pronounced a decided success and no doubt was a great help in increasing the attendance.

"The banquet will be a feature of the convention, to which the ladies are also invited, and nobody will want to miss this part of the program. It is very likely that the factories will take advantage of this opportunity to meet the greatest portion of jobbers and will also send their reception committee to welcome them a very pleasant vacation at Atlantic City.

"In one of the last year's convention was pronounced a decided success and no doubt was a great help in increasing the attendance.

"It is quite generally conceded that this fall will see the turning of the tide in the business depression which has affected all lines of business and with certain desirable improvements, a healthy revival of business should result in our industry. Jobbers should realize the importance of attendance at the convention not only to help in formulating plans for the uplifting of the industry, but to visit the factories and have a heart-to-heart talk about the business. Those who are anxious to attend should make reservations as soon as possible.

--WILLIAM F. NYE.

Now Sold Everywhere

NYE

FOR

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

It Absolutely Prevents Rust.

WILLIAM F. NYE
NEW BEDFORD, MASS.

COMPLIMENTS THE PENN CO.

When Lasdon, Inc., New York, brought out the Musical Echo Co., Philadelphia, and in preparing the Edison goods for shipment, they were materially aided by the force of the Penn Phonograph Co. The work was done under the supervision of Max Lasdon, and in speaking of the work accomplished said: "I would like to pay a tribute to the employes of the Penn Co., for they handled the record for the packing. In one day they packed 36,000 records, each carton being handled separately and placed in numerical order, besides—and not an error. I never saw a force do better team work, or any more industrious. It was a revelation to me how they handled themselves. No wonder the Penn Co. are successful with such loyal people in their employ.

AWAITING JUDGE KNAPP'S DECISION.

(Special to The Talking Machine World.)

Large Attendance Expected.

The St. Louis office has just closed one of the largest orders of the year, which has been made to the Irving chapter house, the St. Louis office, as well as each chapter house, the St. Louis office, as well as the Liberty Phonograph Co., have cause to congratulate themselves.

COFFEE-BREAK TALK.

To the many members who have the misfortune that the talking machine business has seen its best days will return from the convention convinced that the good things in this business are just starting. Some have fallen by the wayside, but a weeding out is very often needed, and those remaining will have stood the test, feel stronger and have a better opportunity to aid the industry. The factories are promising more protection, rather than less, and this is certainly no evidence of a lack of confidence on their part.

"Let all jobbers attend the convention, and exchange ideas and work in harmony to bring about any improvement that will benefit all.

"Consider what has been accomplished since the last convention. The factories acted favorably on almost everything recommended, and what is more important, the result? Protection to the dealer and jobber, new exchange on records, a method to dispose of second-hand machines, a change in the time of shipping new records to dealers, Victor records and Kalexentencine phonographs, and Victorola cannot now be obtained at dealers' prices by fraudulent qualification as a dealer and many other things which do not come to my mind at this moment. But, as the association has grown, now having a membership of about 125. Every jobber has much at stake and to add strength to whatever recommendations the association may make in attendance at this convention is essential.

"Make up your mind to come and use your influence with others. Complete information regarding the above matter and particulars regarding the hotel rates, those who attended last year will agree that the Chalfonte rates are extremely reasonable for the service rendered. As this opinion prevailed, no other hotel will be advertised, and we hope that everybody will arrange to stay at the Chalfonte. If cheaper accommodations are desired, there are plenty of hotels and boarding houses where arrangements can be made to suit. It is extremely important that accommodations be secured in advance, as many arranging on the 4th of July could not be taken care of at the Chalfonte until the usual holiday rush was over.

"At the 6th failure on a Sunday, it is hoped that all jobbers will take advantage of this opportunity by leaving home on Saturday, the 3rd, thus taking advantage of Sunday and Monday, which with the three convention days, will give the jobbers a very pleasant vacation at Atlantic City.

"The ladies will again be invited; in fact, their presence is particularly requested, for this feature of last year's convention was pronounced a decided success and no doubt was a great help in increasing the attendance.

"The banquet will be a feature of the convention, to which the ladies are also invited, and nobody will want to miss this part of the program. It is very likely that the factories will take advantage of this opportunity to meet the greatest portion of jobbers and will also send their reception committee to welcome them a very pleasant vacation at Atlantic City.

"In one of the last year's convention was pronounced a decided success and no doubt was a great help in increasing the attendance.

"It is quite generally conceded that this fall will see the turning of the tide in the business depression which has affected all lines of business and with certain desirable improvements, a healthy revival of business should result in our industry. Jobbers should realize the importance of attendance at the convention not only to help in formulating plans for the uplifting of the industry, but to visit the factories and have a heart-to-heart talk about the business. Those who are anxious to attend should make reservations as soon as possible.

--WILLIAM F. NYE.

Now Sold Everywhere

NYE

FOR

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

It Absolutely Prevents Rust.
THE TALKING MACHINE WORLD.

DISCONTINUE WAX CYLINDERS.


Under date of April 30, the Columbia Phonograph Co., General, notified their trade that the manufacture of XP wax cylinders had been discontinued, and that after May 5 only Indestructible records would be made and sold. The essential portions of the circular letter follow:

"To the Trade,—The Columbia Indestructible record has proved itself. We shall quit manufacturing XP wax cylinder records. On and after May 5 you may cut the XP cylinder record price (with the exception of vocal records in foreign languages, on which former list and trade prices must be maintained), to any figure you please, from 15 cents up.

"We are giving you this notice the first minute possible. The Columbia Indestructible record has unmistakably captured the cylinder market—and is rapidly putting the wax record completely out of business. Now that this fact is evident and undeniable, we know it is up to us to follow our unvarying policy and see that our dealers are not left with any dead or obsolete stock on hand.

"Under date of April 30, the Columbia Phonograph Co. Will Only Make In-
destructible Cylinder Record Exchange: Effective until May 30. On the conditions named below, Columbia XP cylinder records will be received by us and credited at the price at which they were billed you: First: Records returned must be in their original cartons, unbroken. Records received broken, chipped or cracked will be credited at 10 cents per pound. Second: For each XP record credited three Columbia Indestructible records must be purchased."

SECURE LARGE QUARTERS.

Manufacturers’ Outlet Co. Lease Additional Factory Space.

The Manufacturers Outlet Co., No. 99 Chambers street, New York City, have leased a large loft at No. 93 Chambers street, which runs completely through to No. 75 Reade street. This will be used for the manufacturing department, as the demand has become so great for this company’s product, the Peerless suction cleaner, that they are compelled to seek larger quarters for manufacturing.

The talking machine jobbers and dealers all over the country have become interested in the "Peerless" line of suction cleaners, and some of the largest concerns have been handling them with great success. There is no doubt but that the vacuum cleaner business is the coming one, and there is no side line on the market which an enterprising photographer dealer can add to his stock. The machines are very easily sold, and a handsome profit can be derived from their sale. A feature of the cleaner business, which will no doubt appeal to the talking machine men, is that it is just as brisk during the summer as in the winter.

Owing to the enormous amount of advertising throughout the country, coupled with the fight against tuberculosis and the campaign for sanitation in the home, the modern method of cleaning—the dustless one—has steadily grown until the progressive business house of today can no longer fail to recognize the fact that the addition of this line is a step taken in the right direction.

BUSINESS STILL RESTRICTED.

General Manager Williams, of the New York Talking Machine Co., 83 Chambers street, New York, reports that business is not what it should be; in other words, it is quiet. The smaller dealers, be averted, carrying restricted stocks, were complaining more than the larger dealers and Jobbers. Outside of New York, however, trade was very much better, so far as their company went. In his opinion fall business promises to be very brisk. The reports from the traveling force were encouraging. W. S. Moffatt, chief of the finance department, who made a short run through Pennsylvania recently, said he found a disposition among dealers to buy cautiously at present.

Make your store attractive to ladies. A woman likes "bargains," but she does not like to be seen going into a cheap-looking or disorderly store. She feels a glow of pride when she meets her social acquaintances in the "swellest" store in town.

Mr. Atkinson has opened a store in the Lewis block, Winthrop, Mass, where he is handling the Victor machines and records.

SOMETHING NEW!

Royal Crown Needles

MADE FROM THE BEST SHEFFIELD ENGLISH STEEL.

In Patented Needle Box. Box has two compartments; one for new Needles, the other for used Needles. Made in two sizes, for 500 and 1000 Needles. The finest Needles made and the most attractive Needle Box on the market. All styles of Needles packed in this manner.

These boxes are red in color with imprint in finest quality gold bronze.

LETTER A shows used Needle compartment. You cannot take from this box a used Needle by mistake as from the peculiar construction of the box the fingers cannot enter the used Needle compartment. When the box is closed, a used Needle cannot be shaken into the new Needle compartment.

LETTER B shows patented slot and button. The cover cannot be entirely removed from the box on account of the stop button. This prevents the Needles from scattering or spilling when opening the box.

The material and workmanship of the Needles are the highest grade known and guaranteed superior to those of any other make. Warranted to play any Disc record without variation.

We supply Jobbers only. If your Jobber cannot supply you, write us.

W. H. Bagshaw
LOWELL, MASS.

Oldest and Largest Manufacturers of Talking Machine Needles in America

VIEW OF BOTTOM OF BOX WHEN OPEN SHOWING PATENTED SLOT AND BUTTON
and of their own music, it occurred to me that a
dollar orders must be placed before the yellow
group of making the records white.

of various people. For instance, when we began to
record, the best records were considered to be
records where the singer's voice is best reproduced through the medium of Victor records. Victor Talking Machine Co., who will remain in
New York for several weeks arranging attractive
arranged by Ellis Hansen, connected with the
Victor Talking Machine Co., who will remain in
New York for several weeks arranging attractive
display for the various jobbers and dealers. The

keynote of the window is "Which is Which," and
dwells upon the difficulty experienced by the
average person in distinguishing between the
living voices of the singers and the same voice
reproduced through the medium of Victor records.

Records have been made for this concern by all
of them. When he returns from South America
nances are improving, but the change is slower
satisfied we have fully 80 per cent.

of the germanic much prefer American-made records,
and business is growing so rapidly with us as to
be almost astounding. Our advertising department is cer-
tainly splendidly equipped, not only here, but
to the phonograph and it has a
means of the telegraph key, so as to make a

record of intervals or notes upon the paper
by obtaining a first graphic diagram which the
preparing the paper strip, and this is carried out
by the phonograph. An already prepared band
is fed along. A groove or window cut in the
band is unrolled as the music is heard, and at the proper time.

Therefore, the esprit de corps of the
department is always at the highest notch
and we work together harmoniously and en-
thusiastically.

blackman's victor window.

Can we meet the competition of the Germans in
music, and practically beat them out, as Mex-
icans much prefer American-made records, and
business is growing so rapidly with us as to be
almost astounding. Our advertising department is cer-
tainly splendidly equipped, not only here, but
all through the Latin-American countries and the
West Indies. We get the best results with
masters made on the ground, for our men are in-
structed to get only the best, no matter how long
it may take. Therefore, the esprit de corps of the
department is always at the highest notch
and we work together harmoniously and en-
thusiastically.

blackman's victor window.

The show window of the Blackman Talking
Machine Co.'s store at 97 Chambers street has been
filled with a special display of the Victor records
arranged by Ellis Hansen, connected with the
Victor Talking Machine Co., who will remain in
New York for several weeks arranging attractive displays for the
various jobbers and dealers. The
keynote of the window is "Which is Which," and
dwells upon the difficulty experienced by the
average person in distinguishing between the
living voices of the singers and the same voice
reproduced through the medium of Victor records.

Records have been made for this concern by all
of them. When he returns from South America
nances are improving, but the change is slower
satisfied we have fully 80 per cent.
Sending your orders is one thing.
Getting your goods is another.
There are plenty of cash-drawer reasons why your orders should go to a Columbia jobber.
Columbia jobbing territory is clearly and positively defined and every jobber is an exclusive Columbia house—either a branch of the Columbia Phonograph Company or an independent concern. Either way they are all right there on the job for business, eager to serve the dealers in their territory, ready and equipped to fill orders by the quickest and cheapest route.
We are offering every facility for Columbia dealers to make the most of the healthy demand that we have created by our advertising and by the quality of our product.
ALL OVER THE MAP

Columbia Double-Disc Records—Columbia Indestructible Cylinder Records—Columbia Disc and Cylinder zaphones—the one broadest, completest line in the business this minute—and you know it!

The Columbia exclusive-dealer plan is the one biggest thing in the music-market this year—and if you don’t know you ought to do some figuring.

Honestly, have you gone at this question right side up? It’s your business, now and later on, that’s concerned. It’s your profits, this month and next year, that we are talking about.

Build for the future! Get your legitimate territory fenced in! Write in for full particulars.

(Special to The Talking Machine World.)

Chicago, Ill., May 12, 1900.

C. E. Goodwin to-day returned from the East, where he has been for the past three weeks. He visited his parents at Washington, D. C., was entertained by Oliver Jones of the Victor Co. at his cottage, "Ace of Hearts," at Atlantic City, and visited the factories. In reply to inquiries regarding rumors connecting him with various responsible positions, he declared that there was nothing in them, that he had reached no definite decision as yet.

Theodore F. Bentel, secretary of the Havthorne & Shibley Mfg. Co., arrived in Chicago to-day and is making the rounds of the trade with their local representative, Malcolm B. Henry.

W. S. West, of Joliet, is moving into a new store, which has been fitted up in a manner which constitutes it one of the finest small city talking machine establishments in the West. The formal opening will be on Saturday of this week. It has three attractive sound-proof record booths. He has put in the complete line of Edison and Victor goods.

J. A. Dean, secretary of the W. A. Dean Co., piano and talking machine dealers of Sioux City, Ia., is the composer of the "Varnity Man" (two-step), which appears in the July list of the Columbia Co.

The Auxetophone, which was displayed at the Industrial Exposition at Scranton, Pa., by the proprietors of the Edison Phonograph Hall of that city, attracted considerable attention.

FOR SALE

A complete Gold Moulding Plant for Cylinder Records in perfect order. Address for particulars OPERATOR, care of THE TALKING MACHINE WORLD,

1 Madison Avenue, New York.

BUSINESS OPPORTUNITY

Arthur Mestraud, formerly of Lincoln, Neb., will learn something to his advantage by communicating with F. A. Cass, care of Columbia Phonograph Co., Chicago, III.

GRAPHOPHONE MODULATOR

Every owner of a "Twentieth Century" graphophone modulator, it is urged, should have my modulator. It regulates and softens the tone for home use. Nothing to put in the horn; quick change; tone delightful. Price 50 cents by mail. F. M. Joslin, Ann Arbor, Michigan.

FOR SALE!


MR. DEALER

Don't pay express charges and lose your profits on repair work. Secure a copy of "How to Repair Talking Machines and Phonographs." Copyrighted. And "Do It Yourself" Practical repairmen find it a great help. Postpaid on receipt of price $1.50. FRANK E. DRAKE, 4245 Tracy Ave., Kansas City, Mo. Reference Gate City Bank.

THE TALKING MACHINE WORLD.

ADMIRAL EVANS LISTENING TO THE VICTOR-VICTROLA.

We present herewith a reproduction from a photograph taken of Admiral "Fighting Bob" Evans listening to the Victor Victrola in the waresrooms of the Rudolph Wurlitzer Co. in Chicago. The Admiral is keenly interested in the talking machine and his "Paradewl Address to the Navy" is one of the big sellers in the record catalog. The arrangements for the taking of this photograph were made by C. W. Page, advertising manager of the Rudolph Wurtzler Co., with J. H. Crisilbash, the Admiral's secretary. It is destined to be historical.

T IMELY TALKS ON TIMELY TOPICS

Considerable space is given elsewhere in this issue of The World regarding the engagement of Victor Herbert, easily the leading American composer and musician, by the National Phonograph Co. Mr. Herbert makes clear in his very interesting interview with The World what he means to accomplish as musical supervisor of the company's recording laboratory in the production of "masters" that will be a distinct addition to the wonderful art of record making and a credit to the musical profession. That there is a steady and growing demand for high class musical records cannot be gainsaid, and the enterprise and foresight of the National Co. in securing the services of Victor Herbert is a step in the right direction and is to be highly commended. It means progress and advancement and every manager of a recording laboratory throughout the world views it in this light.

Finally the highly contested Berliner patent has been adjudicated by the Supreme Court of the United States. The decision, handed down April 19, is published in part on another page; that is, the portions which are of greatest interest, bearing on the essential points at issue and free from technicalities of a legal nature. The court ruthlessly brushes aside a lot of hair-splitting indulged in at length by the defense, sustaining the lower courts in every particular of moment. It is the old story in litigation of this character, that when the patent situation becomes acute by reason of basic inventions being upheld by the courts, no end of interludal comment is indulged in by the opposition. Foreign manufacturers who were arranging to enjoy the emoluments of the great American market, had the highest court in the land rendered an adverse opinion, will be compelled to wait a while longer before flooding the trade with their goods.

The Jones patent covering the duplication of disc records by the electrolytic process, has for the second time passed the ordeal of a review in the United States Circuit Court of Appeals, second circuit, and its validity sustained by a unanimous bench. Owing to the late day—April 14—when the decision was handed down, only the briefest mention of it was made in last month's World. The chief particulars of this opinion, however, are now furnished elsewhere, and it is worth a careful reading. Notwithstanding the solid attitude of the court both times the suit has been before them, the defense will make an attempt to have the case taken up to the Supreme Court of the United States on a writ of certiorari. Formal notice to this effect was served on the complainants last week, and it is expected the papers will be filed so that the court will either grant or refuse the writ before their adjournment for the term on May 30. No argument is heard on the motion, the record and briefs only being submitted. In the meantime all proceedings are stayed.

On the "dubbing" case, now pending in the United States Circuit Court, Brooklyn, N. Y., Judge Chatfield has informed counsel for the complainants (Columbia Phonograph Co.) that owing to pressure of especially important suits of more general importance before him, he will be unable to write a decision for some time. This is unfortunate, in a sense, but as the alleged "dubbers" are tied up with an agreement to cease the questionable practice until the court acts, no great harm is caused by the delay.

The continuous exchange proposition of the National Phonograph Co., that went into effect May 5, is a concession that will be appreciated at its true worth by Edison jobbers and dealers. Of course, the exchange is confined to cut-outs and defective records—not surplus stock; but as the company are making a liberal list of slow sellers in their cut-out list from time to time, giving their trade ample advance notice, the benefits of the arrangement are not only obvious but manifest.

An announcement likewise of importance is that made by the Columbia Phonograph Co., General, concerning the discontinuance of their XP wax cylinder records. The Columbia Indestructible record takes its place, and will therefore be the only cylinder manufactured and sold in the future by the Columbia Co.
RECORDS OF INDIAN MUSIC.


Before the old Indian music dies out or gets contaminated and mongrelized, so to speak, by internal communication, the bureau of ethnology wants to get as complete a record as possible of all tribal airs. To this end it has engaged Miss Frances Densmore, an accomplished musician who studied with some of the leading musicians in this country and in Europe. Miss Densmore lived in Minnesota for a long time and became keenly interested in the study of tribal music.

She heard a good deal of it from semi-barbarous Indian settlers there and then went regularly into the work, making a study of it and tabulating the material for the benefit of the officials of the bureau who might not have a musical ear but who know the value of statistics when they are once set down and tabulated.

While a trained musician, Miss Densmore, did not have the contempt that many musicians have for the phonograph and she boldly called it to her aid as a musical notebook. She went among the Indians, and by living among them, cultivating and humoring them and exercising all sorts of diplomacy she got them to sing for the phonograph. She carried the records home and transcribed them, writing out the words with the aid of Indian interpreters and setting the phonograph records in piano score form.

It was about the most curious work that a musician ever tried, but she says that it has been well worth the trouble. The songs run both to music and words, and some of the latter are really beautiful, though most of them are plain-tive. Miss Densmore does not think of them as the possible basis for any great American symphony or anything of that sort, but says that they are beautiful and entertaining in themselves, and are no more fit for popularization than wild flowers are to be planted in a hothouse.

She has made about 300 phonograph records, most of which have already been transcribed. All her work so far has been among the Chippewas, most of which have already been transcribed. All her work so far has been among the Chippewas, most of which have already been transcribed.

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JONES PATENT AGAIN DECLARED VALID.

For the second time the Jones patent No. 9996, of July 10, 1888, together with the Adams-Randall patents, viz.: "Copying or reproducing and multiplying by familiar electro-metallurgical process, records bought in foreign countries and lawfully imported into the United States," was held valid by the Circuit Court of Appeals, New York City, after the unanimous opinion of the court being handed down April 11. The previous findings of the court in the Adams-Randall vs. the Universal Talking Machine Mfg. Co. were confirmed by an examination of the documents presented.

The decision of the court was signed by Judge J. Hough, and it is in the following terms:

"The Circuit Court decided that the patent was valid; and the decision was confirmed by the appellate court.

"The patent states that the result is produced without stating how, without describing the means which produce the result is insufficient as an anticipation.

"The most debatable question, left for the defendants is that the question of anticipation by the Adams-Randall patents is involved in doubt, and this is fatal to their contention. The process pursued by the Adams-Randall is not one of multiplication, it cannot avail to defeat a patent founded upon a discovery or invention which was completed.

"The argument is made that the language (in the patents) he used was too broad to be valid. It is unnecessary to discuss the other alleged anticipating patents and articles said to appear for the first time in the present record. They add nothing of importance to the controversy. In other words, if the references discussed by this court upon the former appeal plus the Adams-Randall patents are insufficient to destroy the patent in suit, it is manifest that the alleged new references are equally ineffectual.

"As before stated, we hold that the second process adopted by the defendants, and admitted by them in their stipulation to have been practiced prior to the commencement of the suit, constituted an infringement of the claims of the Adams-Randall patent, from that time nothing further is required. Where a patent has been declared valid and infringed, a decree follows as a matter of course. As the Circuit Court has twice decided, once on a motion for a preliminary injunction, as we understand it, and again at final hearing, that the first process employed by the defendants does not infringe, we hereby dismiss the case without reaching a different conclusion. It is, however, for present purposes sufficient to say that the complainants' proofs and the defendants' stipulation as to their second process and its alleged infringement are sufficient to sustain the decree. The court is reversed with costs of this court and the cause is remanded to the Circuit Court with instructions to enter the usual decree in favor of the complainant."

The counsel appearances were Philip Mazo and C. A. Masse for the American Graphophone Co., and Louis Hicks for the Leeds & Catlin Co. A writ of certiorari was denied by the Supreme Court of the United States for a writ of certiorari, which was vacated, but not vacated, pending the appeal of the Leeds & Catlin Co. to the Circuit Court of Appeals in the Jones patent suit. As this case has been adjudicated it is not likely the International Record Co.'s case will ever go to final hearing.

VACATION TIME.

The Talking Machine: The Basis of Summer Enjoysments—A Strong Statement But You Can Prove It, Mr. Dealer.

Vacation time is almost here and every talking machine man should bring to the attention of his customers the importance of obtaining a private window publicity. Do not depend upon your window display entirely, though, but have a small electric buzzer working overtime from a hidden return, singing a song of trade to the curious public.

Did you ever walk along a street, gazing neither to the right nor left, your mind concentrated upon a business deal or busy with the list of necessities your wife axed you to bring home in the evening, when, suddenly, a seductive purring sound came to your ears close at hand, and you turned to find yourself gazing into an attractive window? Of course, you have, and so have tens of thousands of your fellows, and you will keep right on doing it as long as you live, and so will they. So much for the buzzer.

Appropriate Window Publicity.

You will say, gentle reader, that the subject of window displays is about worn bare; that there has been too much of the same old story, and that it is full time to grant it a well-earned rest. The writer admits the truth of this, but he thinks there is just a little more of interest to be said before the last farewell is spoken; so here goes:

The keynote of vacation advertising is appropriateness. Every progressive dealer advertises at this season of the year, and whether that publicity entirely appropriate? Does the poster he hangs in his store window and the reading matter that surrounds it suggest the enjoyments of holiday time with the talking machine as a foundation? Does it speak of the lawn fete, the row on the lake, the trip to sea, or of the vacationist to remain in the city, the roof garden? It should be so, and somewhat as follows:

Mr. City Dweller, A Word With You.

Have you decided where to spend your holiday this year? Think of it; you could have a talking machine with you, anywhere. Consider that first and your destination afterward. Make it the foundation of your good time and the locality in which you find yourself will adjust itself to your desires.

If you pack a "talker" in your trunk you will be sure of one thing, viz., the pleasure of the city theatre, the home concert, the sheet music, the sweet ballads sung superbly by the best vocalists of the world, the upthrust mirth of the vaudeville stars, the brassy, soul-stirring blare of the military band and the soft, caressing melody of the orchestra. With these with you, what else matters?

Think of it out upon the dreamy limpid lakes, far away from the man and the dust and clamor of the metropolises, with the talking machine pouring forth its golden throat, mirth, melody or sadness in harmony with your mood. Great, isn't it?

What will the lawn feete be without an orchestra for dancing after the dainty supper is eaten? A futility? No. Not if you have that "talker" in your trunk.

Maybe you are going to sea. Well, when the ocean is calm and the sun shines, what a magic spell upon the billows, would it not add greatly to the romance of the occasion to have a proper phonographic outfit? You will be in doubt until you try it.

To the man who can't get away, whose business cares chain him to his desk throughout the summer and who loves Bohemia, the "talker" is a friend, indeed. It will bring the roof garden to him when he cannot go to it, and with all its delightful Bohemian atmosphere, will hold the ice cream and a "talker" in the house, the city loses its terrors even in the most torrid weather.

Make your purchase now. You may not pass this way again.

Howard Taylor Minnowton.

INDEBTED TO ANDREW DEVINE.

Andrew Devine, whose death is recorded elsewhere in this issue, is credited with being the "father of the talking machine business." He, with two associates, bought the Bolt and Tainter patents and was the first to recognize the commercial possibilities of the reproduction of sound; but what Mr. Devine had particularly in mind was a machine for dictation. The amusement side was developed later and incidentally. When the American Graphophone Co. was organized by Mr. Devine, Edward D. Easton was made president, a position he has since filled so acceptably.
NATIONAL CO.'S EXCHANGE SYSTEM.

Important Letter Issued to the Trade Covering All Details of This Most Liberal Offer in Connection With Their New Continuous System of Exchange—Affords Dealers Great Opportunities.

Relative to their new continuous system of exchange the National Phonograph Co., Orange, N. J., in a circular letter dated May 1 furnishes the following details:

"To the Trade: We would respectfully call your attention to the exchange papers herewith enclosed. We believe the proposition offered you is a most liberal one, and will entirely overcome the objections offered by the trade to previous exchanges. The jobber and dealer alike are now placed in a position where they may return to our factory such "cut-out" and 'defective' records as they may have in stock, at such times as will suit their convenience, and it makes it entirely unnecessary for either jobber or dealer to return records for exchange at a time when it would be inconvenient to order enough records to offset those returned."

"We would particularly call your attention to the fact that "cut-out" records must not be returned until such time as they have been eliminated from our regular catalogs, and even then some of the trade will feel inclined to continue to return "cut-out" selections, as in a great many cases some records are equal to, and, in some respects, superior, to some of the newer selections; furthermore, there is bound to be a continued demand for some of these records, as they are listed in thousands of catalogs now in hands of phonograph users. This we feel will also cover the numerous complaints we have received from a number of dealers, when it became necessary to "cut-out" a quantity of records, as very frequently the dealers found that some of the numbers appearing in the "cut-out" lists were among their best sellers."

Some of the details are appended: Beginning May 5, and until further advised, authorized Edison dealers may return directly to the National Phonograph Co., exchange department, Orange, N. J., for exchange through a jobber, "cut-out" and defective (not surplus) Edison Standard or Amberol records (not grand opera or concert). Dealers must, at the same time, send an order for immediate shipment for a quantity of Edison standard or Amberol records at least equal to the number of such records as he is returning, which order we will forward to the jobber designated when credit has been rendered for the records returned. Orders must be for stock records only, and not for any records contained in advance lists.

This proposition does not include records taken in exchange from consumers, slot machine operators or exhibitors, and any records of this nature or second-hand records returned to us will be absolutely refused. No records can be returned through jobbers; they must all be shipped the National Phonograph Co. All records returned will be given a careful examination by our inspectors, and should any be discovered that are subject to credit under conditions outlined, they will be disposed of by us, and should there be any shortage in count our decision as to the quantity to be credited must be final.

Detective records are those that are defective from manufacturing causes only, and do not include those that have been damaged after leaving our possession. Cut-out records are those that have been dropped from the regular catalogs, from time to time, numbers of which have been supplied to the trade through the regular bulletins.

The phonograph is suggested by a French photographer as means of timing when a clock cannot be watched. He has fitted his machine with a hand which swings from 1 to 10, with intervals of one second between the numbers.

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

BOSTON'S TRADE HAPPENINGS.

Optimism Reigns Supreme in Boston Town Although Talking Machine Men in That City Would Like to do More Business—Royer succeeds Cornell as Manager at Steinert's, Donnelly looking after Columbia Retail Trade—Edison Amberols Liked—Eastern Talking Machine Co.'s Club a "Live" Organization—Other News Worth Recording.

(Special to The Talking Machine World.)


In the spring, when young man's fancy turns to thoughts of talking machines, it is the season when the dealers in these necessary articles are usually pretty busy in attending to the wants of said young men. But this spring has evidently found the young man with other thoughts than his Dunlap, for business "ain't like it was years ago," as Bill says.

Still, everyone is an optimist, and everyone feels that tomorrow things will be different. The warm days have stirred up the summer young man and, like that of light literature, the sale of light musical records increases as the tribe gets thicker. Few local dealers expect much improve-ment in the general trade until the tariff question is settled.

Chief thing of interest in Boston talking machine circles this month is the change in the management of the M. Steinert & Sons, Manager E. P. Cornell retiring, and Herbert L. Royer, a bit recently eastern representative of the Edison Co., taking his place. Mr. Royer is one of the brightest men in the trade. He has had the advantage of the experience of a traveling salesman, a store salesman and manager, and the Steinert Co. is to be congratulated on securing such an unusually able man. Mr. Cornell is to devote his energies to the wholesale carpet business—something to deadly noise instead of making it, as it were.

D. D. O'Neil, the Victor man, made a flying trip through the Boston district this week and dredged up a number of orders.

At the new store of the Columbia Phonograph Co. G. P. Donnelly has been made manager of the retail department. Business here has increased very noticeably over that at the old store. The arrangement of the retail floor is much better and the window display is more attractive. Manager Erisman declares himself satisfied with the results.

An interesting feature of business at all the stores where the Edison is handled is the demand for the new Amberol records. They have created practically a new class of trade, for a large percentage of people who are buying them have never owned a machine and have become interested through buying the new record.

Many of the Edison dealers remarked this week that they will be very glad when the National Co. puts out a machine after the style of the Victor's. They believe there is a great demand for this kind of an instrument. Ambassador Henderson, of the Columbia Co., called on the local trade this week. "Trade's great," he remarked.

The Eastern Talking Machine Co.'s club of employees had a very interesting meeting recently, at which four papers were read on as many different topics connected with the trade, and the "boys" relieved themselves of some good ideas. The rearranged retail floor is working like a charm in bringing in trade, especially now that the doors can be kept open. An extra effort at making attractive window displays is being made here.

"Business is very satisfactory, and we expect a boom to hit us before very long—just as soon as the warm weather is settled," says Manager Winkelmann at the Oliver Ditson's Victor depart-ment. The demand for Victorola is an important factor here.

The new Victor department of the Hallet & Davis Co. is now installed and business has started in nicely.

The Boston Cycle & Sundry Co., Edison jobbers, report business in New England as "getting ready for a sprint."
The Cabinet That Matches

No machine is complete without a Record Cabinet.

The pleasure of a Talking Machine is doubled if you can put your hand on any Record you want.

Has your difficulty been to find a Cabinet entirely in harmony with your Talking Machine?

In our "Cabinet That Matches," we have given you something that is a component part of the Victor Machine. The living room or parlor table is saved—you have a place to set your Machine.

The Talking Machine becomes, in an outfit, an artistic piece of furniture.

The uniform finish on all four sides makes our Cabinet as desirable in the middle of a room as backed up against the wall.

List Prices:—$11.00, $15.00, $20.00, $25.00, $30.00, $40.00.

Your regular discount applies. Send for catalogues.

The Talking Machine Co.
72-74 Wabash Ave.
Chicago Ill.

(Special to The Talking Machine World.)


April was a pretty fair month, all things considered. The volume of business as reported by local jobbers showed a slight falling off as compared with March of last year, but showed quite a material increase over April of 1908. This is the second month since the commencement of the business depression, which struck us the latter part of the year, to be universally regarded as showing an increase, and this in itself furnishes food for encouragement. Local retail trade has moved along in an uneventful manner, making astounding progress since the middle of March. It is possible that May will show some improvement, as the time for the exodus of the summer cottage class is approaching, and this generally means the sale of not a few machines and liberal stock-up of records.

L. F. Geissler, general manager of the Victor Talking Machine Co., reached Chicago several days ago from Evansville, Ind., where his father, E. L. Geissler, resides. The senior Mr. Geissler has been very ill, but his condition has considerably improved. Many years ago he was in the piano and musical instrument business in Evansville and was one of the pioneer dealers in that line in the state, but has, of course, long since retired.

The Story & Clark Piano Co. closed a lease last month for the large five-story-and-basement building at 250-252 Wabash avenue, directly across the street from their present location. They do not get possession before May 1, 1910, but it is quite possible that they will then install a talking machine department on an extensive scale.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, leaves tomorrow night for a trip to New York to visit the Victor and Edison factories. This is Mr. Wiswell's first visit to the East since he assumed charge of the department.

E. A. Phillips, who for several years has been manager and buyer of the talking machine, sporting goods and toy departments of Rothschild & Co., has been on a business trip to Burlington, Iowa, having resigned, effective June 1. His successor will be Harry Solomon, who has charge of the trunk and sewing machine departments of the same house.

A. C. Irelon, assistant sales manager of the National Phonograph Co., is expected in Chicago to-day.

E. W. Dean, the needle manufacturer of Lowell, Mass., called on the Chicago jobbers last month and it is understood bagged some very nice orders.

Joseph Sheehan, who has been called America's greatest tenor, will leave in a few days for Winnipeg, Man., where he will appear in opera during the summer. He spent a great deal of his time at the record rooms at Wurlitzer's in the past week making comparisons between his interpretation of standard arias and those of Caruso and the rest of the sky-voicing crows. Incidentally he made some good records on the Edison.

E. H. Ulh, Western manager of the Rudolph Wurlitzer Co., returned last month from a trip to the coast accompanied by Mrs. Ulh. He is now on a visit to the parent house in Cincinnati, but is planning to be in the department store to go into business with his former associate. They opened on Monday of this week and are handling Victor and Edison goods and the Columbia disc product, and they carry cameras and photographer's supplies as a side line.

The O'Neill James Co., the large talking machine premium house, have moved from Lake and Fifth avenue to the new Hunter Building, corner of Market and Madison streets, where they occupy the entire eighth floor, besides a space in the basement for storage purposes.

They carry an immense stock of machines and records and have much more room and more conveniently arranged quarters in the new location. The Aratino Co., which they also control, is located on the third floor of the same building. Arthur J. O'Neill returned this week from a trip East.

The everlasting struggle to keep up appearances whether the pocketbook warrants it or not is being seriously considered. The sale of not a few machines and liberal stock-up of records for a number of years, has closed out his business in Oklahoma, the location of "Cabinets that Match," reaching remarkable proportions with the advantage of the talking machine dealer as well as the milliner and photographic business. He has an automobile which is constantly in use cutting their talking machine business.

Local retail trade has moved along in an uneventful manner, making astounding progress since the middle of March. It is possible that May will show some improvement, as the time for the exodus of the summer cottage class is approaching, and this generally means the sale of not a few machines and liberal stock-up of records.

ECONOMY or the PERFECTION RACKS

Why RACK Your Brains

Over the selection of a record cabinet, when you should be helping your trade Rack their single and double-faced records with the

ECONOMY or the PERFECTION RACKS

combining the sterling qualities of Neatness, Portability, Utility and Salability? One record to a compartment. The only way to protect double-face records.

Economy Rack for 10-inch Records $3.50

Perfection Rack for 10-inch Records $4.25

Economy Rack for 12-inch Records $3.75

Perfection Rack for 12-inch Records $4.50

Economy Rack for Cabinet $1.50

Perfection Rack for Inset $1.75

R. H. JONES, Patentee and Sole Manufacturer

5513-25 Monroe Ave., Chicago
Are You Making Enough Money Mr. Dealer?

Perhaps not! But there is really no reason why you shouldn't be making more money than you are.

The quickest way to increase your sales and thus your profits—is to give prompt service and furnish reliable goods.

It is not necessary perhaps that you carry a large stock—but you simply must know where to get the goods your customer wants and get them quick.

You can't afford to take any chances of losing a profitable sale by embarrassing delay on the part of the firm with which your order is placed.

Our large and capable sales force, under the supervision of expert foremen, is in position to handle all orders—large or small—with extraordinary facility and dispatch.

Don't be content with selling your customer a Victor or Edison outfit only—cultivate the record business. Remember that the record sales which follow the machine sales are really the most lucrative part of the transaction.

If you want your record business to grow, you must keep it up-to-date. You should have at least a small stock of all the latest selections. We will fill your orders promptly for any you may not happen to have when called for—but better place an order with us today for a late assortment. Then there will be no cases of lost customers.

We keep you posted from time to time on all kinds of money-making musical goods, just as soon as they come out.

Victor and Edison outfits and supplies of all kinds in large quantities constantly on hand.

Write for Talking Machine catalogue, and let us put your name upon our mailing list at once.

Lyon & Healy

CHICAGO
VICTOR MACHINE IS ALWAYS TAKEN ALONG, AND QUITE A NUMBER OF THE CREDITORS HAVE BEEN SOLD THE FIRM.

THE TALKING MACHINE WORLD.

Edison Jobber

Zonophone Distributor

New Design

Wooden

Disc Record

Racks

Wire

Record

Racks

RECORD CABINETS

SPRINGS

FOR ALL MAKES AND SIZE MACHINES

JAMES I. LYONS

265 Fifth Avenue

CHICAGO
The talking machine dealers are not enthusiastic about trade conditions, but they all report a fairly good business during the past month, notwithstanding the unfavorable weather and other drawbacks. Folks, while noting a diminution in the volume of trade, are book orders quite as frequently and regular, but curated as to quantity. Business in the aggregate is of fairly satisfactory volume, when a retrospect of boom years is omitted. It is the general belief that while business will show the usual summer quietness there will be gradual improvement to a strong buying movement as the season advances.

There were a number of dealers and gentlemen interested in the talking machine business in attendance at the association meeting in this city May 5. Among others, Wm. McAlpine, of Toledo, who had with him several of the Stevens indestructible records, the invention of Geo. H. Stevens of that city. The records are transluent, and Mr. McAlpine says they have demonstrated their practicability and durability and will soon place them on the market.

In behalf of the city the auditor has executed a document ofbooms, the inventor and manufacturer of the Ideal horn, and at the time of his flight to Europe was building up a good business. Miss Etta A. Rankin, formerly with the Witt Music Co. and latterly manager of the talking machine store in the Taylor Arcade, was married to Mr. Edward J. Leighton, a resident of this city, April 17.

Geo. J. Doerzbach, of Sandusky, O., dealer in Edison, Victor and Columbia goods, was a visitor here April 22. It was remarked by local dealers that his visit was coincident with the opening of the baseball season.

The Caldwell Piano Co. are closing out their talking machine business and will confine their efforts exclusively to the piano trade. The rooms heretofore devoted to talking machines and records will be used for the display and demonstration of player-pianos.

W. J. Roberts, Jr., has moved from Erie and Huren and now occupies the Prospect avenue end of the Hippodrome building. The store has been neatly fitted up and attractively arranged. At the entrance is the display room, then in sequence Victor and Edison demonstrating booths, an exclusive Red Seal and Edison stock room, a testing and tuning and repair room. The fixtures are of quartered oak and mahogany. Several new features in window display have been introduced. It is the intention of Mr. Roberts to utilize one room as a concert hall, giving concerts the last of each month demonstrating the new records. W. H. Buschehrs & Sons said they have recently increased their force and had been quite busy during the past month.

"Considering the condition of business generally," said G. J. Probeck, of the Probeck Co., "we purchased the machinery and finished Ideal horns of the Federal Manufacturing Co. We have not yet determined what we will do with them."

T. H. Towell, president of the Eclipse Musical Co., says that country orders were coming in substantial volume and the outlook improving. J. H. Roach, manager of the Edison commercial system, who has an office in the Eclipse building, has installed the system in a large number of offices and is doing a good business.

The opening of the Goodman Piano Co. at 220 Superior avenue occurred April 27. Visitors, who were numerous throughout the day and evening, were favored with a recital in the concert hall following the demonstration of Edison, Victor talking machines, with ample record rooms. Mr. C. F. Foote is in charge of the talking machine department and says it is the intention to carry a complete line of everything in Victor and Edison goods.

M. A. Gibson, purchased the Hartwell phonograph store, No. 3023 Lorain avenue, April 1, and has remodeled the store and enlarged the business. He stated business during the month had been very good and was improving.

John Beiling, the West Side Columbia phonograph man, says he had a fine run of trade during April, making sales of a number of graphophones with a constant and increasing demand for records. He said he had been disappointed in not being able to get all the foreign records his customers demand.

B. L. Robbins & Co., the Bailey Co., May Co., Collister & Sayle and other dealers, all make practically the same statement as to business conditions.

Instead of sailing for Europe June 6, Sol Bloom, New York, has been compelled to postpone his trip until July 3, when he goes on the "Philadelphia."
CONTINUED TRADE IMPROVEMENT IN ST. LOUIS

Manager Gressin, of St. Louis Talking Machine Auxetophones—Columbia Co., Say Business Talking Machine Department to Silverstone Trade

(Special to The Talking Machine World.)

St. Louis, Mo., May 4, 1909.

The talking machine business still shows a continued improvement both in wholesale and retail, and it has had an excellent effect on the dealers.

Manager O. A. Gressin, of the St. Louis Talking Machine Co., states that their April trade was excellent. This concern recently received a large shipment of Victorolas in different oak finishes and circassian walnut, of which they made a handsome window display. Before noon the same day Miss Goetz, one of their salesmen, made a handsome window display. The Auxetophone will be featured in connection with their orchestra of six pieces. Mr. Gressin returned recently from a successful trip to points in Indiana, Kentucky and Tennessee. He was gone a week.

L. A. Cummins, home from a two-weeks' trip through southern Missouri and southern Illinois. He had a good trip.

Manager E. B. Walthal, of the Columbia Phonograph Co., reports that their business for April was nearly twice as good as one year ago, and that it was the best month's business of the year. He also reports their wholesale trade good. He states that the demand for the high-priced machines from one hundred dollars up was particularly good, showing that there is better class of trade coming into the field right along. W. H. Pabst, traveling salesman for this house, is now on a three-weeks' trip through Illinois. W. C. Fuhri, general western district manager of the company, and C. W. Smith, manager of the company at Kansas City, spent some days here recently.

The Conroy Piano Co. have sold their talking machine interests to the Silverstone Talking Machine Co. The latter concern has moved the purchase stock to their store at 1010 Olive street and to their new warehouse at 1096 Pine street, which they have recently leased. John Stevener and G. J. Knapp, formerly of this department with the Conroy Piano Co., have accepted positions with the Silverstone Talking Machine Co. The Conroy Piano Co. were the first dealers in talking machines in this city, having commenced to handle them twelve years ago. They sold out their interests in this line because they needed the room for their piano department. They handled the Edison line exclusively.

The Koerber-Bremer Music Co. report that they have been having a good demand for high-priced machines, and that their record trade is good. A. Haas, formerly traveler for the Koerber-Bremer Music Co., has accepted a similar position with the Silverstone Talking Machine Co. Marks Silverstone, of the Silverstone Talking Machine Co., reports that trade is becoming more active.

The Union Furnishing House Co., who have an exclusive Victor talking machine department, announce that in their new eighth-story store at the northwest corner of Seventeenth street and Washington avenue, which will be completed about October, they will have a talking machine recital hall on one of their floors, which will be 31x50, and in which they will give daily concerts. Miss Leah Gray is manager of their talking machine department, she reports that their business has been fairly good.

D. K. Myers, the Zonophone jobber, reports having had a splendid month's trade during April in all departments.

Manager E. P. Waterhouse, of the Deltaphone Co., reports that their trade has been good for the past month.

The Knight Mercantile Co. report business fairly with them. A. A. Knight has just returned from a two-weeks' pleasure trip to Texas.

Eugene Ketterer, former manager of the talking machine department of the Conroy Piano Co., has been assigned to a position as salesman in their player department.

COLUMBIA CO.'S NEW STORE.

Take Possession of Their New Retail Quarters at 89 Chambers Street, New York.

The Columbia Phonograph Co., are now in their new store at 89 Chambers street, and R. F. Bolton, the manager, who said they commenced business last week, is very much pleased with the outlook. Their sales are very gratifying, and the wholesale end is also expanding.

C. P. Grafien is now making a trip for the Columbia Co.'s Chambers street establishment through New York State, and his sales represent a good volume of business booked, while his reports to Mr. Bolton are very optimistic.

WOODEN HORN LITIGATION.

The case of Lipman Kaiser, manager of the talking machine department of the S. B. Davega Co., New York, against the General Phonograph Supply Co., of the same city, involving the validity of the so-called wooden horn patent, was argued on demurrer Wednesday of last week in the United States Circuit Court, Judge Hough sitting. No decision was reserved. Suits on the alleged infringement of the same patent are also pending against a couple of other concerns, who are marketing wooden horns, Mr. Kaiser being the complainant.

NEW COLUMBIA RECORDS.

The Columbia Phonograph Co. have recently placed on the market a number of new grand opera disc records, both 10 and 12-inch size, by Constantino, which are said to possess unusual merit. The new records are catalogued in the symphony series, making the price considerably lower than the regular grand opera records.

MUST NOT CONSIGN EDISON GOODS.

The National Phonograph Co., Orange, N. J., have notified Edison jobbers they may not consign Edison goods to dealers, in the appended circular letter:

"To Edison Jobbers—We have been reliably informed that some of our jobbers are still consigning goods of our manufacture to Edison dealers, this, notwithstanding the fact that such action is a distinct violation of a clause in our jobbers' agreement. We were firmly convinced that this undesirable feature of our business had been entirely eliminated, until the matter was very recently brought to our attention, and we would now respectfully request that if any of our jobbers have been indulging in this practice that they immediately discontinue this method of handling our goods."

COLUMBIA CO. USING B. & H. NEEDLES.

The Columbia Phonograph Co. have adopted the B. & H. Fiber needle as a feature of the company's regular line of supplies.

WHY J. B. LANDAY IS HAPPY.

It is a bouncing girl that was brought by the stock some weeks ago to the happy home of James B. Landay, of Landay Bros. Victor distributors in two places, New York. Jim's smile is a yard wide and all wool over this pleasing visitation.
Horace Pettit's counsel for the Victor Talking Machine Co. against Cattin Co. filed an announcement to the trade, dated Philadelphia, Pa., May 3, 1909:

"Gentlemen: On behalf of my client, the Victo-

or Talking Machine Co., I have the honor to notify the trade that the Supreme Court of the United States, on April 19, 1909, filed opinions in the suits brought by the Victor Talking Machine Co. et al. v. Cattin Co. in one case sustaining the basic Berliner patent No. 524,543, as to the contested claims 5 and 35, holding the defendant, the Leeds & Catlin Co., liable for infringement of the first two claims of the second case having enjoined the defendant liable for contempt of court in manufacturing and selling disc sound records in violation of the decision of the court below, which enjoined the defendant from making, selling and using the apparatus or process of claims 5 and 35 and imposing a fine.

These decisions of the Supreme Court of the United States affirm the previous decisions in these cases of the United States Circuit Court of Appeals for the Second Circuit and of the United States Circuit Court for the Southern District of New York and decided definitely in favor of the Victor Co. all questions raised by the defense regarding the Berliner patent.

Victor's counsel, therefore, has the duty to call to your attention to the fact that this Berliner patent, No. 524,543, has been sustained three times in the United States Circuit Court of Appeals and the United States Circuit Court.

The decisions of the Supreme Court sustain our contentions, viz.:

"(1) That the Berliner Patent No. 524,543 covers the manufacture and sale of disc records for the Victor style machine.

 "(2) That the manufacture and sale of disc cords alone for such use is an infringe-

"(3) That no one without a license has the right to manufacture or sell either machines or cord to care for your or-"}

We Want Your Business

Our message is specifically to the dealers of Northern Ohio, 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 not fill them tomorrow, 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. Write your 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 aim to have a point to keep foremost at all times so that our customers shall not suffer through delay. Suppose you give us a trial order—nothing is so conclusive as the actual order—but 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.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8, 1909.

This invention relates to talking machines and is directed to the provision of improved means for controlling the rotation of the record, whereby such rotation may be started and stopped and its speed regulated as desired.

Figure 1 is a view of elevation of a talking machine broken away in part; Fig. 2 is a top view of a portion of the machine, having the motor broken away in part to show the governing mechanism; Fig. 3 is a side view of a portion of the machine with the casing similarly broken away; and Fig. 4 is a detail view.

By this invention means of a cutting stylus vibrated by sound waves while traveling over the record are used to produce recorded sound-records of the disc type having a laterundulating record-groove therein, but is not limited in this respect. The improved process involves the provision of a tablet in which the original sound-record is cut differing from those hereetofore used in that it is made with standard changes of temperature of considerable degree without injury. By this process, one or all of the expensive operations of electroplating may be entirely eliminated and duplicate records equally as good as those made by the process hereetofore practiced are obtained. Furthermore, less time is required to produce the duplicate records as the original record is ready to have the matrix formed thereon as soon as it is cut and as the casting operation requires much less time than electroplating.


This invention relates to horns for talking machines. In order that sound waves may be produced or transmitted with substantial perfection, it is essential that the transmitting instrument shall offer no obstruction to the free vibratory or other sound-wave movements, and that its transmitting surface present no abrupt or angular change of direction, either in the line of transmission or transverse thereto. It is of importance also that the transmitting instrument itself shall not give forth vibrations calculated to interfere with the sound waves, all as well understood by those skilled in the art. These considerations are particularly true in the production and transmission of musical tones, so much so that even slight interference with the true sound-wave not transversely curved into a true circle as prescribed by the dimensions of the horn at any point in its axial length, and, moreover, there is an interruption in the continuity of the inner horn surface near the flare of the horn where the outer strips cover the spaces between the inner strips, with the result that there is an objectionable interference with the transmitted sound. It has been further proposed to form phonographic horns of a single ply or layer of strips by assembling a number of the strips and then subjecting them to endwise and lateral compression to secure the desired horn contour, but in such construction the edges of the strips do not present surfaces which can be brought into close union and joined, the result being that the strips separate along their adjacent edges. Moreover, in this construction the individual strips do not present true circular curves throughout the axial length of the horn.

With these briefly stated considerations in view the present invention has for its object to provide a phonographic or like horn which shall be free from the objections noted, and present a structure formed of a single layer of thin wooden strips, which, when made up and assembled, are permanently bent longitudinally and transversely to give to the horn its proper longitudinal shape and transverse circular form, and where in also the edges of the strips are beveled to present each to the adjoining strip, a contacting surface susceptible of being permanently connected throughout with no interiory projecting interferences to the sound waves either transversely or longitudinally.

In the drawings.—Figure 1 is a side perspective view of a horn embodying the features of the present invention; Fig. 2 is a central longitudinal section thereof; Fig. 3 is a detail view of the strengthening hoop which is secured to the flaring end of the horn; Fig. 4 is a perspective view of one of the wooden blanks prior to being bent longitudinally and transversely; Fig. 5 is a similar view of the blank of Fig. 4 after being permanently bent longitudinally and transversely, but prior to the bevel formation of its longitudinal edges; Fig. 6 is a view similar to Fig. 5, showing the previously bent strip provided with radially beveled edges; and Fig. 7 is a perspective view of three of these permanently bent strips showing how they are assembled with the radially beveled edges face to face.
that the reproducer diaphragm sets up in the sound-box waves traveling in almost every direction, so that two principal classes of waves issue therefrom into the resonating horn, namely those which travel in a direction parallel or slightly inclined to the axis of the horn, and which may be called direct waves and those whose direction of travel is considerably inclined to said axis, and which are termed 'cross vibrations.' It is obvious that since the path of travel of the cross vibrations is longer than that of the direct vibrations, they will reach the listener later than the direct and thereby produce an unpleasant effect of rumbling sound, they will cover up and destroy and contravert a number of the direct waves. This invention has for its further object the elimination of all or a large part of said cross vibrations, or the conversion thereof into direct waves.

Reference is hereby made to the accompanying drawing in which Figure 1 illustrates one form of horns constructed in accordance with the invention. Fig. 2 illustrates a modification. Figs. 3, 4 and 5 are sectional detail views.

The object of this invention is the devising of a horn for use in talking machines and is designed especially to overcome the serious objection of the metallic sound common to many horns; to provide a horn very light in weight and at the same time very durable.

In the accompanying drawing in Figure 1 is a side elevation, partly in central vertical section, of a horn of improved construction; Fig. 3 is a plan of the same; Fig. 4 is a view similar to Fig. 1 except that the horn sections are shown detachably united, and Fig. 4 shows a small end section adapted to replace the one shown in Fig. 3 for certain kinds of talking machines.

This invention relates to the production of a horn for use in talking machines and is designed to provide an amplifying horn flaring upon curved lines which shall be composed of transverse sections, comprising a seamless or circumferentially integral band; to thus reduce the number of parts or pieces in such a horn and secure fewer seams; to enable a horn flaring on curved lines to be made collapsible; to provide interchangeable sections for the small end of the horn so that the main body of the horn can be used for different talking machines, and to secure other advantages and results as may be brought out in the following description.

Referring to the accompanying drawings, in which like numerals of reference indicate corresponding parts in each of the several figures, the present invention has for its object the production of a horn for use with phonographs and similar instruments which will produce a more perfect combination of tones and overtones than horns previously made, so that when used for recording purposes, the elevations and depressions constituting the sound record will correspond more accurately to the actual tones and overtones given out by the instruments or voice producing the sounds, and when used for reproducing will produce such tones and overtones in more accurate proportions than horns previously known. It is well known that in order to produce pleasing sounds practically all the sound waves produced at a given time should reach the ear at the same instant. Now in the case of phonographic reproduction, it is believed,
suitable mechanism for retaining the needle arm in a sound-box of a talking machine whereby it is feasible to employ a diaphragm for the sound-box made from suitable cardboard in place of the more expensive mica diaphragms commonly used. While the inventor's endeavors have been directed with this end in view, the construction employed, however, is capable of operating the needle-arm in conjunction with a mica diaphragm also, but better results are obtainable with an inexpensive disc of cardboard. In like manner the mechanisms employed in the several sound-boxes in common use may be used in conjunction with cardboard diaphragms, but not with the good results realized when they are used with mica diaphragms.

The distinguishing novel feature in this reproducer or sound-box is in the employment of a thin strip of metal preferably of steel and in the manner of securing it to posts or lugs that extend from the sound-box for that purpose. Upon this strip is mounted the needle arm. The tension of the steel strip is adjustable and the part of the strip on either side of the needle arm and between the posts is reduced in cross-section. The needle arm is snugly fitted upon the strip and the contracted portion of the strip each side of the arm act as resilient pivotal connections for the needle arm.

Referring to the drawings: Figure 1 is a perspective view of the complete sound-box. Figure 2 is a vertical sectional view; Figure 3 is a broken front view partly a sectional view. Figure 4 is a broken plan view partly a sectional view.

In an application for Letters Patent of the United States of recent date there was described a focusing and analyzing device for sound waves comprising a box or chamber having therein a focusing and analyzing disc arranged at right angles to the course of the sound waves, and having the function of focusing the sound waves and analyzing and splitting them up so that, as reproduced, the sounds will occupy the same relative positions which they occupied when originally played or otherwise produced when making the original record.

The present invention relates particularly to the combination of the focusing and analyzing device of the character just mentioned with a hollow or tubular extension whereby the device may be directly associated with the reproducing instrument without the intervention of a horn. This connecting member, with the analyzing device, may be attached to either a disc or a cylinder talking machine. They will take the place of the horn and analyze, focus, and augment the sounds from the reproducer.

In the accompanying drawings—Figure 1 is a longitudinal sectional view through one embodiment of the invention; Figure 2 is a cross-sectional view through the device of Figure 1; and Figure 3 is a modified form of the apparatus.

Instead of the form shown in Figure 1, it is preferred, however, the form shown in Figure 3, as the sound waves will be conducted by the tubular extension directly to the sound-box. The tubular extension 6 is designed for direct attachment to the reproducing machine, and, as a result of this use the reproduced sounds are as loud as when the sound-box is used with the ordinary horn.

This invention relates to appliances for use with sound-reproducing apparatus, and concerns particularly a cabinet or casing for containing the sound-reproducing apparatus and the parts associated therewith whereby the horn, sound-box or equivalent device may be properly arranged in relation to the sound-reproducing machine, and whereby also the sound-reproducing machine may be completely inclosed, together with its associated delivering device, one object which is attained by this invention being that the scratching noise of the needle and the operation of the machinery will be eliminated from
the sound as delivered from the horn or sound-box, and another object attained is the facility with which the horn, sound-box, analyzer, or focusing device may be associated with the reproducing instrument.

By the use of the cabinet of the present invention the inventor is enabled to quickly convert any tapering tone arm disc machine or a machine known as the new Columbia tapering tone arm cylinder machine into a so-called horn less talking machine, and yet this invention can, if desired, be used with an ordinary horn with or without sound-box attachment, or the sound-box attachment may be used without a horn of ordinary form.

In the drawings—Figure 1 is a perspective view of a cabinet built according to the invention, the parts being adjusted for use; Fig. 2 is a vertical sectional view of the cabinet with the reproducing machine and sound-box in place there-in and in elevation; and Fig. 3 is a detail view of a modified form of front door for the cabinet.

Figure 1 is a plan of the cabinet in front elevation; and Fig. 3 is a detail view looking to the left. Fig. 2 is a side elevation; Fig. 3 is a detail in plan of the braking mechanism on a larger scale than exhibited in Fig. 1; Fig. 4 is a detail in elevation looking to the left. Fig. 3. Stop for Phonographs. Paul Bastian, Stuttgart, Germany, assignor to Wilhelm Reclam, same place. Patent No. 916,973.

The object of the invention is to provide a reliable stop for automatically arresting the rotation of the phonograph cylinder at the end of each tune and thus prevent over-running or damage to the reproducing mechanism thereof. The annexed drawings illustrate the invention as applied to a phonograph of which are shown only the parts immediately connected with the automatic stop-mechanism, viz.: a portion of the record cylinder, mandrel, operating screw shaft and pulley and a portion of the arm on the screw shaft for working the sound-box. Figure 1 is a plan; and Fig. 2 is a perspective view of the parts mentioned.

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons
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WHOLESALE
941 MARKET STREET
DEALER
Edison, Zonophone
All Kinds of Automatic Musical Instruments and Slot Machines.

Columbia Jobbers
We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disch and Inestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

SCHUEBER DRUG COMPANY
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Jacot Music Box Co.,
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L. MAZOR, Proprietor
Talking Machines and Records. The Biggest Department of Records Records 1423-25 E. Pratt Street, BALTIMORE, MD.

PACIFIC COAST DISTRIBUTORS
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"OWN MAKE" BAND INSTRUMENTS
You can get goods here.

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Distributor
Victor Talking Machines and Records
Wholesale and Retail
Largest stock in the South

LAWRENCE McGREAL,
Milwaukee, Wis.

John F. Ellis & Co.
Exclusive Columbia Jobbers
Our wholesale depot is a mile from our retail store. Records are not handled over for retail customers and then loaded into trucks and sent out. The handling is done from the factory.

You can get goods here.

LawnHealy

CHICAGO

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the June list.

Mr. Dealer:
We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

LawnHealy

Paste This Where You Can Always See It!
Leading Jobbers of Talking Machines in America

THE

DITSON

STORES

Are delivering the most wonderful TALKING MACHINE NEEDLES ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of GOOD NEEDLES.

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.
Chas. H. Ditson & Co.
Nos. 8, 10, 12 East 34th Street
NEW YORK, N. Y.
PHILADELPHIA, PA.

HARGER & BLISH

JOBBERS

VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA Dubuque

BABSON BROS.

19th Street and Marshall Boulevard

CHICAGO, ILL.

EDISON JOBBERS

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

STANDARD TALKING MACHINE COMPANY

EDISON

PITTSBURG, PA.

VICTOR

“If it's made we ship it the same day order is received”

Mr. Dealer
WE ARE

COLUMBIA JOBBERS

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, “pop the question.” Catalogues, prices, and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

NEW ENGLAND JOBING HEADQUARTERS

EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street
BOSTON, MASS.

D. K. MYERS
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Only Exclusive Jobber in U. S. of
Zou-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

COLUMBIA JOBBERS

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Write to-day for terms necessary to become dealers.

W. A. Dean Company
315 FOURTH STREET
SIoux City, IOWA

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.

Be sure and have your firm in the June list.
VALUE OF MIXABLE MEN.

A Good Mixer Is Always Warmly Welcomed—He Radiates Sunshine and Helps Trade.

If there is any one class of men in the world noted for charity, good fellowship and sound judgment, that class is the traveling man. Ask any person who has traveled over the country a lot who he would rather go to for advice or for help in time of trouble, and with a very few exceptions, the answer will be "a salesman" without an instant's hesitation.

Many people, undoubtedly, wonder why the average traveling man has this sort of a disposition. Surely, if they stop to think, they will see the answer. He has to be successful in this particular line of business. He has to be a mixer, one who has the power and is inclined to sympathize with all classes of men, and it is the mixing quality that gives him the reputation for good that he is.

Welton S. Stilwell in writing on the subject of a mixer without doubt describes the greater number of traveling men. He says in part: "According to Webster, a mixer is one who mixes, and if his art is to blend into a mass. There are mixed marriages, mixed trains, mixed brains, and the individual who helps involve the latter are mixed marriages, mixed trains, mixed brains, and the individual who helps involve the latter by mixed drinks."

"Have none of them."

"The kind of a mixer we are after is the man who can properly mix with his fellows, for his name spells success in any walk of life."

"There are many famous men and have been charmed by his personality. You perhaps noticed his sympathy in mirth and in sorrow, in the tender and inspiring as a mother's caress."

He Radiates Sunshine and Helps Trade.

"The mixer's capital is tact, and it should be more to him to sympathetic with a mother's cares. You thought, as potentate or peasant might think, that he was one of your exact class and kind."

"The mixer is a living inspiration—an example of untwisted material. He is armed with the candor of his honesty to himself and is invulnerable to all the shafts of malice. He fears no harm, for he knows it not. There lives no man with the temerity to affront him, for he is covered with chain mail of good fellowship. He rides on the tide of popular approval, for he is a man."

"The mixer is an accomplished listener. The subject of your tale of woe loses its sting and presents a brighter face in his reflected sympathy. Your little joke finds hapier expression, flows smoother from your lips, abounds in heartier humor and finds its climax whetted to a keener point when he is there to hear."

"In every walk of life the mixer is the leader of the classes of men. Without him humanity would not fit and would pull itself together. He is the whole set of tools—the plumb, the level and the square—that keeps the fabric of society from collapsing by its own horrid incongruity."

An odd fact about the mixer is expressed in the varying opinions of various people. To his intimates he is a chameleon, for he wraps the hue of his environment about him and fits the exact time and place. The priest finds him sedate and contemplative; the merchant recognizes his innate selling force; the actor wonders what the chance that the tariff bill will be given to the president by June 1, in the opinion of several members of the Senate's Finance Committee, decided few and, in fact, any encouragement to that end has been practically given up. It is considered probable that the bill can become a law now before July 1 next. The lines are now seen to be quite clearly drawn and defined and a glance makes apparent the difficulties with which the Senate administration forces will be confronted in their endeavors to crowd the bill through at the earlier date. Practically these lines are drawn upon two issues: (a) That the bill as now written will not supply sufficient revenue; (b) that it does not make for a genuine downward revision of the existing rates. The issue raised regarding the necessity for more revenue is supported by the movement now in full swing among a number of Republicans to bring about reductions in the Aldrich schedules upon some of the most important items such as cotton and woolen manufactures, etc. Senator Dolliver, of Iowa, and Senator Nelson, of Minnesota, two leading Republicans, are at present perhaps the most prominent members of their party in support of the pending bill. Other Senators on the Republican side who might be named as in revolt against the Aldrich measure are Senators Cummins, Dixon, Brown, Bristow, Crawford, La Follette and Beveridge. All these Senators are insisting on a downward revision, and pointing out that the pending bill does not in any way impair the schedules, accomplish this revision downward. This disposition of men like Dolliver and Nelson to revolt against the bill, taken in connection with the income tax question, seems likely to portend the warmest kind of controversy in the Senate before the bill is "put through," and it certainly looks as if important changes will be made in the rates now scheduled in the Aldrich measure. Senator Aldrich, however, be it remembered, is regarded as a shrewd, far-seeing and astute leader and as such, with about two weeks that he consider-ation by the House and in "conference," it is not considered probable that the bill can become a law much before July 1 next. The chances that the tariff bill will be given to the president by June 1, in the opinion of several members of the Senate's Finance Committee, decided few and, in fact, any encouragement to that end has been practically given up. It is considered probable that the bill can become a law now before July 1 next. The lines are now seen to be quite clearly drawn and defined and a glance makes apparent the difficulties with which the Senate administration forces will be confronted in their endeavors to crowd the bill through at the earlier date. Practically these lines are drawn upon two issues: (a) That the bill as now written will not supply sufficient revenue; (b) that it does not make for a genuine downward revision of the existing rates. The issue raised regarding the necessity for more revenue is supported by the movement now in full swing among a number of Republicans to bring about reductions in the Aldrich schedules upon some of the most important items such as cotton and woolen manufactures, etc. Senator Dolliver, of Iowa, and Senator Nelson, of Minnesota, two leading Republicans, are at present perhaps the most prominent members of their party in support of the pending bill. Other Senators on the Republican side who might be named as in revolt against the Aldrich measure are Senators Cummins, Dixon, Brown, Bristow, Crawford, La Follette and Beveridge. All these Senators are insisting on a downward revision, and pointing out that the pending bill does not in any way impair the schedules, accomplish this revision downward. This disposition of men like Dolliver and Nelson to revolt against the bill, taken in connection with the income tax question, seems likely to portend the warmest kind of controversy in the Senate before the bill is "put through," and it certainly looks as if important changes will be made in the rates now scheduled in the Aldrich measure. Senator Aldrich, however, be it remembered, is regarded as a shrewd, far-seeing and astute leader and as such, with about two weeks that he consider-
THE TALKING MACHINE WORLD.

THE SIDE LINE SECTION

"One stroke of a bell in a thick fog gives no lasting impression of its location, but when followed by repeated strokes at regular intervals the darkest night cannot conceal its whereabouts." It is the continuous work that brings success in everything. It is ill advised to change salesmen unless the change must, of course, be permanent, for an unqualified improvement in the business unerringly follows the continuouos growth, following and development that makes a sales force valuable to the firm; it is the "continuous stroke of the bell" that draws people back. Even if the work is executed in a haphazard manner, thereby its success is equivocally improved thereby.

"The continuous stroke of the bell" is important in advertising—in either the wholesale or retail trade—and when a man is sure he has the correct medium for his business his regular announcements to his customers should be considered as necessary as the appropriation for the rent, and they should be classed as an imperative expense, not as a luxury that might be cut out when the crop is at a low ebb. The smaller the bank balance the larger the advertising appropriation. It is the insistent, tireless, regular work in any department that counts. The condition doesn't hold in the case of a new customer; he is not familiar with the place and there is no disappointment.

"The continuous stroke of the bell!" is important in advertising—in either the wholesale or retail trade—and when a man is sure he has the correct medium for his business his regular announcements to his customers should be considered as necessary as the appropriation for the rent, and they should be classed as an imperative expense, not as a luxury that might be cut out when the crop is at a low ebb. The smaller the bank balance the larger the advertising appropriation. It is the insistent, tireless, regular work in any department that counts. The condition doesn't hold in the case of a new customer; he is not familiar with the place and there is no disappointment.

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The greatest specialty ever carried by a retail store—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor. The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—the blades are fine. Prices, $5.00 to $7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

GILLETTE SALES CO.
519 Kimball Building, Boston

Canadian Office: 63 St. Alexander St., Montreal
London Office: 17 Holborn Viaduct, E. C.
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building
HOW INITIATIVE PAYS.

Don't Wait to be Told What to Do but Use Brains—The Valuable Employe Does Not Confine Himself to Routine but Hustles on His Own Account.

The clerk or other employe who does nothing until he is told to do it, is not living up to either the letter or the spirit of his contract with his employer.

"Initiative," says an old merchant, "is simply the willingness and ability on the part of an employe to do things that are not simply routine, to do things he is not told to do, to look for opportunities to help the boss or to improve the business wherever possible.

"The employe who has no initiative in his make-up is going around a circle, and when you go around a circle you don't go forward. There is no one thing outside of honesty, ability and hard work that will help the employe to go forward like initiative. In every great business there are many opportunities for an employe to do things he is not told to do, and when an employe gets the initiative habit he is not long in attracting the attention of the boss.

"Look over the work you are doing, study the matter carefully, figure out some plan whereby the value of the work you are doing will be increased. Find a chance to lessen the expense in your department. Put into practice some idea that will increase the receipts. Acquaint yourself with the operations of other employes in similar work. Wherever you find a plan better than yours, take advantage of it. Keep your eyes wide open and you will find many opportunities for doing things you are not told to do. Every employe should carry out to the letter the directions given him by the boss, and in addition to this he should have initiative, which is doing things the boss did not tell him."

CHEERFUL STATISTICS.

Some Reasons Why the Pessimist Should Take to Cover Now That Spring Is Here.

If any doubter still lives who thinks there is any reason why improved business conditions should not come with leaps and bounds, let him refresh his soul by perusal of the following paragraphs:

The United States annually produces more corn than any other country in the world—18,277,000,000 bushels. The United States annually exports more wheat than any other country in the world—684,000,000 out of 3,168,000,000 bushels.

The United States annually exports more wheat flour than all the other countries of the world combined—15,000,000 out of 26,000,000 bushels.

The United States annually exports more wheat than any country in the world—146,000,000 out of 646,000,000 bushels.

The United States annually produces more cotton than any other country in the world—57,000,000 out of 42,000,000 pounds. The United States annually produces more cotton than all the other countries of the world combined—15,000,000 out of 15,000,000 bushels.

The United States annually exports more tobacco than any other country in the world—20,000,000 out of 3,582,000,000 pounds.

The United States annually produces more cotton than all the other countries of the world—15,000,000 out of 15,000,000 bushels. The United States annually exports more cottonseed oil than all the other countries of the world combined—42,000,000 out of 52,000,000 gallons.

The United States annually produces more tobacco than any other country in the world—57,000,000 out of 211,000,000 pounds. The United States annually exports more oil cake and oilcaked meal than any other country in the world—2,043,000,000 out of 4,013,000,000 pounds.

The United States annually exports more oil cake and oilcaked meal than all the other countries of the world—717,000,000 out of 24,000,000,000 gallons. The United States has more (25,244,446) dairy cows than any other country in the world; more horses, 2,000,000; more mules, 4,050,000; more swine, 57,916,261 and (except British India) more cattle, 23,248,072—New York Sun.

"LIFE'S WORTH LIVING"

Says the Detroit Post—So Say We All of Us.

The music trade men are going to hold an annual convention in Detroit next month. The sessions will practically cover two weeks, as the Piano Manufacturers' National Association will have one week, which will be followed by meetings of the Piano Dealers' National Association.

Early in June the music trade men from all over America will be pointed towards the City by the Straits.

There is an active committee in Detroit planning entertainments which will delight the visiting hosts.

The following poem, by Edgar A. Guest, poet laureate of Detroit, is a sample of some very clever work sent out by the entertainment committee:

In Detroit, Life's Worth Living

Every day;
In Detroit, we are giving
Joys away.
In Detroit, it is true
That our skies are always blue,
There's a smile for me and you,
Bithe and gay.
In Detroit, life is cheerful
All the while,
For our people sooth the tearful
With a smile.
To a stranger, foe or friend,
We've a helping hand to lend
And our resting time we spend
On Belle Isle.

In Detroit, we have pleasures
By the score;
And the rarest of our treasures,
Yes, and more,
Is our river, Oh! so bright,
Cool and restful, day and night,
Source of infinite delight,
Vol and o'er

In Detroit, life's worth living
Every day;
Folks are gentle and forgiving,
If you stray.
In Detroit may I be,
When God's angel beckons me,
O'er the silent, unknown sea,
Far away.

PUSH.

That is the word on the door leading to the Hall of Achievement.

The door opens to the man who is going forward, the man who is advancing with force, the man who is pressing on, says the Shoe Trade Journal. It is closed for the man who waits for the door to open itself, the man who waits for someone to open it for him—the man who waits for anyone or anything to do his work for him.

On the door's other side is the word Pull. It is only used by the man who is coming back. Apply the pressure. Go forward. Push!
"GREYHOUND" FIRE FIGHTER.

Motorcycle First Aid Machine in Use in the Buffalo Fire Department.

The Auto-Bi Co., of Buffalo, N. Y., makers of the Greyhound motorcycle, are developing the adaptation of its use as a means of delivering efficient apparatus and a skilled operator at a fire in a hurry.

A very small proportion of fires originate in very small ways, and of course it is obvious that the time to kill them is before they grow up. It, in addition to being more than equal to any other extinguisher, which, by its cushioning action, saves a very large amount of water, the value of the service is almost incalculable.

The problem has been solved by W. C. Chadsyene, of the Auto-Bi Co., who immediately set about creating a shock machine named "A Greyhound," to carry a fire ladder and a brace of Ever Ready Extinguishers from a fire house to a fire on the keen jump.

As shown by the illustrations, the extinguishers are mounted in spring brackets on each side of the rear wheel in such a way as to be instantly adjustable by throwing a cam lever, enabling the operator to match them in no time at all.

The machine is equipped with an automatic stand which takes care of itself when the machine is pushed off, and it gives a loud voiced alarm bell for the purpose of warning traffic.

For several weeks past the man and the machine have been stationed at Chemical No. 5, house in Cleveland avenue, Buffalo, responding to all alarms from the district covered by Chemical No. 5, but to nearly all other alarms in the city.

In the most of cases, irrespective of distance, the Greyhound machine has arrived before the department apparatus, and in several cases Chadsyene has killed the fire before the regular department could get into action. As a case in point, on April 25, there came an alarm from Bird avenue and Hoyt street in response to which the Greyhound machine traveled 4,500 feet, about a mile and a quarter, and Chadsyene put out the fire while the crew of engine No. 19, which had to travel only 1,600 feet, were coming up the stairs.

In another case, the little two-wheeler ran 7,400 feet and had first water on the fire, arriving about the same time as truck No. 4, which traveled 3,000 feet. The distances above quoted are from the official city maps.

The Auto-Bi people are naturally enthusiastic over this new showing, as is the fact that their extra weight carried is very considerable, and the use about as hard as could be devised, it would seem a sure thing that the regular Greyhound shock construction is more than equal to all legitimate requirements.

Incidentally it may be said, that a large measure of credit is due to the Greyhound shock absorber, which, by its cushioning action, saves both rider and machine from the effect of all the shocks and bumps of the road.

THE "GREYHOUND."

...to 90 per cent, of alarms turned in are for what the firemen call "Lace curtain fires."

Now, it will be seen with half an eye that it is of great value to have a trained fireman on the spot at the earliest possible moment—would be, of great value to have a trained fireman on the said to be about six times as efficient as the ordinary chemical, and twenty times as efficient as a water, the value of the service is almost incalculable.

The problem has been solved by W. C. Chad- syene, of the Auto-Bi Co., who immediately set about creating a shock machine named "A Greyhound," to carry a fire ladder and a brace of Ever Ready Extinguishers from a fire house to a fire on the keen jump.

As shown by the illustrations, the extinguishers are mounted in spring brackets on each side of the rear wheel in such a way as to be instantly adjustable by throwing a cam lever, enabling the operator to match them in no time at all.

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LET THE PEOPLE KNOW.

Do Not Hide Your Business Light, but Have It Shine so That Even He Who Runs May Read.

John Wanamaker is perhaps the largest advertiser in the New York daily papers, and it is advertising which has built the Wanamaker business.

It was said of Wanamaker when he began, that Philadelphia in a humble way years ago that, he spent more than half his meager capital in advertising.

Certainly, the growth of the Wanamaker business is a credit to the power of advertising.

The old Stewart building, which Wanamaker purchased in New York, was built by A. T. Stewart, whose name is kept alive by a one line notice in the Wanamaker advertisements, and yet Stewart was the greatest merchant of his time.

He was a busy, active man. Yet he stayed around that department all that day, and at night the figures showed double the normal business.

Wm. G. Frazer, manager of the post-card department of the American News Co., returned on May 3 from an extended business trip as far West as Denver, Col., visiting the western branch offices of the company en route. Mr. Frazer stated that he found business in their particu-

"Everybody knows," Stewart replied, "that I carry the most complete line of dry goods in the United States. Everybody knows that I sell only good goods and at lower prices than others. Everybody knows where my store is. Why should I pay money to newspapers to tell people what they already know? I will not advertise."

His friend replied: "They know it when they think of it, but you must remind them even of that which they already know. Yours is the greatest store in the world, and yet you ought to advertise."

"I don't see it," said Stewart, "but you may insert one advertisement in the papers, because you believe in it."

So the next day an advertisement appeared, stating that the regular goods in one of the departments, calling the people's attention to them. Stewart then said: "My friend, you are right. The greatest store in the world must not only have the goods the people want, but must also let the people know about the goods and where they can be had."

WM. G. FraZER'S GOOD TRIP.

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Let the people know about the goods and where you believe in it."

Imagine silence, golden where can it be cashed, please?

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The Plan of Granting Special Discounts Is Now Being Rapidly Abandoned by Business Establishments in All Trades.

Some of The World readers will learn with interest that the dry goods merchants and dealers in women's furnishings of Canton, O., recently issued a signed statement, notifying the public of their intention to abolish special discounts and to make no exception whatever to this new rule. In the notice in question these merchants say they find that the growth of the "one-price" system has made imperative a change from the discount-giving method, and that, in justice to the majority of their public—who are entitled to the best cash price given to anyone—the abolition of discounts has become essential. They add that in place of giving discounts for charitable purposes, as has been done in certain cases in the past, they will hereafter make individual cash donations.

This action will generally be regarded as a gratifying sign of progress. It is obvious that the modern method of treating all customers alike does not exist in stores where discounts are given. Of necessity, the discount must be added to the selling price of the merchandise. Thus, the largest and most loyal customers pay 5 or 10 per cent. more for their goods than do the members of those favored classes to whom custom has accorded the special privilege.

Who can doubt that if the public generally were familiar with the extent to which discounts are given by certain stores the effect of such knowledge upon the trade of those concerns would be very severe? As to what that extent may be, we will here merely mention that some time ago a high functionary in a large store in Buffalo furnished us with a list of twenty-six classes to whom discounts were at that time given by stores in his city.

The discount-giving evil has been considerably reduced within the last few years. It would have been done away with ere this in many more communities than is now the case were it not for the difficulty which merchants experience in getting together and taking united action upon what each of them individually feels to be a serious trade evil. But even where merchants cannot get together on this important matter, merchants have in many instances "gone it alone" and discontinued the giving of discounts. That such individual action has brought ill consequences in any case we have let us learn. On the contrary, many satisfactory experiences could be cited on the part of merchants who have hewn to the line on this discount-giving matter, even though their competitors clung—and still cling—to the old and disingenuous plan of marking up their goods all round in order to make possible the concessions they afford to certain classes.

BE UP AND DOING, STOP DREAMING

Stop that dreaming! Stop that unprofitable thinking that doesn't help you sell the goods.

Thoughts of Home Sweet Home must be reserved for the proper time.

The day is meant for that eager hunt for business that pays a profit.

Don't just look on the game and let the other fellow capture the prizes. Get into it and give him a contest.

THE TALKING MACHINE WORLD.

NO DISCOUNT ALLOWED.

Complete Stock Containing 248 Pieces of Goods Cost You $99.69

CHICAGO SPORTING GOODS MFG. CO.

Fulton and May Streets

CHICAGO, ILLS.

CHICAGO UNIFORMS

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.

Don't allow any feeling to creep in that you would rather do something else than sell the line you have.

It is much better for you to get another job than to continue to wish you had one.

It is the getting what you want that counts, and the way to get it is to have a determination instead of just inclination.

Inclination is desire in the bud. The way to make it bloom is to set—DO the thing that you desire. Sell the man the goods. If you don't succeed the first time, enjoy going after him until you do.

You must enjoy your business if you expect to succeed in it.

A salesman must not deceive himself with the idea that his buyers do not know whether or not he enjoys his business.

A salesman conveys to his buyer just what he feels and believes himself.

Be a good lover of your business and woo your buyers in that spirit, and they will want to see you just the same as your best girl does when she knows you love to be where she is and talk about things of mutual interest.

Good salesmanship consists very largely in the cultivation of the right feeling and concentrating upon the work in hand.

MORE DEPLORABLE.

After the cold snap of ten days ago a group of salesmen were discussing the question of which towns in the State had the coldest hotel. The last man to speak named a town in the northern part of the State, told his experience there in the late cold spell and received the prize. At night he had gone to bed with all his clothes on and his overcoat over his feet. It was no use. He shivered sleepless till morning, then went down to the office where a fire had been started. A farmer, in from the country with a milk wagon, his face a mass of frozen breath from whiskers to eyebrows, came in to thaw himself out. In a minute a second drummer came down stairs blue with cold and wild with disgust. "I bet a million dollars I had the coldest room this side of the Arctic circle," he exclaimed. He would have said more but he spied the congealed face of the milkman behind the stove. His own slight woes were instantly forgot. "My God, pardner," he gasped, "what room did you have?"

It may be possible to succeed without a press agent. We are open to conviction on this point.
RECENT INCORPORATIONS.

The Mechanical Rifle Fire Control Co., of Paterson, N. J., have been organized under the laws of the State of New Jersey to manufacture guns, rifles, etc., with a capital of $350,000. Incorporators: Edward S. Hooley and Frank W. Thompson, North Plainfield, N. J.; John W. Griggs, Paterson.

The Mansfield Manufacturing Co., Stock Exchange Building, Chicago, has been incorporated under the laws of the State of Illinois with a capital of $3,500, to manufacture novelties. Incorporators: George W. Killelea, A. H. Wilson, Henry Horner.

The Roper Novelty Co., of Wilmington, Delaware, has been incorporated under the laws of the State of Delaware with a capital of $5,000. Incorporators: William J. Jackson, H. S. Cornell, R. A. Whiteside, Beaver Falls, Pa.

The Holman Novelty Co., of Buffalo, has been incorporated recently under the laws of the State of New York to manufacture novelty with a capital of $5,000. Incorporators: S. N. Holman, F. J. O'Brien and G. W. Quinnin are the incorporators.

The Amusement Device Co., of New York, has been incorporated at Albany recently to deal in amusement devices, with a capital of $30,000. Incorporators: Lloyd Collins, Theodore Hanse, Wales H. Stockbridge, all of New York.

The United Art Novelty Co., New York, has been incorporated under the laws of the State of New York, with a capital of $1,500. Incorporators: Edward Denivelle, Mt. Vernon, N. Y.; William Trojan, Joseph S. Engel and Louis T. Passum, New York.

A recent incorporation in the State of New York is the Truitt Safety Razor Co., of New York, incorporated to manufacture safety razors, etc., with a capital of $250,000. Incorporators: Edwin S. Hooley and Frank W. Thompson, North Plainfield, N. J.; John W. Griggs, Paterson.

The Lenox Novelty Co., at 416 Greenwich street, New York, has been incorporated with the Secretary of State of New York, with a capital of $10,000. Incorporators: Frank W. Peterson, Peter Liciari and Mattie Liciari, Emma Peterson, all of Brooklyn.

A recent moving picture concern incorporated is the William H. Seasson Co., of Portland, organized under the laws of Maine with a capital of $100,000. President, A. F. Jones; treasurer, T. L. Crotear; clerk, J. K. Master, all of Portland.

The Hallett Sales Co., of Kittery, Me., has been incorporated to manufacture novelties of all kinds; capital, $50,000. President, D. E. Burnham; treasurer, A. H. Peavey; clerk, E. J. Burnham, all of Kittery.

The Princess Leather Novelty Co., of New York, has been incorporated at Albany to manufacture novelties in leather, with a capital of $2,000. Incorporators: Arthur Jacobowitz, Brooklyn; Isaiah Siglen, Ray Feller, Brooklyn.

Among the recent incorporations in the State of New Jersey is the Philadelphia Sanitary Vending Co., of Camden, organized with a capital of $50,000, to operate vending machines. Incorporators: William Wunder, M. H. Marsh, George D. Porter, Charles Ovett, George H. H. Martin, as above.

The Ripley Sales Co., of New York, has been incorporated at Albany recently to deal in novelties, with a capital of $5,000. Incorporators: E. J. Forham, J. J. Harper, H. M. Browne, 154 Nassau street, New York.

The Walter Wellman Co., Inc., of New York City, manufacturers and publishers of souvenir post cards, are among the late incorporations in the State of New York. Walter Wellman, Matthew Wellman and James J. Maddox, are the incorporators. The capital stock is $15,000.

BETTER WEATHER HELPS BUSINESS.


The long-looked-for pleasant weather arrived three days ago, and it is sincerely hoped that it will stay long enough to acquire the habit. It has certainly stimulated the baseball fever, and it is being predicted that this year will be a record-breaking one among the manufacturers of the equipment for the national game.

The plant of the Chicago Sporting Goods Co. is working overtime to supply the prodigious demand for their product. Quality has always been the hobby of this popular company, and the fact that the "White Sox" have been a large customer for so long have put them in the very front rank of sporting goods houses.

Talking machine dealers will find in the company's offer of placing a complete line of baseball goods an excellent opportunity for adding a side line that is the main line of a large number of dealers, and one that will prove the finest kind of a trade wire. A postcard will bring the information that may mark an epoch in the dealer's business.

From present indications the motorcycle bids fair to exceed the bicycle in popularity, even when the latter vehicle was in its glory. While numbers are to be seen in the crowded city streets it is on the fine park and country roads that these machines hold sway. Flying up and down hills and through valleys, with so effort on the part of the rider, the motorcycle is destined to be the pleasure vehicle of the masses—those who like fast and easy traveling and who do not care to or are not able to buy and maintain an automobile.

PEERLESS SUCTION CLEANERS

(THE VACUUM SYSTEM)

ONE OF THE AVAILABLE LIVE LINES

Advantages of Our Machines:

"Suction" Sufficiently strong to instantly remove all dirt.

"Construction" Extremely simple and strong.

"Weight" Extremely strong.

"Filtration" Through Canton flannel bags.

ELECTRIC MACHINES HAND MACHINES
Retail at $55 and $65 Retail at $15 and $25

WRITE FOR TRADE PRICES

Electrical and MANUFACTURERS OUTLET COMPANY
Jobbers and Dealers throughout the country are falling in line; you can not afford to stay out.

Electrical and Descriptive Booklet

WRITE FOR TRADE PRICES

HOUSEKEEPING METALS

MANUFACTURERS OUTLET COMPANY

Main Offices: 89 Chambers Street
Factories: 71 and 75 Read Street
NEW YORK CITY, U. S. A.
The Talking Machine World.

TALKATIVE SALESMEN.

Some, Like the Unfortunate Parrot, Talk Too Blamed Much.

Some salesmen never seem to realize that salesmen, as salesmen, can talk too much. Many a customer has been talked into a sale and out of it again. Some salesmen have talked clear up to the mountain top, and instead of closing up the sale when they get to the crest they talked over the peak and down the other side, and then could not understand why they didn’t sell their goods.

A big buyer in a certain line of goods has been quoted as saying that on one occasion he was ready to sign a contract, and actually had a pen in his fingers, but was prevented by the endless argument of the salesman, who did not perceive that his point was won and that action and silence, not talk, was his duty.

Having one’s appetite spoiled by a trifle is possible, with the food untouched before us. The salesman had talked too long.

BE IN HARMONY, DO NOT BE IMPATIENT.

No man is more constantly unhappy, or makes others more so, than the impatient man. He is out of harmony with things; and all things fight and worry and wound him. He feels himself dis-harmonized, too, by his impatience; and he does lose, so far as he indulges it, the true dignity of life.

He is not cast, indeed, like the victim of sensual vice, into the slough of his honor; his garment perhaps is not soiled; but it is burned through and through by anger and anger is his garment.

Failure may bereave a house of all honor, peace, and comfort, almost as effectually as gluttony or drunkenness, and then could not understand why they didn’t sell their goods.

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**THE MASTER-MAN.**

Elbert Hubbard always says things in a memorable way. You don’t forget what he says or how he says it. He is not so very original, but he is very engaging and you simply cannot ignore what he writes. Take this little philosophy from Elbert Hubbard always says things in a memorable way. You don’t forget what he says or how he says it. He is not so very original, but he is very engaging and you simply cannot ignore what he writes. Take this little philosophy from

**PIANOS FOR PERRY B. WHITSIT CO.**

A Great Shipment of Winter and Rudolf Pianos for the Columbus Dealers.

(Special to The Talking Machine World.)

Columbus, O., May 3, 1909.

The Perry B. Whitsitt Co. furnished an unique parade on the streets Saturday when the company received at their stores on South High street some $60,000 worth of pianos, piano playing instruments and other goods, which was delivered to them by one transfer company. All of the wagons of the company were called out and loaded up.

When the procession was formed and the trip was made to the store, where the goods were received in the immense warehouse of the firm, they were immediately placed on exhibition. Hundreds of people attracted by the parade entered the store and were treated to a rare entertainment from expert pianists as well as listening to the latest talking machine records. No such a procession of music has paraded through High street for many a day.

The Perry B. Whitsitt Co. are large jobbers of talking machines, Mr. Whitsitt being secretary of the National Association of Talking Machine Jobbers, and they have only recently added pianos to their business. The photograph herewith shows the delivery of the shipment of Winter and Rudolf pianos and players above referred to and received by the Whitsitt Co. last week, con-
AMUSING INCIDENTS OFTEN OCCUR IN CREATING "MAGICAL" ILLUSIONS THAT CONFUSE, INTEREST AND DELIGHT.

The old saw that things are seldom what they seem to be is nowhere truer than in the making of moving pictures. This does not merely mean that the "Great Train Robbery" really happened near Paterson, N. J., or that the scene of "The Storm" at San Juan Hill" was in the Orange mountains. It applies to the dancing Teddy bear and the whirring detached letters slipping into a continuous sentence, as well as to many other tricks that are performed in the moving-picture studio.

Once these tricks were closely guarded secrets; now the makers of moving pictures realize that their success depends upon the cleverness of the tricks themselves, and they talk freely of them.

Most of the tricks depend on the fact that a moving picture is, in reality, a series of photographs on a gelatine film, each showing a slight variation in movement and reflected on a screen in such rapid succession that the changes in the pictures are merged, or blended, so that the objects photographed seem to move. How delicate these slight variations in the pictures may be suggested by the fact that a moving-picture reel requires fifteen minutes to show compressions from 14,000 to 16,000 photographs an inch long and seven-eighths of an inch wide on a film 1,000 feet long. They pass through the lantern at an average speed of from 60 to 75 pictures a second.

While preparing the photographs it is a simple matter to stop the film in the camera and make changes in a group. Thus a dummy is substituted for an actor just before a train is supposed to strike him. A doll or Teddy bear may be substituted for a living man.

By the same methods the effect is produced of dozens of letters whirling in circles and moving in zigzags in bewildering confusion until each drops into place and form part of a sentence. Separate pictures were taken of each combination of the letters placed on a tilted screen of black cloth.

SID LINE TRADE IN MILWAUKEE.

McGreal Finds the Piano a Valuable Accessory to His Business While a Number of Dealers Outside of the City Handle Post Cards, Athletic Goods and Other Specialties.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 9, 1909.

Milwaukee talking machine dealers are waking up to the fact that a few good side lines in their business are becoming more than profitable. Lawrence McEachin, leading tailing machine jobber and retailer, took the initiative and embarked in the piano business upon a small scale, more as an experiment at first, but finally with the realization that with very little pushing pianos could be sold to his established trade. The Smith, Barnett & Strohber pianos were taken up, and Mr. McEachin is more than satisfied with results.

A side line of sheet music installed by Mr. McEachin proved not quite so successful, because of the fact that the sheet music business is already overworked in Milwaukee.

Several dealers located outside of the business center of the city are beginning to dabble in several lines. One dealer has put in a fine display of souvenir postcards, a phase of the business that brings him no little revenue. This business is proving to be more profitable to Milwaukee dealers because of the fact that the B. C. Kropf Co., one of the most extensive manufacturing postal card concerns in the country, is located in the city.

Two dealers of Milwaukee located in a section of the city near the baseball parks have taken advantage of baseball enthusiasm in the neighborhood by installing side lines of athletic goods, especially in the baseball field. Sales have been more than satisfactory since the opening of the baseball season. The general opinion seems to be that the new side line is also increasing interest in the talking machine end of the business, especially in records. One dealer reports a big sale of new records which he says would never have been made had it not been for the fact that the customer heard the new pieces played while selecting some baseball "togs."

NOVEL PUBLICITY METHODS.

Unique moving-picture shows throughout its territory are being given by the Morning Leader of London, Eng. Starting with a view of a news event of the day, the film shows the news coming into the Morning Leader office on the "taper," the editor putting it in shape; operators setting up the copy; stereotypers casting plates; 3 a.m., the prospective reader sleeping at his home; the pressmen hard at work; the auto starting with their loads of papers; the paper at the breakfast table. To stimulate interest the Leader offers $250 (and a like amount in consolation prices of $5 each) for the best name for its advertising venture.

A "water mark" is not a "design" when taking the form of a firm's name and address. The board of appraisers have so admitted, in the case of the protest of W. Schade, of St. Louis. Writing paper, thus marked, is not, therefore, subject to additional ten per cent. duty. This decision is of great interest and importance to the paper trade.

Industry is the watchdog that keeps the wolf from the door.

THE TALKING MACHINE WORLD.
CHARACTER AND SUCCESS.

The Elements Which Enable a Man Starting With Little Capital to Build Up a Successful Enterprise the Subject of an Interesting Chat by Alexander H. Revell.

Chatting about "a plain business man," Alexander H. Revell recently said in the Saturday Evening Post:

"The elements of character which enable a man, starting with little or no capital, to build up a great fortune are of that practical and sturdy sort that are fostered and developed by hard knocks and grave obstacles until, by the time the man has achieved wealth, he has also attained an intellectual masterfulness which enables him to swing men and events to his purposes."

"Many think the city man who makes a large fortune—say of a half million dollars or more—must possess a superlative genius for business, that his talent for money-getting is as much greater than that of his country cousin as the city aristocrat's wealth is greater than the modest competency of the village nabob. This is a decided mistake. Probably it requires more of a gift for a business man to amass $50,000 in a village than to make a million in a big city. Hence my advice. Strike out for the centers of population. If failure must come it will not fall with much greater bitterness or hardship in the metropolis than in the hamlet. And success comes in packages so much larger in the city that the greater chance certainly makes the venture worth the while.

"Next in importance, in counseling the youth with an ambition to join the ranks of the plain business men of to-day and to share their power, is the advice. Select one distinct and substantial line and stick to it through thick and thin. Let this be the thing for which there is the strongest natural inclination. Some men are born for trade, others for manufacture, and still others for executive affairs. If a boy is unable, when he arrives at his majority, or nearly approaches it, to tell which of these lines has the greatest attraction for him, he hasn't much individuality, but he had better venture out anyway and take anything that offers until he is more certain about his natural drift. Any bright boy should know the general drift of his own nature and gifts, and can tell if his talents are of a commercial, a constructive or an administrative order.

DEVELOPMENT OF CHARACTER.

"Emphasis should be placed on this point: Make the most of a dominant gift. I would rather have one talent securely in my possession than an uncertain grasp upon a dozen flittering endowments. The man who has one talent will deal with it seriously and profitably, both to himself and to those about him. He will seldom fall if he stay by the main chance and risks his all upon it. But those who attempt to keep up five or ten talents are so many houses divided against themselves, and must fail."

"It would be easy to distort this advice, however. Every man must have recreation, and the development of his minor gifts, purely as a matter of diversion, is the best possible method of relaxation. Let him play with his nine lesser talents as much as he likes, and if he fails with any or all of them the mistake will be overlooked and criticism smothered under the mantle of his success with his one main gift. This may seem somewhat narrow view, but before condemning consider your own experience or that of your friends. Some persons are inclined to bewail the fact that the man who is pushing ahead for an honored place has been instructed in a few occupations; but it should be remembered that there is no specialty, in the modern application of the term, which will fail, if thoroughly mastered, to make the narrowest man broad and the broadest man broader."

"Living for to-day and letting the future take care of itself is one of the most common causes of failure in commercial life. The prodigality with which the man of salary wastes both his time and money is little less than appalling. Lack of attention to vital details and a neglect to build, piece by piece, with thoughtful applications, the structure of a sound reputation—always the biggest item in the man's working capital—are, next in item, the most persistently besetting sins of the youth who is pushing ahead for an honored place in the ranks of plain business men."

TAFT IN ACTION.

To be Caught by Norwegian Moving Picture Men.

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 27, 1909.

President Taft and Senator Nelson, of Minnesota, will soon be exhibited in motion in moving picture shows in all the large cities of Norway. Two Norwegian moving-picture men arrived in Washington yesterday for the purpose of transferring Mr. Taft and Mr. Nelson to moving picture films, for exhibition across the water. Mr. Nelson is the only native Norwegian ever elected a member of the United States Senate. Norway is almost as proud of him as Minnesota. Two years ago when he went back to the land of his birth, he received a great reception from the Norwegian nobility.

The Norwegian moving-picture men had no difficulty in attracting the attention of the President and Senator Nelson and apprised him of their purpose in coming here. Mr. Nelson consented to pose, and to-morrow a camera will be set up on the east plaza of the Capitol and Mr. Nelson will be put through his paces. On Thursday it is the hope of the moving-picture men that President Taft will consent to pose. The visitors want to preserve the President and Norwegian Senator together, but they are not very hopeful of getting such a negative.

TO CELEBRATE PILGRIMS' LANDING.

World's Fair Planned for Boston in 1920 to Celebrate Tri-Centennial of the Event.

Plans are already on foot for a mammoth fair's to be held in Boston in 1920 to celebrate the tri-centennial of the landing of the Pilgrims. The Bostonian appears to be the chief advocate of the project, and in a recent article on the subject it said:

"New England alone, of all the sections of the United States, has had the privilege of featuring the first fair; Philadelphia had the Centennial, Chicago the Columbian, Buffalo the Pan-American, St. Louis the Louisiana Purchase. San Francisco, Atlanta, New Orleans, Jamestown, have had expositions, in a smaller scale and more local in character. It is now New England's turn to have one of the first magnitude, one that will attract not only the nation, but the world, for New England's history is not only the common heritage of the nation, it is part of the heritage of modern civilization, of the progress of mankind."

"A World's Fair, worthy of the name, in her Capitol City, should arouse interest everywhere. From the West and South vast throngs will come to the land of their forefathers; from Canada, Mexico, Central and South America, Africa, great numbers will come, attracted by the traditions of this old part of the New World, its natural attractions, and its teeming prosperous contemporary life.

"In 1920 sixteen years will have passed since the preceding great exposition in Paris in 1900. The interval is therefore not too short, nor is the announcement too far in advance. An enterprise of such magnitude requires years of forethought and expert preparation. Japan is devoting ten years to preparation for the Tokio Exposition, which will open in 1918. It is none too soon, therefore, to serve notice to the world if a World's Fair is to be held in Boston in 1920."

According to all reports business men of New England agree that such an exposition should prove a good thing and a sure venture, but Bostonians fear the reaction on general business that is likely to follow the closing of the exposition. There are still several years in which to consider the matter before a definite decision may be arrived at.

RULING ON COLORED POST CARDS.

On a protest made by the American Jobbing Co., Chicago, Ill., in regard to hand colored post cards, which were classified as printed matter under paragraph 463, taxed at 10 cents, and which were claimed to be durable as paintings, General Appraiser Fischer handed down the following decision recently: "The cards are printed, some by the gelatine process and others by the ordinary photographic process. They are also hand colored. Printed souvenir post cards of this kind are not paintings, and the claim that they are in barely overruled."
SLOT MACHINES ARE RISKY.

Fake Coins and Actual Burglaries Reduce Profits Through Them.

Of the various slot machines which are put forth for the public patronage the chewing gum and weighing machines are the most profitable. It is even said that these two are the only paying machines which are legal, although the new drinking fountains are making a good showing and have satisfied the health authorities that everything is being done to keep them in a sanitary condition.

There does not seem to be any way to prevent the loading of slot machines with slugs, foreign coins and other objects which give the young Americans so much of the vendor's material as to do away with profits. In some cities it is a practice to break open the machines and to take both goods and money.

In New York so many of the machines are in protected places that it is possible for their owners to make a good profit. It is contended that less than 50 per cent. of the slot machines are money makers, however.

Gambling machines are the biggest money makers owing to the chances of their being confiscated by the police this branch of the business cannot be handled with any guarantee of a sum return.

THE QUALITY MAN IN BUSINESS.

The hardest thing that I know of in selling is to show a customer that first cost is not last cost; to make him understand that while the price of some goods may be much lower in the beginning, they are almost invariably dearer in the end; to show him that almost always an article is worth just about what it costs; in short, to impress him with the meaning of "quality."

In the vocabulary of business is more pregnant with significance than that one word "quality," says Edwin W. Moore, president, The Electric Cable Company. You may apply it to goods, to service, to ability; this one truth is universally the same—no extravagant assertion of present advantage, no false logic of economy, can long make headway against downright merit in merchandise or men.

Who are the biggest men in the world to-day? They are the men who have recognized the value of reaching the highest standard of efficiency, whether it be in the manufacture of a commodity or the rendering of a professional service. They may call themselves bankers, lawyers, engineers or ministers. As a matter of fact they are selling for themselves or someone else a commodity that gets the highest price. They have stepped beyond the dividing line of quality that marks off the great from the mediocre. They know that the great salesman sells his commodity at his own price; the "medium good" man sells his at the customer's price. True it is that the great are few, the mediocre many, but the few who have scored highest in the business game are the men who have built on "quality."

THE GILLETTE POCKET EDITION.

The Gillette Sales Co., of Boston and New York, report an increasing demand for their specialties. This is due to their constant enterprise in producing new and better values, and in advertising so liberally that he who runs must buy. One of the quick sellers in the Gillette line these days is the pocket edition of their well known razor. This new combination comprises a metal case, velvet lined, together with either a gold or silver plated razor, blades and blade case. The case comes either triple silver plated, gun metal or gold plated. The outside of case comes in several styles, basket, shell, flower or plain patterns, all of which are popular being the latter. The razor and blade box matches the metal case pattern, making very attractive sets. The sets are unique by reason of their compactness, while retaining the features of the standard sets. The "Gillette" shaving brushes and shaving soaps are other additions to their line. Talking machine dealers desiring side lines would do well to take the Gillette proposition into consideration. It is one of the great, big successes of the day.

AN ENTERPRIISING BARBER.

Some years ago there was a colored barber in New Haven who was largely patronized by the boys from Yale College. He was one of the best specimens of politeness that walked the earth. His courtesy, kindness, and good manners were jarred by nothing, and never misplaced. A young merchant who was once being shaved by him, said, "See here, Joe, you ought to make your politeness your trade mark."

"Yes, sir," said Joe. "Would you be good enough to tell me how?"

"Adopt a motto, Joe. Something that will let the people know you have politeness and courtesy always on tap. Let's see. How will this do? "Urbanity is our Prime Factor."

The barber stopped shaving. "Say, boss," he said, "that seems to tickle me. Please say it again."

"Urbanity is our Prime Factor."

That shorely does hit the right spot. I likes the sound of them words. Would you be good enough to write them down for me?"

The customer wrote them down. When he left the shop, Joe was still studying them, and laughing happily to himself.

"If you've been in business as long as you have and you can write a motto for the public, I figger that you can help the young fellows."

The customer said that he thought Joe's motto was always on his mind. "That reminds me of a time when Joe's motto was always on his mind; on his sign; in his advertisements in the college paper. He made the most of it, it gave him distinction, and the more the college boys caressed him about it, the happier he was. It lifted him above the horizon, and made him conspicuous; and, above all, it brought him business."

"Urbanity is our Prime Factor." How many stores there are that could add to their success if they could truthfully adopt this motto, and as truly live up to it, says the Hardware Dealers Magazine.

"There's money in it. No patent rights to be paid for. Free to all. What store will be the next to try it?"

LATEST CUSTOMS RULINGS.

An Appeal Ordered in the Cinematograph Films Controversy.

Notice was received by Collector Loeb from the Treasury Department ordering that an appeal be taken to the Federal courts from a recent decision made by the Board of United States General Appraisers affecting the classification of cinematograph films.

The collector had assessed duty on the films at 65 cents per pound and 25 per cent. ad valorem on articles of which colloidion or any compound of pyroxyl is the component material of chief value. The importers, headed by J. A. Berst, appealed to the Board of Appraisers, alleging that either the films should be classified as "photographic dry plates or films" or else as "photographs," with the rate of duty in either case 25 per cent. The board reversed the collector and held the films to be "photographs." James B. Reynolds, Assistant Secretary of the Treasury, says he directs the appeal to the courts in order of the importance of the issue. The importers intend to put up a strong fight when the issue is heard in the courts.

ACCOMPLISH GOOD RESULTS.

How the Motion Picture Patents Co. Have Helped the Interests of Moving Picture Men.

Last week the Motion Picture Patents Co. accomplished a very important work for both exhibitor and public, when it succeeded in killing a bill introduced in the Senate by Senator Cullen, which, if passed, would have closed every picture theater in New York State. The bill made it a misdemeanor to use exploited films in any moving picture machine, apparatus or device.

Now comes the announcement from the same concern that it has brought about the death of a bill in the New Jersey Legislature which would have made it a misdemeanor for an exhibitor to admit girls under 16 between the hours of 6 p.m. and 8 a.m., and girls under 14 at any time of the day unless accompanied by parent or guardian.

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The Patent Co. contends, that, under the reforms which it is bringing about, such as the "censored" films, clean, well-ventilated theaters, and lights on during the shows, the motion picture offers advantages of education and entertainment, especially desirable for children and believes this principle should be encouraged.

If a pleasant incident occurs in the store, one that has a news value or in which there is human interest, do not hesitate to "give it to the papers." It will pay you.

[Image 0x0 to 576x837]
MOVING PICTURE MEN.

Supreme Court Justice Grants an Injunction Restraining Mayor McClellan from Interfering With the Operation of Moving-Picture Shows in Brooklyn on the Sabbath—Declares in Long Opinion That It is Duty of Mayor to "Turn Down Absolutely" an Application for a Moving-Picture Show License or Else Issue It Without Restrictions.

Supreme Court Justice William J. Carr, of Brooklyn, has granted an injunction restraining the Mayor of New York from interfering with the operation of a moving picture show on Sunday at 889 Broadway, Williamsburg, by the William Fox Amusement Co. This case has been pending several weeks, and the decision, it is said, establishes a precedent which will affect the 509 picture shows in Greater New York. Under the ruling, seven of the largest of these popular price shows in the borough will be immune from police interference on Sundays, although the licenses under which they are at present operating stipulate that no exhibitions shall be given on Sundays.

Justice Carr, in his opinion, which covers seven typewritten pages, says that it is the duty of the mayor to "turn down absolutely" an application for a moving-picture show license or else issue it without any restrictions. The mayor has no power, the court says, to issue a license with a string tied to it. If the owner of the license violates the criminal law, Justice Carr adds, then it is the duty of the police to step in and make an arrest.

Justice Carr's decision is a signal victory for the moving picture show proprietors, and they are greatly elated over it. On March 23 last Justice Edward B. Thomas handed down a decision in the moving picture show case upholding the mayor's action. In this case the licenses are tied to the condition that violations of law shall not be tolerated.

In the other case it is the store's organization that is the issue. The mayor has no power, the court says, to issue a license with a string tied to it. If the owner of the license violates the criminal law, Justice Carr adds, then it is the duty of the police to step in and make an arrest.

The managers of these places contended that they had the right to operate on Sunday, although the licenses which they allege they were forced to take under duress, permitted business on only six days, because under the laws in effect those shows enjoyed the right to do business on Sunday without molestation of any kind.

INDIVIDUALITY AS AN ASSET.

Personality of Merchant Reflected in Publicity—Every Employee Made to Feel That He Is an Important Factor in the Business—Importance of Proper Methods in Perfecting a Business Organization.

Every merchant is anxious not only that his store shall progress and develop, but that it shall become an enduring and impregnable institution—as strong as the rock of Gibraltar, to paraphrase a familiar phrase. To this end he strives continually in one way or another to place his establishment before the public in such light as to distinguish it in every one's eye and mind from the other stores of his city and vicinity. There are two methods pursued in this direction which may be cited as fairly typical.

In the one case the personality of the owner, or owners, is frequently, or regularly it may be, played up in the ads and in various other forms of publicity. The "features" obtained from the local newspapers. Considerable space is devoted to the doings of the merchant, or firm members, and of the members of their respective families, etc.

In the other case it is the store's organization and policy that are brought to the front. The idea that the establishment is a "one-man concern" is largely dropped, one learns not alone of the concern itself, of the public-spirited or philanthropic citizens at its head, of its tremendous buying power, etc., but also of the organization and its forward methods. Its desire to satisfy each customer, the ability of its buyers, and the fact that its highly desirable and commendable policy actuates the entire establishment, down to the smallest messenger. It cannot be denied that the former method brings results, and good results. But is it preferable? Is it not the latter method which makes for permanent success and which, if adopted and adhered to, will not only win the lead, but maintain it?

To speak more specifically, the store which fosters the elements of permanence is the one in which every employe is made to feel that he is an important factor in giving individuality to the establishment. Step by step, from the head down, a knowledge of the store's policy is passed along. Each one having any vestige of authority is at all times alive to the importance of having his subordinates realize that "the store" wants this done thus and so, that it will not tolerate any deviation from its general rules, that even the store must not profit at the expense of its clientele, that it will consistently reward faithful service and emphasize and punish those who transgress, etc., etc. And bow essential it is that such an understanding exists, seeing that it is through and by the lowest among its employes that transactions come into and go out of the public.

Moreover, the establishment of such a policy and the imprinting of its features on the mind of the every one connected with the store not only means better treatment of the public, but also more desirable conditions for the employes. Also it means the avoidance of unnecessary disputes and controversies, says the Drygood's Economist. For example, suppose a department store has one higher authority of misconduct on the part of another employe. The delinquent employe started an argument, we say, in the presence of a customer! He broke a rule that was known to be inviolable; hence argument is not even suggested.

In stores where a different spirit prevails the complainant might have to spend much time in outlining the affair in all its details and might finally have the whole thing_pool-pooled. Were the complainant thus debarred, and the facts appearing other infractions one effect on the store's atmosphere can readily be imagined.

The direct results of proper methods? Well, for one thing, in a store where they prevail in all others, it is the business of the salespeople to sell goods. But each salesperson is strongly impressed not merely to work for a "big buck," but to have every customer satisfied—so well pleased with her purchase that she will be again and again attracted to the store.

By pursuing such methods the store can not only attract the "regular" but also those families which can always be relied upon to carry out its wise and progressive policy. Thus will its individuality become more and more prominent and impressive as the years fly by, and thus will its influence and its prestige be continually enlarged and extended.

THE POWER OF MIND.

If we believe that the mind is simply a finer part of the body, and that the mind acts upon the body, in the same way the body must act upon the mind. If the body is sick, the mind becomes sick also. If the body is healthy, the mind remains healthy and strong. When one is angry, the mind becomes disturbed; at the same time the body is disturbed, because the mind is a part of the body. The mind is developed by the mind. The body becomes sick also.

To bring the control about, we must take certain physical helps, and, when the body is sufficiently controlled, we can attempt the manipulation of the mind. By manipulation of the mind shall then be able to bring it (as well as the body) under our control, make it work as we like, and compel it to concentrate its powers as we desire.

INSPECTION OF ALL PICTURE SHOWS.

Acting Police Commissioner Baker two weeks ago summoned all of the police inspectors of Greater New York before him and instructed them to make a careful examination of all the music halls and other places of amusement and report the condition of the places inspected.

The acting commissioner told the inspectors that he had before him a large number of applications for renewals of licenses for these places. Mr. Baker declared it to be his intention to refuse licenses to all places where violations of law are discovered.
Some talking machine dealers have taken on pianos recently, and they have been more than pleased with the results obtained.

Now, we manufacture the pianos that have the right kind of drawing power.

The cases are most attractively designed.

They will interest people of artistic taste wherever placed.

They are made in a variety of woods, and the exterior beauty is supplemented by a wealth of tone that captivates people who know true musical value.

We have one of the largest piano producing establishments in the country, and if our instruments had not been splendid sellers our business would not have developed in such a phenomenal manner.

Now, you can increase your trade very materially if you enter into a business arrangement with us.

We can supply the pianos which will help you to make a larger profit in your business enterprise.

Do not fail to take this matter up with us, because the longer you delay, the farther you are putting larger profits behind you.

Those dealers who have already taken our earlier suggestions are on the high road to greater business success.

Why do you not get on the same path?

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