The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.
We will allow you to order the $50.00, $60.00 and $75.00 Machines with wood horn or metal horn at the same price; no extra charge for wood horn.

Zon-o-phone Wood Horn

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

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

Wood Horn list at $14.00 each.

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

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

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

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

Newark, N. J.

Distributors of Zon-o-phone Goods:

MINNESOTA
St. Paul ....... W. J. Dyer & Bro., 51-53 W. 5th St.

MICHIGAN
Detroit ....... J. E. Schmidt, 224 Grant Ave.

MISSOURI
Kansas City .... Walsh-Freezyburg Mfg. Co., 7th and Delaware Sts.
Springfield .... Horton Lines, 811 Booneville St.
St. Louis ....... Knight Mercantile Co., 811 N. 10th St.
St. Louis ....... D. K. Myers, 8830 Finney Ave.

NEW JERSEY
Holbrook ....... Eclipse Phonograph Co., 208 Washington St.
Newark ....... Oliver Phonograph Co., 18 New St.
Paterson ....... J. E. O'Dea, 114 Ellison St.

NEW YORK
Brooklyn ....... F. W. Ross Co., 435 Fifth Ave.
Brooklyn ....... B. G. Warner, 333 Bedford Ave.

NORTH DAKOTA
Fargo ....... Stone Piano Co., 414 First Ave., N.

OHIO
Akron ....... Geo. S. Dales Co., 128 S. Main St.
Cincinnati .... J. E. Pomeroy, Jr., 21 West 5th St.
Cleveland .... The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA
Allentown ....... H. A. Becker, 902 Ohio St.
Philadelphia .... Harmony Talking Machine Co., 1231 Arch St.
Pittsburgh .... C. C. Mellor Co., 319 Fifth Ave.

SOUTH DAKOTA
Aberdeen ....... McArthur Piano Co.

TEXAS
Austin ....... Penney's Company, 111 Main St.
Beaumont ....... K. B. Pierce Music Co., 600 Pearl St.

CANADA
Toronto ....... Whaley, R. Co., Ltd., 168 Yonge St.
Vancouver ....... B. C. M. Music Co., Ltd., 106 Granville St.
Winnipeg ....... Man. Whaley, Bayley & Co., Ltd.
Yarmouth ....... Yarmouth Cycle Co.
ABOUT OVERSTOCKING DEALERS.

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

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

“The general manager once said to me,” says a well-known Chicago salesman, when I was starting out for a new house, “Remember, now, we don't care for orders; what we want is customers.”

The remark sounded so paradoxical that I inquired his meaning, and he explained it by the fact that he sells his bread and butter. He may pick up occasional orders, and he has been got out of the way, and got out of the way of selling his bread and butter.

Whole-selfedly for success, for as Jerome Fleischmann says, “The man who performs his duties in a spirit of enthusiasm! That's the secret of these pesky matters is the man you never hear of as making progress. Put your heart into your work.

PHONOGRAPH OUTDOES CHOIR.

Pastor Installs One in Place of Striking Church Singers.

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

It was the first time that a phonograph had been used at a church service. When Doctor Vernon first went to Christ Church he had to bow down to the limitations of the small church organ or piano, as the musicians joined the church officials in their boycott of him.

JUST FOR THE ADVERTISING DEALER.

A big object is seen quicker than a small object.

An elephant makes more impression than an ant.

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

When sailors fish for sharks they use heavy tackle.

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

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

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

If you had a process to cure deafness, and were permitted to describe your process once to ten thousand deaf people, you would not give them one-tenth part of the necessary information.

You would seek for the immediate and direct sale by telling them all about the size of the parts, the size of the engine, and the fact that by its means a message can be sent over the telephone line, an invention that promises to be a great blessing to the deaf and dumb, and an invention that promises to be on a par with the size of the waves that strike them.

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

And talking about sound, the newest invention in connection with it is the telephonegraph. This is a combination of the phonograph with the telephone, intended to record a telephonic message on a wax cylinder at the receiving end of the telephone line, and to give a reproduction of the message. The record is made by a stylius actuated by the undulations produced by the sound-waves. From the impressed cylinder the messages can be retransformed into spoken words by the ordinary method of a phonograph.

The usefulness of the instrument depends upon the correctness of its means as well as upon the intended recipient is absent. Upon his return the latter can set the phonographic apparatus going and listen to the message at his leisure.

A NEW RECORD HOLDER.

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

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

LOOKING BACKWARD.

The need of the phonograph was expressed nearly 150 years ago, although no one dreamed of any such device by such a name. But Boswell, the genial and devoted biographer of Dr. Samuel Johnson, in writing of the sayings and doings of his great mentor in 1776, penned this note:

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

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

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

"When we consider the attendance from the factories and jobbing concerns throughout the entire country and the fact that business conditions have been such that most of us feel inclined to be economical, it appeals to me as an indication of a great future for our industry.

"In talking with many of those attending the convention the opinion seemed to be unanimous that the convention would do much to stimulate business and inspire more confidence in the factories and jobbers towards each other. The firm manner in which the factories assured the trade of their intention to not only maintain, but also uplift, if possible, the standard of their goods, was good news for we want to constantly elevate the business and raise it to a higher standard, if possible.

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

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

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

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

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

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

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

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

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

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

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

"If the next meeting place can be decided upon promptly and while the present convention is fresh in the minds of the entire trade it will do much to keep next year's convention constantly in the minds of every one, and we thus be made to insure a larger attendance than we had this year."
Mr. Dealer, are you prepared to meet the increased demand for Victor goods this fall?

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

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


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

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y............................... Finch & Hahn.
Atlantic, Ga.............................. Elyea, Austin, Co.
Baltimore, Md.............................. The Peterson Co.
Birmingham, Ala.............................. E. E. Forbes Piano Co.
Boston, Mass.............................. Oliver Dixon Co.
Brooklyn, N. Y.............................. American Talking Machine Co.
Buffalo, N. Y.............................. W. D. Andrews.
Burlington, Vt.............................. Neale, Clark & Seal Co.
Buxton, Me.............................. Orion Brothers.
Canton, O.............................. The Klein & Heffelman Co.
Charlotte, N. C.............................. Stone & Berringer Co.
Chicago, Ill.............................. Lyons & Healy.
Cincinnati, 0.............................. The Reed-Whitlatter Co.
Cleveland, O.............................. The Metropolitan Phonograph Co.
Columbus, 0.............................. Perry B. Whiting Co.
Dallas, Tex.............................. Dallas Talking Machine Co.
Denver, Colo.............................. The Herald Music Co.
Des Moines, Iowa.............................. Jones Piano Co.
Detroit, Mich.............................. Grinnell Bros.
Dubuque, Iowa.............................. Burger & Blus, Inc.
Duluth, Minn.............................. French & Hassett.
El Paso, Tex.............................. W. G. Wals Co.
Essex, Mich.............................. Grinnell Bros.
Galveston, Tex.............................. Thomas, Griggs & Bros.
Honesdale, Pa.............................. Bergeon Music Co., Ltd.
Indianapolis, Ind.............................. Wehner-Stewart Music Co.
Jacksonville, Fla.............................. Ludlow & Bros.
Kansas City, Mo.............................. J. W. Jenkins Sons Music Co.
Lincoln, Neb.............................. Ross & Curtiss Co.
Little Rock, Ark.............................. O. K. Houch Piano Co.
Los Angeles, Cal.............................. Sherman, Clay & Co.
Louisville, Ky.............................. Montgomery-Rush Music Co.
Memphis, Tenn.............................. E. E. Forbes Piano & Co.
Milwaukee, Wis.............................. O. K. Houch Piano Co.
Milwaukee, Wisc.............................. Lawrence McCrell.
Minnneapolis, Minn.............................. Minnesota Phonograph Co.
Mobile, Ala.............................. Wm. H. Reynolds.
Montreal, Canada.............................. Berliner Gramophone Co., Ltd.
Nashville, Tenn.............................. O. K. Houch Piano Co.
Newark, N. J.............................. Price Talking Machine Co.
Newark, O.............................. The Ball-Finkelstein Co.
New Haven, Conn.............................. Henry Horton.
Omaha, Neb.............................. A. Hape Co.
Peoria, Ill.............................. Chas, C. Adams & Co.
Philadelphia, Pa.............................. Sol Bloom, Inc.
Pittsburgh, Pa.............................. C. C. Miller Co., Ltd.
Portland, Me.............................. Garone & Allen.
Richmond, Va.............................. The Cable Piano Co., Inc.
Rochester, N. Y.............................. The Talking Machine Co.
Salt Lake City, Utah.............................. Clayton-Dawson Music Co.
San Francisco, Cal.............................. Sherman, Clay & Co.
San Antonio, Tex.............................. Pope, Price & Co.
Seattle, Wash.............................. Sherman, Clay & Co.
Spokane, Wash.............................. Eller's Piano House.
St. Louis, Mo.............................. Koehler-Green Music Co.
St. Paul, Minn.............................. W. J. Dyer & Bro.
Syracuse, N. Y.............................. W. D. Andrews.
Toledo, O.............................. The Hayes Music Co.

TRADE ON THE PACIFIC COAST.

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

(Special to The Talking Machine World.)

San Francisco, Cal., August 6, 1909.

The talking machine dealers have had rather quiet times all over the State for the last month, and while there has been a little improvement in quiet times all over the State for the last month, there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month, while there has been a little improvement in quiet times all over the State for the last month.

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

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

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

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

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

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

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has returned from the East after quite a long stay. He stopped several days at the Eilers Piano House in Seattle, which he found even finer than he expected. He finds that business has moved fairly well in San Francisco during his absence, the month's business being about equal to that of June, but the outlook for Van Ness avenue in the future is not good, and he is giving his att-ention to a new location. He has several places in view, and expects to close a deal within the next few weeks. All the locations under consideration are in the neighborhood of the new musical center and general shopping district. The wholesale business has been emphasized during the summer, and the campaign has been most successful. Mr. Sterns, who is covering the outside territory, states that Columbia goods are taking better with the country trade all the time, and considers the prospects good. Besides unusually heavy trade in the fall, he has placed the Columbia line with a great many new dealers this month. The wholesale department will be pushed just as strongly in the winter as in the past, but if the new location is secured it is expected that the local retail department will make a much better showing in comparison than it has done in the past. Mr. Gray, president of the San Francisco store, will accompany Mr. Gray on a vacation trip to Los Angeles early in August, and Mr. Grimsey of the Seattle store will spend his vacation in San Francisco.

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

C. M. Jones, manager of the Pacific Phonograph Co., has moved his office to the sixth floor of the Harry J. Moore building, occupying a quarter of the sixth floor, part of the mezzanine floor and a display in the window. Several more outside salesmen have been put on in the city, and are stirring up quite a bit of trade, bringing the record of sales up to a very satisfactory figure, though it takes a good deal of work to close sales.

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

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

INCREASING RECORD DEMAND

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

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

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

It's So Easy

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

I.C. LANGUAGE SYSTEM

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

International Correspondence School

Box 916, SCRANTON, PA.
TRADE NEWS FROM INDIANAPOLIS.


(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 5, 1909.

The fact that the farmers are busy in the country and many of the city people have been away on vacations, some of them being on extended trips to the northern lakes has cut down the talking machine business in Indianapolis a further 15 per cent. At that, however, it has been up to the standard of this season of the year according to the dealers. Several of the dealers have had a good trade in machines, which are being used at camps near the city. Many families are camping at Riverside and Broad Ripple and nearly every family tent has a talking machine.

The police, however, were not in very much sympathy with the adverse report and no action was taken. In fact it is not seen how any action could be taken as long as there is nothing objectionable about the pictures.

JOYS OF LIVING IN JERSEY.

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

We understand that Lemuel Starkweather, who conducts a summer boarding house in North Caldwell, N. J., has a problem of keeping his lawn trimmed and entertaining his summer seasoners by perfecting a combination lawn mower and music box. Up to three weeks ago the Starkweather lawn was unkempt, and the boarders suffered from enuitt in the quiet evenings, as the only music the house afforded was from a parlor organ. Mr. Starkweather, who is ingenious, adapted the mechanism of a music box to the lawn mower, and the men boarders, as well as two women visitors, were taken turns at running the contrivance up and down the lawn in the cool of the evening.

Music and pleasure for boarders in the Jersey State are thus provided. It is not seen how any action could be taken as long as there is nothing objectionable about the pictures.

We have 'em TO SHIP AT ONCE

The new Edison "Fireside" Phonograph.
The new Edison "Cygnet" Horns—after September 1st.
Full lines in Cabinets for Records.
The latest Records—and anything in Accessories—as well as full lines of Edison Phonographs. Your orders shipped the day we receive them.

No annoying delays or disappointments because we are always prepared for instant shipments.

Ev'ry "symptom" bespeaks a regular "fever" of business the coming fall and winter. The dealer who is prepared will surely get the business.

Won't you favor us with your orders?

American Phonograph Co.

Edison Jobbers
252 Woodward Avenue, Detroit, Mich.

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

Later in the month the five-cent shows received a boost when the Children's Aid Association, of which Dr. Eugene Buehler, city sanitarian, is a member, decided they would be useful in the crusade for pure milk for babies. The aid association arranged to show a number of educational slides in the five-cent shows during intermissions. These slides were made by the company and were called "Dirty Coke Slides" and "Dirty Coke Company's Milk is Rank Poison." "Does Your Baby Get Pure Milk?" "Moving picture shows have come here to stay," said Dr. Buehler. "They are a great institution and the people who use it will have a great influence on the children." The fact that the machine has so popular an appeal is to the advantage of the pictures. The police, however, were not in very much sympathy with the adverse report and no action was taken. In fact it is not seen how any action could be taken as long as there is nothing objectionable about the pictures.

Many of our great leaders in the inventive and commercial spheres are of the opinion that many young men would be better fitted for life's work were they to take up technical courses instead of spending five or six years in college, acquiring a knowledge of everything, but the practical things of life. An old Columbia man, however, in discussing this subject the other day said: 'The pronounced opposition of Thomas A. Edison, M. H. Harriman, Charles M. Schwab and James J. Hill to a classical education, is an unconscious protest against the idea advanced by the late Mr. Astor, of New York, that "no one can be a gentleman if he has not been through college." These specialists and technical men will be surprised to hear they have on their side one of the fathers of the church, for St. Bernard taught: 'Learning is the rock on which the ship of humanity goes to pieces.' But they do not realize that a knowledge of the 'humanities' is almost absolutely essential to well-rounded mental discipline.

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

EDWARD LYMAN BILL, Editor and Proprietor.

Published every month by the Talking Machine World, Inc., New York, N. Y.

ADVERTISEMENT SPACE.

SUBSCRIPTION (excluding postage), United States, Mexico, One Dollar per year; all other countries, $1.50. England and her colonies, five shillings.

Advertisements accepted only in the current issue. All advertisement copy must be in the hands of the office by the first of each month.

ADVERTISEMENTS, $2.00 per inch, single column, per advertisement. Advertising Pages, $60.00; special position, $75.00.

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

NEW YORK, AUGUST 15, 1909.

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

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

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

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

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

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

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

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

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

Now that fact alone is worthy of repeated emphasis.

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

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

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

Now that is going some surely.

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

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

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

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

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

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

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

We each have obligations to one another.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

OLIVER DITSON CO.’S FINE “TALKER” DEPARTMENT

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

(Special to The Talking Machine World.)

Boston, Mass., August 6, 1909.

When a house of honored reputation—a house which has been identified with the music trade industry for many long years—is wedded to a modern, progressive policy, it means much. Take the Oliver Ditson Co., of this city, for instance, and here you find an institution widely esteemed for its high aims and admirable management keeping right in the front rank of progress in every department.

With too many concerns age means decay, but not with the Ditson house, for within the past few years, under the able management of Chas. Bobzin, the Ditson house has forged ahead in every department.

If we visit the talking machine department of the Ditson Co. we find one of the most complete, best arranged and best stocked establishments in the East. "One machine and that the Victor" has been their rallying cry, and as they say, moreover, "Devoted allegiance, singleness of purpose and horse sense have made the Oliver Ditson Co. distinguished as the only job-output of high-priced machines while their trade of Red Seal records is so large that one can get a fair idea of the class of customers to whom they cater. But with the Ditson house there is no "clam," all customers are treated on an equal basis, all receive equal treatment. It matters little whether it is an order for $5 or $500, it is filled with promptness.

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

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

VARIous CLasses OF TRADE.

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

A man’s business may be done with just as good people or just as bad people as he has an inclination or desire to judge them. The retailer who has soured, for any reason, on the neighborhood in which he is doing business, invariably finds that the make-up of the locality is about as vile as it is possible to be, according to the way in which he judges vileness in humanity.

The fellow who considers all his customers beneath him in social standing, inclined to be censorious or parlor-minded, is unable to reasonably judge what they want, incapable of seeing values in goods offered them, unwilling to accord him any profit, or what else of derogatory nature he may wish to attribute to them, will necessarily be perfectly satisfied that such are the inclinations, habits and constitutions of the people he has to contend with, and that settles the question, so far as he is concerned.

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

The retailer who has a case of the dumps, for any reason, is assuredly the man whose business will suffer perceptibly because of the difficulty, says the Sporting Goods Dealer. That which does not seem to go right is the surest cause for upsetting the business judgment and stability of the victim. No man can entertain doubts and put forth acid criticisms without having the whole attitude reflect on his business results. Business that may be bad cannot be made any better by adverse conclusions; business that is reasonably good can be made ex-trremely bad by the off attitude of the man who regards the sporting goods dealer. The easiest way to a sour stomach is to entertain a sour disposition, and when the sour stomach gets in its work the business like-ness will suffer perceptibly because of the difficulty.

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THE TALKING MACHINE WORLD.

VICTOR HERBERT'S

Connection With The National Phonograph Company, As Adviser and Critic

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

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

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

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

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

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

NATIONAL PHONOGRAPH COMPANY
59 Lakeside Avenue
ORANGE, N. J.
Amberol Records sell with far less effort than any other records, and at a much bigger profit for you.

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

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

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

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

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

JOBBERS WHO HANDLE EDISON PHONOGRAPH AND RECORDS

Albany, N. Y.—Finch & Hahn.
Anchorage, Al.—C. Arbach.
Atlanta, Ga.—Atlanta Phon. Co., Phillips & Cree Co.
Baltimore, E. P. Droug & Sons Co.
Bouyer, Me.—L. Crooby Co.
Binghamton, N. Y.—The Talking Machine Co.
Bismarck, N. D.—Editors Piano House.
Bloomington, Ill.—B. J. Sundahl & Co.
Boston—Boston Boys' Band, Nat. Auto. Fire Alarm Co.

Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—H. C. Ballinger Music Co.
Fort Worth, Texas—Cummings, Shepard & Co.
Gainesville, N. Y.—American Phonograph Co.

Harrisburg, Pa.—W. D. Andrews, Neal & Co.
Hartford, Conn.—Rayson, McMillan & Co., C. F. Blackman & Son.
Kalamazoo, Mich.—H. A. Weymann, Lipton Bros., Penn Phonograph Co.
Kansas City, Mo.—J. W. Jenkins' Sons Music Co., Schellman Armi Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville, Tenn.—Knoxville Typewriter and Photo. Co.
Los Angeles—Southern California Music Co.
Louisville—Monticello-Norton Music Co.
Lowell, Mass.—Thom. W. Ackerman.
Muncie, Ind.—B. H. Atwood, O. H. Hughes Piano Co.
Milwaukee—Laurens, McGreal.
Minneapolis, Minn.—Minn. Phonograph Co.
Monticello, Ala.—W. H. Berrall, Montgomery.
Montgomery, Ala.—R. L. Findley.
Oshkosh, Wis.—Rayson, McMillian & Co., C. F. Blackman & Son.

New Haven—Park-Dahlberger Co., Inc.
New York City—Blackman Talking Machine Co., J. P. Blackman & Son, Inc.

Minneapolis—Minnesota Phonograph Co., John W. Winchell.

Seattle, Wash.—The Bruce & Brown Co., W. A. Myers & Co.

Sacramento, Calif.—Pacific Phonograph Co.
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Seattle, Wash.—The Bruce & Brown Co., W. A. Myers & Co.
THE POPULARITY OF SIDE LINES.

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

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

"Side lines are fast becoming a necessity," remarked the gentleman upon whom I called by way of opening up the subject. "I do not mean by that," he added emphatically, "that the talking machine business is on the wane, and, therefore, in dire need of a stimulant, but it strengthens any trade wonderfully to have something of interest on the side to show your patrons; an article that will harmonize with your store of the leading "talker" man of my city, as well as the average dealer's opinion as to the most successful side lines?"

"Oh, side lines pay all right," the manager declared positively in closing the interview, "and any talking machine dealer who does not believe in them must surely have a leak in his think tank." Then as an afterthought, he continued: "Photographic supplies, particularly at this season of the year when all the world goes a holidaying, is almost a line in itself that is sure to do good. I do not consider it a product that will run itself, but by energetic pushing and judicious advertising it can be brought into the class of producers. I started in this spring to handle the Seneca line. I am an ardent amateur myself, but had never had any experience in selling cameras, so I simply bought forth my small stock of common sense, and passed it along to my clerks, with the result that we are selling a very surprising number of picture makers. My methods are very simple. I endeavor to ascertain from everyone who calls whether or not they own a camera. If they do not, I go after them good and hard at once. If they do not immediately become impressed, I send them each a month along with the new record supplements, an artistic folder illustrating the delights of photography, and continue to do so until I either make a sale or am convinced that there is nothing doing. If my customer already has a camera in his possession, I explain to him the advantages to be derived from purchasing his supplies from me. He is in the habit of coming to see me often to hear new records; therefore, it will save him time and car-fare to buy his photo supplies here also. There being no camera store near me, he will, of course, see the justice of my argument, and become my patron in this line as well as that of the 'talker.'"

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

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

Just then a clerk entered, announcing that a lady was without, who desired some inside information regarding the use of a camera, so...
with a hearty handshake, and an invitation to call again, he bade me a courteous adieu."

TALKERS TO STIMULATE WORKERS.

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

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

It would seem the proper thing for talking machine dealers to get after manufacturers in their vicinity, especially those employing girls, and point out the wisdom of purchasing high-class talking machines and good record outfits as a recreation feature. It has been proven that where music is introduced in the workroom, the employes in excellent humor to put forth all their energy and in the afternoons labor.

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

It has been found that the same principle applies to factory workers and they are less inclined to waste time carrying on conversations when music is played. The talking machine being practically automatic should find a good demand in this field and it is the energetic dealer who will get the business. But he must go after it.

SOME BUSINESS LOGIC.

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

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

The amount of credit a business man has is based more upon his reputation than upon his holdings of worldly goods, for it is a well-known fact that a rich man can so convert and cover up his property holdings, if he so chooses, that it can never be made useful to his creditors, while a bankrupt with the right kind of a reputation, can never be made useful to his creditors, while a bankrupt with the right kind of a reputation, will be a hard thing to overcome, and every effort made to keep away from a bad reputation will be one more step towards gaining a good one.

The amount of credit a business man has is certainly to get a splendid representation throughout Connecticut.

AUXETOPHONE FOR ENTERTAINMENT.

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

THE TALKING MACHINE WORLD.
The Music Master Wood Horn

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

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

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

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

HAVE ONE SENT ON APPROVAL

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

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

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

TRADE METHODS DISCUSSED.

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

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

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

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

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

It is Mr. Nims' effort in his book to show what is unfair in competition and what the remedies are to which those who have been harmed may resort with assurance that what they complain of will be quickly righted.

He shows, he thinks, that the present tendency in court practice is to give the promptest possible relief to those suffering from unfair business competition. The courts, he tells us, as a rule, are fully persuaded they should uphold honesty and fairness in all relations to business life and are inclined to stop instanter wrongdoings of the wrongfulness of which they are well convinced. "This he regards as one of the most healthful signs of the times."

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

HERZOG CO.'S HANDSOME EXHIBIT.

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

Other articles are now being held up at the customs house here, with storage charges against them for more than they are worth, because the shipper, or his broker in New York, did not send along the necessary shipping documents for clearance. Only recently an American manufacturer of post cards sold 2,000 cards to a local merchant and because they were poorly classified, a duty of 500 per cent. on the New York price was levied against them. This might have been 200 per cent. less had he classified them as mere printed matter.

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

The overdue charges here for the regular 5-cent allowance is generally 240 reis (about 7 cents), but since they cannot change the 100 reis at the office, 206 reis (9 cents) is always charged. This 5-cent overcharge added to the 2-cent stamp used in the first place makes 11 cents for the letter, when it could have been carried by a 1-cent postage stamp. A short-paid letter always has a negative effect when soliciting trade, and besides damning one's interests it reflects upon American business methods in general.

Not all brokers and merchants are responsible, therefore great caution should be exercised to avoid bad debts. This is as true of home brokers as they are, the highest possible tax, is to obey them. If they are entitled to receive. This is as true of home brokers as they are, the highest possible tax, is to obey them. If they are entitled to receive.

It is therefore great to the fortunate incident. When goods are not marked plainly, in a manner which at the port of arrival. If it is impossible to sell the goods. The exporter referred to writes letters blaming the consignee, when his agent's negligence is entirely to blame for the unfortunate incident. When goods are not marked plainly, in a manner which at the port of arrival.

In return you may have to carry a larger stock, invest more capital and hustle a little harder, but if the field is yours you can afford to do this. Many of our Edison and Victor dealers are doing this and we are always glad to do what we can as their jobber.

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

That means your stock of machines and records must be as near complete as possible. Don't wait until everybody is doing a good business for your competitor will want to stay in the business then.

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

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ST. LOUIS HAPPENINGS.

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

(Special to The Talking Machine World.)


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

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports that business for the month of July was only fair. He made a week's trip to Little Rock and Memphis lately, and states that conditions in that territory are very favorable for a nice fall business. Mr. Gressing attended the National Jobbers' convention at Atlantic City last month and had a very enjoyable, instructive and profitable trip. He was away ten days and returned very much recuperated. L. A. Cummins, traveler for this concern, is now on a several weeks' trip through central and southeast Missouri.

C. O. Thompson, of this concern, is home from a two-weeks' vacation spent in the country in this State. Miss Carrie Goets, saleslady, is home from a two-weeks' vacation spent in Illinois.

A. D. Geissler, manager of the Talking Machine Co., spent Tuesday, August 3, here.

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

The Lewis Publishing Co., of University City, one of our suburbs, has had 710 chapter houses under construction for some time, a few of which were recently completed. These houses are being constructed for the American Woman's League in different parts of the country, and probably there will be thousands of them built. Their value is from $1,500 to $5,000, according to the size of the place where they are built. They are furnished very handsomely, and each one is to have a library table graphophone which costs $225.

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The Lewis Publishing Co. has closed a deal with Manager Walthall to furnish the graphophones for these buildings, a number of which have been furnished already, and orders for others placed. The Lewis Publishing Co. have an agreement with the American Woman's League, whereby they take these buildings off their hands as soon as completed. The chapter house at Edwardsville, III., just completed, was dedicated on Tuesday night, July 30 at that place, by the American Woman's League branch of that place. Over 300 members of the organization attended. E. B. Walthall, manager, and C. L. Byars, retail manager of the Columbia Phonograph Co. attended and gave a very fine entertainment on the handsome new graphophone owned by the league. All present enjoyed the evening, and the graphophone recital was enthusiastically received.

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

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

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

A WORD FROM THE POSTMASTER.

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

Postmaster Morgan said Monday that the post-office was troubled with big batches of letters addressed to foreign countries on which postage was shy. The public seems to be ignorant of the fact that letters can be sent at the domestic rates.

The company will manufacture and deal in phonographs, etc.

ST. LOUIS TALKING MACHINE WORLD.

The Only Exclusive Victor Distributors in Missouri.
MILWAUKEE NEWS BULLETIN.


(Special to The Talking Machine World.)


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

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

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

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

George W. Etchells, well-known talking machine dealer of Milwaukee, has sold his Mitchell street store to Peter F. Piazacki, who is now in charge. Mr. Etchells will now devote his entire time to his Pond du Lac avenue establishment.

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

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

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

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

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

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

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

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

Photographic records will also probably be made of the speeches to be given at the dedicatory exercises, principally those of Speaker D. B. Hose and Alvin P. Klessig, who are expected to rise to the occasion and give the public an ideal example of their well-known eloquence.

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

VALUE OF CO-OPERATION.

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

THE PRICE TALKING MACHINE CO.

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

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

The New BLiEND - TONE HORNS

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

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

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

HORN CRANES—Several Styles—WE MAKE THE BEST

THE TEA TRAY COMPANY OF NEWARK, N. J.
THE TALKING MACHINE AS AN ENTERTAINER.

City Authorities All Over the World Realizing Public With Good Music—Hotel Gardens Also Using the Talker.

Each year, during the summer months, the use of talking machines in high class parks and other outdoor resorts is becoming more widespread. The idea of using the talker for furnishing outdoor music is claimed to have originated in England. Now, however, a large number of outdoor places of amusement in all sections of the United States find the talking machine well-nigh indispensable, for even where an orchestra is employed the Victor talking machine is utilized to render any number of all the popular or operatic vocal selections.

The big hotels have roof gardens where the idea of using the talker for furnishing outdoor music is claimed to have originated.

PORTLAND WANTS THE JOBBERS.

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

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

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

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

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

TRADE IN THE TWIN CITIES.

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

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

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


(Special to The Talking Machine World.)

July for a summer month has made itself very welcome and the talking machine trade will lose it with regret. For July came in company with substantial orders. During this month traders everywhere woke up to find that there was still some life left in this industry. The public were out to buy. Not individually to any great extent, but collectively something to be reckoned with, especially from the makers and factors' points of view. Trade has indeed been poor this year, and in consequence one is prone to magnify the improvement which set in during July, and our new machines next season's trade is likely to develop very rapidly.]

To Give Evidence Before Copyright Committee.

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

The Premier Mfg. Co. to be Heard from.

The Premier Manufacturing Co., who are ever to the fore with new and improved goods, promise exceptionally interesting information shortly. Clarion sales are steadily on the increase, and the much anticipated has been shown of the 20th thread Ebonoid record, which home and Colonial traders will find a good competitive time to handle.

Summer Concerts in Parks.

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

Closer Communication With India.

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

The "Twins" First Anniversary.

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

The President Easton's European Trip.

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

Beyond All Expectation.

Such is the cheery report from the National Phonograph Co., regarding their new Fireside machine and Gem attachments, for which heavy orders have been placed by traders throughout the kingdom. The seed for these two lines has therefore been amply sown, the return by their generous support factors has shown keen appreciation of the National Co.'s foresight in thus issuing the products in good time for in-
HALT—DON'T RUSH
AND COMMIT YOURSELF TO BUY ANY AND EVERY FOREIGN THING DANGLED BEFORE YOU

In the Guise of (so called)
HORNLESS MACHINES

Look out for the
Edison-Bell Primaphone

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

MACHINES IN VARIOUS DESIGNS READY IN SEPTEMBER

The Primaphone machine and sound-box is upon an entirely new principle. The Tone-arm is fixed and, being stationary, does not rest upon and require to be carried by the record, in addition to the weight of the sound-box, as in all other machines.
This increases the life and beauty of expression of records by reducing the wear during operation.
The Sound-box itself is caused to advance and by an insulated Telescope connection the music, etc., is projected direct into the Taper Tone-arm and finds a clear passage without joint or obstruction of any kind into or through the trumpet, horn, or other amplifying chamber.
The volume and quality of tone is thus greatly improved. The insulated connector creates a natural beauty and excellence of sound free from the hard brassy emissions which are so objectionable. Wait till you see and hear the "PRIMAPHONE" and you will not be satisfied with any other.

PATENTED IN GREAT BRITAIN, AMERICA AND EUROPEAN COUNTRIES

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

Is it any use talking about
EDISON-BELL and STERLING CYLINDER RECORDS or BELL-DOUBLE-SIDED DISCS ?

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

J. E. HOUGH, Ltd., EDISONIA WORKS, Peckham, London, S. E.
The splendid things in their current list may sell faster boats.

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

Will Insure Quicker Transit.

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

Another Gramophone Triumph!

Sir Henry Norman, M. P., stated at the House of Commons recently that the country is clamoring for explanations of the budget and every town and village wants a Cabinet Minister. This being impossible, it was decided that some of the provincial centers should be addressed by gramophone. The Gramophone Co were therefore asked to send their installation to the official residence in Downing street to record the pronouncements of the three leading fighters. They replied that the apparatus weighed at least three tons. So Mahomet agreed to go to the mountains—a tripartiite Mahomet, represented by Mr. Asquith (Prime Minister), Mr. Lloyd George (Chancellor of the Exchequer) and Mr. Churchill (President of the Board of Trade). There, in the proper environment, the three Ministers declared crisp, concise speeches into the mouth of the recording trumpet and an admirable summary of the budget from the Government's point of view will thereby be disseminated throughout the land. Like newspapers, however, the gramophone does not necessarily endorse the views of its contributors. In fact it holds no brief for any political party, since some very good conservative speeches have been recorded during the past year or so.

Beka Record Co. Expansion.

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

A Record Journey.

Occupying in all over nine months, a journey of something like 35,000 miles has just been completed by that veteran traveler, E. H. Sheard, of the Gramophone Co. His tour included the South African colonies and the chief centers of Australia, Tasmania and New Zealand. Judg-
ing from the splendid orders which Mr. Sheard secured it is manifest that the colonial demand for high class goods is very much on the in-
crease.

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

There has been many attempts to imitate an equitable record exchange scheme, one that should be as profitable to either side, but no fair basis was reached until the issue of the above firm's system. With every pound of old wax returned, accompanied by an order for six new shilling records, the dealer is credited 1/- and 8 if the order is for sixpenny records.

Thus as the average weight of six broken records is a pound, the dealer receives an allowance of 5d. per record, and is enabled to turn over a larger amount of business by always having new and up-to-date titles on hand. Disc or broken cylinder wax of any make may go to make up the pound for an allowance of 5d. off on ac-
companying order for two Bell discs. We have not the space to reprint in full the letter which accompanies Messrs. J. E. Hough's exchange proposal, but here are some pertinent extracts:

"The necessities of distributors are fully under-
stood, particularly in reference to the question of exchanges and unsaleable records. This does not occur with any other class of merchandise —summer sales (as with Drapers) do not fit-
not occur
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not occur
"The British Zonophone Co.'s Program.

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

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

Latest "Twin" Records.

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

"Sterling" Record in New Carton.

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

Activity With Rena Mfg. Co.

That the sale of high class goods is a strong feature of this summer's trade is more than evidenced by the Rena Manufacturing Co.'s re-
port. The month of July brought along phenomenal business for the new Rena "Sonola" cabinet machines and traders throughout the country have in addition placed heavy advance orders in view of the general opinion that next season will show a considerable improvement over last. The ordinary machines are receiving their share of sales, while of Rena double records the trade is getting quite enthusiastic, since they sell freely upon the quality point alone quite apart from the popular fixed price of 5/- per double disc. Colonial and foreign traders should refer to the Rena Co.'s announce-
ment elsewhere and write to Worship St. for lists, prices, and full particulars.

Some Excellent Sellers.

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

Mozart) sung in fine style by Mr. Peter Daw-
son and Mr. Allen Yarrow. Other good
records are “Songs d’Antemne,” a pretty piece by
the Black Diamond Band; “The Moon Has
Risen” by Mr. Peter Dawson, and “I’m In Love With
the Slide Trombone” is a good comic song by Miss Ada Jones.

Important Patent Ruling.

The refusal of the British Comptroller-General to revoke the patent “for improvements in sound-
magnifying machines, and in the manufacture of such ma-
chines, etc.” specifically covered by patent No. 8401, issued in 1883, is the source of much bit-
ter disappointment to German manufacturers particularly. Under the new law, if a patent
granted by the British government is not placed on a working or manufacturing basis within two
years after its issue, it is subject to revocation, within the discretion of the Comptroller-General.

In this particular instance the official in ques-
tion declined to revoke the amplifying horn patent on the ground of inadequate manufacturing
in Great Britain, as applied for by Otto Ruhl.

The horns are made by the Gramophone & Type-
write Company, Ltd., under a decision of the British
patent office related to what is required in the
manufacture of a machine, only a portion of which formed the subject matter of the inven-
tion. The specification describes the invention, according to the specification as consisting “in
constructing a curved, tapering, amplifying horn,
with joints, such that the larger portion thereof
could be adjustable on a fixed support, while the
small end thereof, or that upon which the sound-
box is mounted, is pivoted so as to swing hori-
zontally, and also has a secondary joint which
allows the needles being inserted and removed.”

The specification says that the sound-box is “the
usual sound-box.”

It appears there was no evidence or sugges-
tion that the sound-magnifying horns themselves
were solely made abroad, and the patentee’s evi-
dence, which the applicant was unable to shake,
was to the effect that 11,000 of the horns had been
manufactured in Great Britain.

The evidence of the applicants was directed only to show that the sound-boxes used in connection with the special horns were made in the United States, but, according to the specification, “the usual sound-box.”

No evidence having been produced to show that the horns had not been put together in England, the comptroller general came to the conclusion that the applicant had not made out a prima facie case that the patented article was manufactured mainly or exclusively outside that country.

The comptroller, in his opinion furnished to the applicant, pointed out what is included upon a patentee whose invention forms part of a machine or an improvement in a machine. He is of opinion that as a general rule the patentee ought not to be allowed to manufacture any mechanism or machine which he had not spe-
cifically described and claimed in his specification, and be considers that the following general re-
sults follow from this principle:

“(1) If the patentee has claimed a wholly new machine or mechanism he must manufacture the whole in this country; but if only an improve-
mile he need only carry out such part of the inven-
tion as he claims.

“(2) If he claims an improvement in a well-
known machine he must manufacture the im-
provement and not necessarily the whole ma-
chine; but if he claims an improvement and
not necessarily the whole machine he is
sufficient for him to produce the new combination more may be
required to be manufactured. Of course it will
to open to the patentee to give sufficient reasons for non-manufacture and such reasons may in-
clude considerations as to the special character
and importance of the invention.”

As above stated, the continental manufacturer
who had aimed to flood the British market with
lumping horns is now blocked out by this de-
cision.

Talking Machines, Records

and Accessories of Every Description

WHOLESALE, RETAIL and EXPORT TRADER

ON CREDIT AT LOW 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.

DEALING IN MACHINES, MUSICAL INSTRUMENTS and ACCESSORIES OF EVERY DESCRIPTION.

(213 Deansgate, Manchester, Eng.)

“ROBINSON’S,” The Talkeries

Framing

Hough’s Interesting Views—Some Pointers

That Are Worthy the Consideration of Those

Familiar with the Various Uses of the Phonograph

THE COPYRIGHT QUESTION.

The Other Side Presented by the London Music

Trades Review—What Was Overlooked—

Committee Takes Further Evidence—L. E.

Hough’s Interesting Views—Some Pointers

That Are Worthy the Consideration of Those

Framing the Bill—The Gentlemen Who

Were Recently Hired.

(Special to The Talking Machine World.)


Our contributors have not overlooked the copyright
question in the last few issues of this paper.

It seems to have aroused a veritable hornet’s nest in the editorial council of the London Music
Trades Review, who comment with unnecessary
force upon the naturally very partisan attitude
of the talking machine manufacturers in the matter of the suggested copyright. The Review’s
statement that they hold no brief for any one branch of the trade may be true in
substance, if not in fact, for their article ap-
pears to have been written with anything but
an unbiased mind, which must very considerably
distract from its value. Mr. Sterling draws at-
tention to the points that sheet music sales were greatly reduced; the fact that the publishing
houses have mortgaged their rights to the
newspapers who print a complete song each week
thus distributing something like 500,000
copies free each year. The Review says:

“Scarcely any of these songs are real sellers,”
which is hardly a fair statement to make, seeing
that the latter do not in any wise meet any
popular songs and pastime hits of the last year
or so! We would also remind our friends
that the publishers at the first Berne conven-
tion in agreeing that musical instruments were
not an infringement of copyright, must certainly
have had in view some mechanical instrument
capable of reproducing a right subject, and
what more likely than a musical box which con-
tains a record or perforated plate? The Re-
view seems to have overlooked this and there-
fore their gibe against the then non-existent talk-

The Stroh Violin

A new instrument possessing a VIOLIN
TONE of great beauty and stmendous
power, which will appeal to all music lovers.

The Stroh Violin being scientifically con-
structed will withstand the varied tem-
peratures of the tropics, where the ordinary
violin is useless.

Musical Instrument Dealers and others in-
terested should write for descriptive
brochures.

GEO. EVANS


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

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

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, August 4, 1909.

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

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

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

Cramer & Co., Church street, report that business recently has held up very well, considering the summer season; some very nice sales in expensive machines having been effected this month.

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

At Messrs. Richardson’s, Mr. Abbott said that the next season will be a “boom” year for the new Edison “Fireside” machine. Selling at £4 4s., he expects the demand to be exceptionally large.

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

MANCHESTER NOTES.

Manchester, August 5, 1909.

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

The New “RENA” MACHINES

“RENA” MACHINE, No. 4, £2 10s.

Cabinet: Solid Oak, size 10 in. by 12 in. by 8½ in.
Fitted with “PLANET” 5-minute Motor. Self-regulating SPINDLE INDICATOR. Nickeled Aluminium TONE ARM. Improved Sound Box. fitted with Patented Needle Clip. Prices range from £2 10s. to £11 10s.

The New “Planet” Motor

The “PLANET” Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is enclosed and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So much for the gains. As to the losses, none. All “PLANET” Motors are guaranteed. “PLANET” Motors are fitted to “RENA” Machines from £3 10s. upwards.

The Life of a Talking Machine is its Motor

—WE’VE GOT THE MOTOR!

“RENA” MACHINE, No. 55, £3 5s.

Cabinet: Solid Mahogany, with Inlay, size 14 in. by 18 in. by 8½ in. Fitted with “PLANET” 16-minute Motor. Self-regulating SPINDLE INDICATOR. Nickeled Aluminium TONE ARM. Improved Sound Box. fitted with Patented Needle Clip. Prices range from £2 10s. to £11 10s.

“The Machine With the Guarantee.”

Manufactured by

THE RENA MANUFACTURING CO., Ltd.
Cables and Telegrams: TALKINGDOM, London.
Telephone: 5642 London Wall
WRITE FOR FULLY ILLUSTRATED LISTS.

“THE TALKING MACHINE WORLD.”

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

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

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

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

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

The Best Disc In the World

BEKA RECORD

The Largest and Most Comprehensive Repertoire in

- German
- English
- French
- Italian
- Russian
- Polish
- Spanish
- Portuguese
- Hungarian
- Dutch
- Danish
- Roumanian
- Croatian
- Bohemian
- Grecian
- Arabian
- Turkish
- Chinese
- Swatow
- Guzak
- Pekinese
- Shansinese
- Klangnamese
- Cantonese
- Japanese
- Siamese
- Abyssinian
- Tamil
- Malayan
- Burmese
- Hindustanian
- Urdu
- Marathi
- Gujarathi
- Hindi
- Tarsel, and 15 other dialects.

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. RÜHL, 77 City Road, LONDON, E. C.
THE TALKING MACHINE WORLD.

Condor

Aachen, Best Reproduction

AGENTS WANTED

Needle and Pin

Each Point Warranted

Sole Manufacturer

Jos. Zimmermann

MR. RECORDER, do you know my WAX "P," the best existing recording material for Berliner- (Gramophone-) cut?

If not write for free sample to

E. SAUERLANDT

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

CHIMISCHE FABRIK

FLURSTEDT

bei Apolda i. Th., Germany

Be it known that one and a half centuries ago commoners traveled by horseback or on horseback (as journeying on horseback was the vogue).

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

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

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

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

An important deal has just been consummated in Mexico whereby the entire Mexican business of the Columbia Phonograph Co. was taken over by Compania Fonografica Mexicana, S. A., of City of Mexico, on August 1. The lease of the Columbia Co.'s premises at Avenda Junipero, Mexico, D. F., has been assumed and the stock on hand purchased by the Mexican company, financed by local capital, and of which R. Cabanas, formerly in charge of the Mexican National Phonograph Co., is president and general manager. Hereafter the Columbia business in the Republic will be handled entirely by Mr. Cabanas, the dealings to be made direct with headquarters in New York.

J. Hoffay, recent manager of the store in the City of Mexico, will call at the executive offices in New York and then be transferred to some other foreign field under the control of the export department.

WILL SUE ALL INFRINGERS.

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

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

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

NEW HEPPE QUARTERS.

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

(Special to The Talking Machine World.)


When C. J. Heppe & Son get in their new quarters at 1310 Chestnut street they will have one of the largest talking machine departments in the country, and the wonderful growth of this division of their business makes the increased space very necessary. Close attention has been given to the talking machine department, and its growth is the result of systematic hard work. This house has been particularly successful with the Victor-Victrola, and have recently placed a large number of these machines and generous quantities of high-class records in cafes and hotels in this and neighboring cities. The July business of the department is reported as being close to the record volume, and when the fall trade is in full swing some great results are looked for.

VICTOR CO. SUES LINDSTROM.

For Alleged Infringement of the Berliner Patent.

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

LEEDS & CATLIN SALE.

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

The sale of the property and effects of the Leeds & Catlin Co., bankrupts, 53 East Eleventh street, New York City, at public auction realized $2,450, less than 75 per cent. of the appraised value, which was estimated at something over $3,500. The articles sold represented a small part of the assets, and consisted of office and laboratory equipment, etc. The larger portion of the bankrupt firm's property is embraced in the assets of the factory at Middletown, Conn., with which nothing as yet has been done, according to Receiver Taft. The patents, valued at a million and a half, are among the latter effects, and have caused some inquiry as to their nature, as they are comparatively unknown in the trade.

NEW CATALOG OF FRITZ PUPPEL.

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

We are in receipt of the latest catalog of Fritz Puppe1, G.m.b H., Berlin, Germany, an impressive volume of sixty-two pages devoted entirely to the extensive line of talking machines and parts manufactured by that house, over fifty distinct styles of machines being shown.

A feature of the catalog that betokens real enterprise is the fact that it is printed in four languages—German, English, French and Italian—and is therefore especially adapted for the export trade, in which direction the house of Fritz Puppe1 is especially strong.

What particularly impresses the American who is used to talking machines with plain cabinets, as a rule, is the great number of ornate case designs shown in the Puppe1 line, those in the L'Art Nouveau style being very handsome.

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

REINSTATED AS JOBBER.

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

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

Manufacturers of the cheapest and most popular
Disc Ttalking Machines and Phonographs

PUPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

Our "Elite" 9 Machine One of the Best.

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."
RELIEF FOR INVENTORS.

Onerous Restrictions in Germany Removed by Important Treaty.

(Special to The Talking Machine World.)

Washington, Aug. 8, 1909.

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

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

Inventors will be relieved from the German restriction under which their patents have hitherto been forfeited if not actually worked in Germany within three years. Under the new treaty, inventions in either country if they are used for manufacture in Germany within three years.Under the new restriction under which their patents have hitherto been forfeited if not actually worked in Germany within three years.

At 364 Fifth Avenue Is Now Complete.

Edward D. Easton, president of the Columbia Phonograph Co., General, who has been in Europe with his family since June 12, reached New York, Aug. 3, on the "Berlin," of the North German Lloyd Co., embarking at Genoa, Italy. He "What of the tariff bill just passed and signed by President Taft, the surplus piling up in the banks and manufacturers accumulating their surpluses?" Mr. Gates said.

"Two years ago," he said, "I made a statement that people would wear their old clothes, and now they are surprised to find that people have saved stores. I said in 1907 that the people would economize. The extent of this economy is shown in the bank deposits to-day. "I think we are going into the period of the greatest prosperity that the world has ever seen. It will be for three or four years the period of the greatest industrial development the world has ever seen."

TRAVELING STAFF MEETS.

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

The traveling staff of the National Phonograph Co. have been visiting the factory at Orange, N. J., during the past month. It is the custom of the company to have their force patrol the entire country in all parts of the country come in at this time and have a formal conference with the selling department and officers preparing for the fall campaign.

The men from the Eastern States were first on the ground, and after inspecting the line and works and exchanging views and receiving suggestions from C. G. Gates, manager, and traveling salesmen; F. K. Dobeer, sales manager; C. H. Wilson, general manager, etc., they adjourned to their respective fields of activity. The western contingent is now in session, going through the same program, and will probably scatter in about a week, so as to be ready for the work before them in September. Dinners were enjoyed at the Orange Club and other diversions indulged in by the "boys" while here.

PFISTER BUYS COLUMBIA BRANCH.

(Special to The Talking Machine World.)

Memphis, Tenn., Aug. 11, 1909.

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

TO CHOOSE NEXT CONVENTION CITY.

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

SUPPLYING FOURTEEN TOWNS.

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

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

During the absence of Frank L. Dyer, president of the European American, C. H. Wilson has been chosen temporary chief executive of the National Phonograph Co.

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

THE TALKING MACHINE WORLD.

EDWARD D. EASTON.

PROPHESIES A BUSINESS BOOM.

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

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

"Each year I come back I am more bullish on America and American securities, because I see the possibilities here and the impossibilities on the other side. Taxes are very high in England and Germany. There has been a large increase of taxation in Germany." Mr. Gates was asked if the rich were alarmed at this taxation.

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

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

"Would'nt Canada run us out of the market on free lumber?"

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

"I said in 1907 that the people would economize. The extent of this economy is shown in the bank deposits to-day. "I think we are going into the period of the greatest prosperity that the world has ever seen. It will be for three or four years the period of the greatest industrial development the world has ever seen."

TRAVELING STAFF MEETS.

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

The traveling staff of the National Phonograph Co. have been visiting the factory at Orange, N. J. Newcomb Blackman, of the Blackman Phonograph Co., Minneapolis, Minn., was all guests of J. Newcomb Blackman, of the Blackman Talking Machine Co., on a trip to Coney Island recently. C. G. Gates, Blackman and F. B. Caldwell, of the Blackman Co., also accompanying the party. The Island was reached by steamboat, and the party enjoyed the outing thoroughly, especially Mrs. Wiswell and C. M. Roush, of the man Lloyd Co., embarking at Genoa, Italy. It was right when he said: "The tariff bill just passed and signed by President Taft, the surplus piling up in the banks and manufacturers accumulating their surpluses?" Mr. Gates said.

"Two years ago," he said, "I made a statement that people would wear their old clothes, and now they are surprised to find that people have saved stores. I said in 1907 that the people would economize. The extent of this economy is shown in the bank deposits to-day. "I think we are going into the period of the greatest prosperity that the world has ever seen. It will be for three or four years the period of the greatest industrial development the world has ever seen."
Another important suit at law has been decided in the Federal courts that will make "dubbing" in the future more "honored in the breach than in the observance." This is the long awaiting, and long promised, decision of Judge Chalfant's decision handed down August 7 in the Circuit Court of the United States, Brooklyn, N. Y. For years it has been a question whether the practice of imitation, fraudulent and spurious records could be carried on with impunity. A number of "sees lawyers" in the trade openly contended the production of such goods was legitimate, and no court would enforce the practice. Further, men holding this erroneous opinion went ahead and placed a line of "dubbed" operatic and historic records on the market.

Finally the owners of the property got up a suit and instituted a suit against one W. F. Bradley, a New York, N. Y., who advertised himself as an agent for sale of the Continental Record Co., New York, N. Y., with no plant there and so-called offices in a storage building in New York, wherein nothing but a stack of records was furnished to prove the legitimacy of the company. The contentions of the defendant in the case were declared untenable by Judge Chalfant, and on the general principles of unfair competition the "unfair taking of complainants' property" relief was granted in equity and a permanent restraining order issued, subject to appeal, of course.

The settlement was at first contended on Bradley and whoever might be under cover, with the Victor Co., joining issue subsequently. Argument was submitted on each side by counsel, and at the request of the parties the pleadings and affidavit then presented were allowed to stand by stipulation as final hearing. Meanwhile it was agreed that the Continental Co. would continue manufacturing until the decision was rendered, and of which the subpoenaed are the essential portions:

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

"The plaintiff has shown a prima facie case of fraud in the sale of records. The defendant's production has been carried on with full knowledge and consent of the owners of the originals. The results of the practice of dubbing are not in the interest of the public, and are of no advantage to the public. The fact that the practice has gone on for such a long time is evidence of the existence of the same in the United States.

"The defendant has admitted his ownership of the license and inasmuch as they are not under contract of law he cannot control in any way the price which shall be asked therefor. The case, therefore, presents an equitable case for the protection of the public interest and the enjoyment of the public in the use of the product and the price which shall be asked therefor, is a matter of public concern.

"The question is, therefore, what is the value of the product and the price which shall be asked therefor and to whom the benefit of the same shall go. The product shall be sold to the person having the right to sell it under the law for the price which will be charged for the product.

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

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

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

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

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

SOMEBODY GETS IT. WRITE IN, ANYWAY

Columbia Phonograph Company, Gen’l
Wholesale Department
TRIBUNE BUILDING, NEW YORK
TIMELY TALKS ON TIMELY TOPICS

It is almost unnecessary to call special attention to the judicial decision that knocks the nefarious, not to say swindling, practice of "dubbing" into smithereens. The opinions of Judge Chafitz dealing with that blight of the phonograph industry is reported elsewhere, and it will repay reading by every dealer and others who are twisted on practice as a trade by law. The Phonograph, Photophone, and Phonodisc Phonograph Co., General, New York, and the Victor Talking Machine Co., Camden, N. J., are to be congratulated upon their sweeping victory that will in some measure restrain manufacturers from the not altogether immoral, but certainly the deprecated practice of "dubbing," which has been resorted to by some manufacturers in an attempt to gain the trade of dealers all over the country.

This is not a blunder, as some manufacturers have been unable to sell their records unless they have been "dubbed," or had a tendency to make their principals weary.

Well, to make a long story short, as the fellow said in his long-winded narrations, the advertising manager selected an obscure says who indulges in long-winded narrations, and his legal suppression has been upheld in this able opinion, sufficient cause, indeed, for such modest self-congratulation as may be indulged in.

In these days of expensive publicity campaigns carried on by the talking machine manufacturing companies the writer is reminded of an incident that caused great hilarity in the office of the advertising manager of a large company. A prominent at the time, but now in eclipse, and of The World. The company in point was quite turing companies the writer is reminded of an instance of the victuals attending the progress of the measure through both branches of Congress and into and out of the Conference Committees. The tone of the sorrow was as it was under the old law, so far as machines, etc., were concerned, but on some requisites there has been an increase of 10 per cent. If the holder of the old law has had his talking machine trade in restraint, the cloud has passed. Therefore, no other reasonable excuse for business lethargy being urged in extenuation of the long term of six months things should not be assumed, and once more prosperity be restored and abide for an indefinite period, should that not be asking too much too much.

While waiting upon Congress to pass the tariff bill President Taft had a few leisure moments between conferences which he turned to good account for himself and his friends. Of course, Washington weather during the summer is of the fretting kind, and so one does anything more than was actually compulsory to "hold down his job," the rules were relaxed in this respect almost to the point of breaking. In the evenings, however, a different condition prevailed. The habit of performances and "get-togethers" was resumed, and every dealer was invited to "take a move on." At the White House the President, who had a Victor-Victrola installed (who was the lucky dealer to get the order?) entertained his callers and intimates with Red Seal numbers—operatic selections and classical gems. The favored audience were delighted, and the wonders of the Victrola contributed not a little to the enjoyment of these pleasurable occasions, besides being largely beneficial in distributing among otherwise discordant political elements much of the hearty good nature, congeniality and savoir faire of the affable chief executive.

Now and again reports go forth that the disc record with the vertical line or up and down-cut sound waves, such as is familiar in connection with the cylinder record, is about to be introduced here on discs, and the sphère reproducing point used in connection therewith. Once more the declaration is made, and this time from a factor of machines who must either market that description of record or stay out of the business. To be sure the patent situation is quite all right in the opinion of the manufacturers, besides being largely beneficial in distributing among otherwise discordant political elements much of the hearty good nature, congeniality and savoir faire of the affable chief executive.

RAISED PRICES.

A traveling man stepped at a small hotel one day and was charged 50 cents for his dinner. He asked the boy if he did not pay 25 cents also the week previous in the same restaurant. "Yes, sir," he said. "But a fellow come along and told dad that drummers would pay 50 cents as quick as they would a quarter, so dad rix the price."
but recently moved into its new store, which is the general condition of trade. Erisman spoke very confidently this week about fall will see a big boom in the talking machine. Manager Taft is very confident that the early simplified and the sales floor looks much better. the lower floor.

bola has become very popular here and there have been a very interesting series of meetings this fall. It is planned to announce of the forthcoming opening of Bos-

of course, can be shipped to their advantage and profit. It will be a cabinet that dealers can han-

cabinet shows its complete line of cabinet and the effect has been evident in the in-

will be the capacity, figuring that the records is to be mahogany, and, of course, can be shipped
disc and cylinder records. The Udell people have ready a new cabinet will be the capacity, figuring that the records is to be mahogany, and, of course, can be shipped

William H. Lowery, manager of the wholesale department at headquarters, was here to-day looking over the situation. He left for New Haven, Hartford, Waterbury and Bridgeport, Conn., to night, and expects to be back in New York Monday.

WOODY JOINS DITSON FORCES.

On August 2 John J. Wood, for many years with the Regis Co., entered the talking machine department of Chas. H. Ditson & Co., New York, as assistant to Harry L. Hunt, the manager also of the small goods branch of this veteran gift house, widely known as musical instrument manufacturers and dealers, as well as music publishers. Mr. Wood is a particularly well equipped man for this position, both as an outsider and inside salesman, and with a special knowledge of store management besides; and therefore an expansion of this important department of the Ditson Co. along progressive lines will be a surprise to those who know something of the capabilities of the gentleman. The Ditsons are exclusively Victor dealers in their extensive Bos-

magnificently equipped in every way to handle phonographs and stock and the demonstration of goods.

SALESMAEN WANTED.

Seven first-class salesmen experienced in calling on the talking machine trade to sell a line of high-grade records, phonographs and phonograph supplies. Address "Salesman," care of Talking Machine World, 1 Madison avenue, New York.

Good Opening for Solicitor.


REPAIR MAN WANTED.


SALESWOMAN WANTED.

Apply to P. C. Osgood, 1 Madison avenue, New York, for a position as a repair woman in the Regis Co.'s branch office.
"The House Beautiful"

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

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

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

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

You may have one or the whole line on approval.

"Mark." We have Victrola XII's and XVI's in abundance. A postal card to us will bring you information and plans to aid you in selling Victrolas.

The Talking Machine Company
72-74 Wabash Avenue, Chicago

(Special to The Talking Machine World.)

Chicago, Ill., August 7, 1909.

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

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

Nisbett in Role of Torero.

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

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

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

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

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

Plume Family Take the Plume.

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

Bagshaws Visiting the Trade.

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

Opportunities in Canada.

"System," the business magazine published in this city, has an article on winning trade in the new Canada, which describes the opportunities for United States manufacturers in the great Northwest territory of the country to our North. It describes the methods used by different companies in winning trade in that country. Some entries in their favor are made.

Mr. Kretschmer, the manager, and who a few months ago opened an office in New York City for the purpose of increasing the demand for Edison phonographs, etc., as illustrated in Canada, is making a tour of the country, studying the conditions of the American market, who would prove good record buyers in Canada. It seems to me that there is a market for Edison machines in Canada, and in no manner can foreign manufacturers to do business in this country as they do in other parts of the world. Our company, for instance, would like a fair share of the American business just as the American companies are getting their share in other countries. For instance—the Gramophone companies in Europe control practically the same patents and trade marks as the Victor Co. You are, of course, aware that the German Gramophone Co. has opened retail stores in such cities as have no distributors under their own name. These stores are all handling our machines in order to increase their sales of records. I think that there is a market for a cheaper machine in this country and it would not interfere, in my opinion, with existing lines but would increase the business by reaching different classes of trade, who would prove good record buyers in the aggregate."

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

SECTIONAL CYLINDER AND DISC RECORD CABINETS.

Resembles a Handsome Sectional Book - Case.

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

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

The record filing capacity in these cabinets is unlimited.

Write for descriptive catalogue and dealers' special prices.

COMPARTMENT FILING CABINET CO.

425-26-30 TWENTY-NINTH STREET, CHICAGO, ILL.
menn and Mr. Kreutzer left on Thursday evening for the east; intending to spend a day or two viewing the glories of Niagara Falls.

Discusses Victor Expansion.

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

Important Columbia Deal.

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

Cylinder Cabinet Now Ready.

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

J. C. Roush Visiting Western Points.

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

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

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

Edison Jobber Zonophone Distributor

New Design Wooden Disc Record Racks and Cabinets Wire Record Racks SCHUBERT EXTENSIBLE CYLINDER RECORD RACKS Send for Special Offer SPRINGS for all makes and sizes of machines Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS

265 FIFTH AVENUE CHICAGO

THERE is SUPPOSED to be the Missing Link be tween Man and Monkey.

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

IT'S ALL IN THE BALL!

"TIZ-IT" (TRADE NAME)

Retail at 50 cents. Regular Discounts To Dealers.

To jobbers and other users of phonographs, the inventor, we will send this new connection in 5 dozen lots, F. O. B. Chicago, at $5.00.

Kreiling & Company Inventors and Manufacturers

North 40th Ave. and Le Moyne St.

CHICAGO, U. S. A.
"As Ye Sow, So Shall Ye Reap"

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

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

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

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

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

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

Our New Talking Machine proposition is interesting.

Write to-day for particulars.
AROUND THE BALTIMORE TRADE.


(Special to The Talking Machine World.)


The talking machine dealers of this city are a brighter lot just now than what they were at the same time last year. At that time business was at a complete standstill and the prospects were extremely gloomy. But now the reports come from all sections that business for July has been fairly brisk, while August has started in as though the long-looked-for brace will be on hand fairly from all sections that business for July has been extremely gloomy.

Wholesalers and retailers alike are of the opinion that they hit the right dope when they predicted that business would get back to its old-time form of the days of prosperity, and they are satisfied that they were not mistaken in making early arrangements and having their forces finish up their vacations by the middle of August. The dealers have about completed these preparations, with the exceptions of the last vacations, and are ready to tackle all the business that comes their way.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., says that the summer dealers have about completed these preparations, with the exceptions of the last vacations, and are ready to tackle all the business that comes their way.

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ACTIVITY IN CINCINNATI.


(Special to The Talking Machine World.)

Cincinnati, O., Aug. 7, 1909.

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

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

The Miller Musical Co. sent out a letter the last of July calling attention to the August list of Victor records. In the letter Manager Strlef called attention to the fact that he had tried out certain of the records in this booklet, and that he had checked them in red ink. These he recommended to the purchaser as being very good—the best contained in the new August list. The letter calls attention to the five parlors of the store that are used for demonstration purposes, kept cool with electric fans, and presided over by lady attendants. These letters were sent out to a large mailing list, and with very satisfactory results thus far. The new Victrola XII for $125 was a feature of the July trade. Records had a good sale. Cash business showed improvement, and collections are getting better every week. This store will open a booth at the county fair to be held at Conoy Island this month between the 18th and 22d. It will contain a fine display of all the goods handled by this store. Mr. Kenney will have charge of this display. The outlook for this month is considered good.

The month of July was a satisfactory one with the R. Wurlitzer Co. High-grade talking machines and Victrolas had a very satisfactory sale and a number of expensive outfits were delivered. The Victrola No. 18, which went on sale July 20, was a record-breaker in Cincinnati. Very few were delivered in comparison with the large number that were sold for September delivery. The reason of this is obvious. Every family in Cincinnati that can afford it has gone to the north or to the seashore, and only the business men remain in town. These are the people that the announcement of the new Victrola has brought into the talking machine stores, but they do not want the goods delivered until September. The new Victrola No. 12 has filled the purpose for which it was designed—namely, to stimulate the demand for talking machines of a high grade.

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

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

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

WIN PRIZES IN DRUM CORPS CONTEST.

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

A FIRESIDE MACHINE equipped with a LIN-O-TONE HORN

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

Length, 21 inches; Width of Bell, 17 inches. Retail Price, 5.00

THESE JOBBERS CAN SUPPLY YOU:

HOHOKUM, N. J., Eclipse Phonograph Co.
KANSAS CITY, Mo., A. J. Jenkins' Sons Music Co.
MINNEAPOLIS, Minn., Minnesota Phonograph Co.
MILWAUKEE, Wis., Lawrence Musical.
MOBILE, Ala., W. H. Reynolds.
NEW YORK, N. Y., Victor Talking Machine Co.
NEW YORK, N. Y., National Music Co.
NEW YORK, N. Y., Sesame Music Co.
NEW YORK, N. Y., Music Box Co.
PHILADELPHIA, Pa., Eclipse Phonograph Co.
RICHMOND, Va., Neale & Sons.
ROCHESTER, N. Y., Visible Music Co., O. & M. Co.
ST. LOUIS, Mo., Phonograph Co.
ST. PAUL, Minn., Minnesota Phonograph Co.
BURLINGTON, VT., Mackie Piano, O. & M. Co.
BOSTON, Mass., Eclipse Phonograph Co.
BRIDGEPORT, Conn., Mackie Piano, O. & M. Co.
BUFFALO, N. Y., Perry & Brickett Co.
BUENA VISTA, Pa., Neale & Sons.
BURLINGTON, VT., Mackie Piano, O. & M. Co.
CINCINNATI, O., A. H. Stoll Co.
CONN., Flirt & Fright Co.
DES MOINES, Iowa, Perry B. Whitsit Co.
EASTON, Pa., Lincoln Music Box Co.
ENFIELD, Pa., Irwin & Co.
FIRESTONE, Ohio, Mackie Piano, O. & M. Co.
FIRESTONE, Ohio, Mackie Piano, O. & M. Co.
FLINT & BRICKETT, Conn., Mackie Piano, O. & M. Co.
FOSTER, Conn., Mackie Piano, O. & M. Co.
GLOVERSVILLE, N. Y., Mackie Piano, O. & M. Co.
HAMILTON, Ont., Mackie Piano, O. & M. Co.
HILLSBORO, Ohio, Mackie Piano, O. & M. Co.
HOBART, Ind., Mackie Piano, O. & M. Co.
HOPKINS, Minn., Minnesota Phonograph Co.
HUMBOLDT, Pa., Mackie Piano, O. & M. Co.
IOWA CITY, Ia., Mackie Piano, O. & M. Co.
ICHTHALENDIS, Pa., Mackie Piano, O. & M. Co.
JACKSON, N. J., Mackie Piano, O. & M. Co.
JOHNSON, Maine, Mackie Piano, O. & M. Co.
KANSAS CITY, Mo., A. J. Jenkins' Sons Music Co.
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KANSAS CITY, Mo., A. J. Jenkins' Sons Music Co.
Bonci, Zenatello, Amato, Anselmi, Bassi, Constantino, Bispham, Gilibert, Van.

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


Exclusive Selling Rights Granted to Responsible Dealers.
Caruso, Russ, Destinn, Lehmann, Kubelik, Loy, Arimondi, Blauvelt, Trentini

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

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

Columbia Phonograph Company, Gen'l
Wholesale Department
TRIBUNE BUILDING, NEW YORK
TRADE NEWS FROM LOS ANGELES.

New Style Machines Help Trade—General Condition of Business Shows Improvement—"Talker" Men Decorate for Elks' Festival—Southern California Dealers Make Chery Regrants and Look for Big Fall Trade—The News in Detail.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 28, 1909.

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

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

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

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

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

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

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

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

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

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

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

The windows of the Wiley H. Allen Co. attracted much attention during Elks' week, as a result of one of Mr. Cobb's displays, which represented a miniature head of Elks listening to the Victor address of "Hello, Bill!" The Victor dog was sitting off to one side, conversing with the Los Angeles in rather a jaunty tone, saying "I wish I was an Elk," while the goat in turn advised him that "You would have to ride the goat."

New style of splendud trade conditions came from San Diego. Edward Borgum of the Southern California Music Co. branch, has visited this city and tells of the great growth of trade in the southern city. During the month much advertising has been done by the leading dealers. A rather novel method was recently adopted during the "Oriental Days" (Cal Stewart) at one of the theaters in that city.

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

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

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

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

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

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

The performance of "The Merry Widow" at a local theater has increased the demand for talking machine records of its different numbers. William Roddy, the advance agent for the company, has given his assistance to the dealers in the way of advertising matter and newspaper cuts.

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

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

SLEZAK WITH NATIONAL CO.

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

The list of grand opera artists singing for the National Phonograph Co., Orange, N. J., has a notable addition in the recent signing of a contract with Leo Slezak, the famous tenor of the Royal Opera House, Vienna, Austria. He is entitled to take the front rank, with the leading tenors of the world, and will be heard during the coming season at the Metropolitan Opera House, New York.

When G. Gatti Casazza, general manager of the Metropolitan Opera Co., contracted with Slezak he and Andreas Dippel, the director, were enthusiastic over the acquisition of the great tenor. They call him a second Tamagno, and stated he has the very highest reputation at Vienna and Budapest, where he has been singing for the last nine years. He has also been heard and received with great acclaim in Berlin, Paris and London.

According to musical authorities Slezak commands vocal powers that are nothing short of astounding, and it is not surprising that at the age of twenty-two he already enjoyed public ac-

ceptance as one of the leading Austro-Germanic tenors of the day. He first attained real prominence in Berlin, where he created a great stir in the part of "Lohengrin." This led to his being offered an engagement at the court opera house there, which he filled for several years subsequently. Everywhere he was received with unaltered enthusiasm, and when he visited Boston he visited each the market and paid tribute to him as an operatic star of exceptional brilliance.

Slezak made his first appearance at Covent Garden, London, Eng., in the year 1909, and he was most favorably received by both press and audience. He is now returning to the scene of his former triumphs to appear in some of his favorite parts, and to take the principal role in "Tosca"—Baron Klarner's new opera, which met with such conspicuous success in Italy last autumn.

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

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

Window displays are divided into three classes—good, bad, and indifferent. The first one pays.
Cleveland, Ohio, August 7, 1909.

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

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

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

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

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

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

Lawrence McGreal, Milwaukee

An order for the smallest part is given the same careful attention as would an order from a dealer for ten machines and a thousand records. During the seven years of jobbing Talking Machines I have never lost a dealer through poor service. My stocks of Edison and Victor machines, records and supplies are second to none in the country. I want the entire business of every dealer in Wisconsin and Northern Michigan, and I'll make good, when I get it. When you can't get service or the goods elsewhere, try me.

I Sell Nothing But Talking Machines

Lawrence McGreal, Milwaukee

Wholesale

Edison & Victor

SNAPSHOTS AT THE EDISON FACTORY.

Several Interesting Photographs Taken by J. Newcomb Blackman During the Jobbers Visit to the National Phonograph Co.'s Plant at Orange, N. J., After the Convention—Pictures Have Added Value Insomuch as the Subjects Were Snapped While in Natural Poses.

There is something about snapshot photographs, whether they catch the subject unawares or in careless poses, that appeals to the average mortal, for they show up the true characteristics of a person much more faithfully than is possible with any carefully made photograph in a semi-tropical background was obtained in two of the photos which proved most effective. The building seen in three of the pictures is a portion of the plant of the National Co.

CURFEW FOR TALKING MACHINE.

Long Island Barber’s Talker Purchased to Encourage Trade Becomes Too Popular—Children Cry for Haircuts.

Justice of the Peace Wright, of Islip, Long Island, has rung the curfew on the phonograph. Under his ruling it is illegal to operate a talking machine out of doors after 5 o’clock at night and before 8 o’clock in the morning. Justice Wright, however, tempered that ruling with mercy. After he had decreed that Julius Mentz, a village barber, had violated the unwritten silencer law against the talking machine and said he thought sixty days’ imprisonment would fit the offense, he suspended sentence. That was not done, however, until Mentz had promised, re-

ELMIRA ARMS CO. ENLARGE QUARTERS.

(Especial to The Talking Machine World.)

Elmira, N. Y., August 9, 1909.

Owing to the steady increase in business at the present time and the fine outlook for fall and winter trade, especially in the line of imported toys, talking machines, sporting goods, and novel-

GIVE TALKING MACHINE TO CRUISER.

On July 27 the municipality of Salem, Mass., presented a big talking machine to the United States cruiser “Salem,” named after that city. A handsome silver service and the seal of the city in bronze were also among the gifts to the vessel. A great crowd was present, it being

HOMESTOWN ROUND.—MR. AND MRS. J. B. BLACKMAN (FRONT SEAT); MR. AND MRS. GRO. BLACKMAN (TONEAU).
TO AWARD EDISON MEDAL.

Institute to Give it for a Notable Achievement in Electricity.

A gold medal for meritorious achievement in electrical science or electrical engineering will be awarded shortly by the American Institute of Electrical Engineers from the income of a $5,000 fund established for the purpose.

A committee of the Institute, of which Charles L. Clarke, of U20 Broadway, is chairman, will award the Edison medal whenever in their judgment a resident of the United States, its dependencies, or the Dominion of Canada makes a sufficiently meritorious achievement in electricity.

The medal has been executed by James Earle Fraser, a New York sculptor, and bears on the obverse a portrait of Thomas A. Edison, with the inscription, "Awarded by the American Institute of Electrical Engineers for Meritorious Achievement in Electricity." On the reverse is depicted, "The Genius of Electricity Crowned by Fame."

The Edison medal was founded on Feb. 11, 1904, through the contribution of a $5,000 fund by friends, associates, and admirers of Mr. Edison on his fifty-seventh birthday, in commemoration of the twenty-fifth anniversary of the successful introduction and commercial development of the incandescent light.

IMPORTANCE OF STORE EQUIPMENT.

A good many men in business to day seem to forget that not only interest, but a profit above interest, should be made on the investment each year, not only the investment in stock, but also in fixtures and equipment. Every part of the business equipment deteriorates in value as it grows older, so a certain amount of its value should be cut off from the inventory each year, and this loss should also be considered when the earnings of the equipment are figured.

Many men in business never take the trouble to figure whether they are making or losing money on their equipment. They find they have a little more money at the close of the year than at the beginning, and do not bother to see where it comes from. They do not know whether the addition of a new machine or other equipment will make or lose them money; it is a little harder, but that is enough.

The right way to figure on the profits on any new equipment contemplated is to make the best possible estimate of its earning capacity, that is, how much it will increase business or cut down expenses, as a rule with a new producing device which will save the hire of help may be a better investment than one which will increase the volume of business. After finding out how much it will make for the business, figure up how much it will cost to operate it, then interest on the investment and an allowance for wear and tear; the same as though you borrowed money to buy with, and deduct these figures from the earning capacity, and it is easy to see whether it will pay to add that particular kind of equipment.

RELMIC HAS COLUMBIA LINE.

J. H. Remich & Co., the widely-known sheet music publishers of New York and Detroit, Mich., with retail stores in both of these cities, and also Philadelphia and Baltimore, have become Columbia dealers and are handling the complete line in their various places with gratifying success. This is only one of several recent important arrangements.

The Victor Co. also announce the issuance of their new July record catalog, the regular May list being omitted on account of the double-face records published at that time. This July bulletin is complete and contains all Victor records intended for sale to the domestic trade, both single and double face. Shipments are now being made to distributors, and it is expected that those east of Denver will be in position to supply July record catalogs to dealers.
LOOKING FAR AHEAD.

Boston Writer Draws Ambitious Picture of the Joys of Ocean Travel When the New German Talking Machine, Utilizing a Heavy Current of Compressed Air, Comes Into General Use—Listening to Operatic Airs Wafted for Leagues Over the Ocean.

Some months ago extended reference was made in these columns to the invention of a loud sounding phonograph by a German—an application of Parsons’ utilization of compressed air, as shown in his invention of the Azuxphone, to the phonograph.

Concerning on this invention a writer in the Monitor of Boston, Mass., paints a fanciful picture, forgetting that it is otentimes a long road between invention and perfection, so that we may have to wait for a realization of the enjoyments pictured. The story is worth printing, however.

"If while crossing the Atlantic one of these days the tourist hears a popular air, or something from one of the operas, or even something symphonic, wafted across the water, by daylight or by moonlight—something melodious, apparently issuing from some point beyond the horizon—he will be better informed than a majority of his fellow passengers if he happen to know where it comes from, what it is, or, at least, how it is produced. Such music may be explained by a recent invention in Germany, and we are indebted to our consul for the facts, so far as we are aware.

"The story is worth printing, however.

"The Marietta Phonograph Co., of this city, on Thursday night experienced the second fire within a year, which completely ruined their stock and store equipment. It was one of the most stubborn blazes that the fire department has had to cope with for some time. The fire started in a small frame building used for the storage of talking machines and supplies, located in the rear of the main structures, and spread so rapidly through the main building that at one time it was thought it could not be got under control. The Marietta Phonograph Co. carried about 35,000 disc records and about the same number of cylinder records, besides a large number of talking machines and sundries. The entire stock of records and machines was destroyed. It was possible to save only a few talking machines.

"Mr. McCollum, the proprietor, states that his loss amounts to $15,000, and that he carried $8,600 insurance. The loss on the building, which was rented, is about $3,000.

"Last October, when the Marietta Phonograph Co. occupied quarters in the Mueller building, a disastrous fire occurred there, causing a loss of nearly all the stock and damaging the building to a considerable extent.

"The clerk is in direct line to become a salesman. It is the next job above him; he has an option on it. It is merely a matter of "getting busy" with his mind and learning all that can be learned (which is a great deal) about the merchandise under his charge.
How to Preserve Records

This is a matter that we have given a great deal of our time and money. We now have in the most elaborate catalog that we have ever produced, illustrations of our new Cabinets for Disc and Cylinder Records. Twenty-five Patterns to select from, in Oak and Mahogany. Cylinder Cabinets equipped either with pasteboard pegs or clamps on which the cylinders can be put in the original curtains. A Udell Cabinet to keep your records in is not a luxury but a necessity if you have a talking machine. No broken records, none lost. Can lay your hand on any record that your library contains instantly. A Udell Cabinet is a piece of furniture that will grace the most exquisite surroundings. In patterns made, finish put on them, interiors and general workmanship, Udell Cabinets are as. Now this beautiful New Catalog is ready for every Dealer that wants it. Write

THE UDELL WORKS, INDIANAPOLIS, INDIANA, U. S. A.
Spent in a Sportsman's Paradise in New Zealand—containing the Native Maoris with the Talking Machine.

C. E. Bryant, a well-known talking machine salesman, who has been located in Boulder for some time past, recently took a short vacation, going to Australia. He sends The World the accompanying photograph of himself and a resident of Rotorna, New Zealand, and showing the results of one day's fishing by Mr. Bryant on Lake Rotorna—twenty-three fine rainbow trout, ranged, dressed, from three to six pounds. Mr. Bryant writes: "I had in the evening of my return several good shots at wild ducks on the lake, also along the shore of several bays of California quail; also two brace of Chinese pheasant, and all this within the comforatble modern civilization, as we were only a few hours from the town of Rotorna. Surely you will say a marvelous sporting country, in the evening. I regard the native population (Malaysia) with a few choice selections on a talking machine, which created much interest."

Surely the sportmen among our readers will envy Mr. Bryant in his vacation environment.

ESCAPES SERIOUS ACCIDENT

J. Newcomb Blackman, of the Blackman Talking Machine Co., narrowly escaped a serious accident while automobiling near Railway, N. J., last month, when a loose chain slipped off the sprocket and became entangled in the running gear. Though Mr. Blackman applied the brakes in short order, the car was stopped none too soon, for the axle was broken and the wheel would have dropped off within another 50 feet, causing a serious spill, as the car was going at good speed. It took six hours for expert mechanics to repair the damage.

This theater of man's life contemplation and action ought ever to be united, a conjunction like unto that of the two highest planets—Saturn, the planeter of rest, and Jupiter, the planet of action—Bacchus.

MUNSON FOLDING HORN

FOR DISC AND CYLINDER MACHINES

MUNSON FOLDING HORN

THE MUNSON FOLDING HORN

Greatly improves the tone of the records and means increased good sales.

Retail $7.00

Volunteer and Picnic Sheet

650-652 NINTH AVE. FOLDING PHONOGRAPH HORN CO., NEW YORK CITY
This invention relates to improvements in talking machines, the object being to provide a simple and effective device for feeding the stylus arm over the record in such a manner as to cause the stylus point to register properly with the record. By this means undue wear upon one side of the record is avoided.

This invention also contemplates the further improvement in that it permits of varying the degree to which the stylus shall be fed. By this invention it is avoided.

This invention relates to sound reproducing machines and the main object is to provide machines of this character with means whereby one of a plurality of records may be transferred from a suitable magazine or support to the rotatable record support, for the purpose of reproducing the record, and also to transfer the record from the rotatable support back to the magazine.

In the drawings Figure 1 is a side elevation of the improved sound reproducing machine. Fig. 2 is an end elevation thereof. Fig. 3 is a sectional plan view, showing the record magazine and turn-table removed. Fig. 3a is a detail, in a sectional plan view, of a jointed arm and the sound box. Fig. 4 is a sectional plan, showing the record magazine and turn-table removed. Figs. 5 and 7 are sectional elevations as on the line 5-5 of Fig. 1. Fig. 5a is a detail of a part of the mechanism for supporting and lowering the records. Fig. 6 is a detail, in elevation, of a part of the automatic mechanism for stopping the machine, and adjuncts. Fig. 7 is a sectional plan view, as on the line 7-7 of Fig. 2. Figs. 8 and 9 are sectional elevations as on the line 8-8 of Fig. 7. Fig. 8a is a detail of a part of Fig. 9 as seen from the dotted line arrow and Fig. 9a is a detail of Fig. 8 as seen from the full line arrow. Fig. 9a is a detail of a part of Fig. 8 as seen from the right hand side of the latter figure. Figs. 10, 11 and 12 are diagramatic views showing the series of records, the turn-table and different positions of the parts directly concerned in transferring the records from the series to the turn-table and back again; Fig. 10 showing the position of the parts while a record is being reproduced, Fig. 11 showing a record raised from the turn-table and being moved horizontally to the top of the series, and Fig. 12 showing the lowermost disc of the series being moved to and upon the turn-table.


This invention relates to a photograph arm and like instruments, the bell of which is usually built up of a series of sections, the latter generally having curved side edges which give the desired contour to the bell; and in certain respects it is to the nature of an improvement on the horns shown in United States Patents 12,442 of January 30, 1906, and 771,441 of October 4, 1904.

One of the principal objects of the invention is to simplify the construction and reduce the cost of the bell of a phonograph horn. To this end sections of thin, flexible sheet metal are used, usually with curved side edges, so as to join said curved edges together by means of wires passing through a series of eyes rolled or formed alternately in the contiguous sections. This method of joining the strips together is very simple and inexpensive.
A further object of the invention is to produce a horn which is capable of being folded or reduced in bulk for convenience in transportation or storage.

In carrying out this feature of the invention, certain or all of said sections are formed of two strips. This permits the strips to fold together in the manner of the plait of a fan, so that all the strips can pack facewise against each other, thereby reducing the bulk to a minimum. In setting up the horn it is only necessary to expand the bell, which, owing largely to the outward buckling of the large ends of the strips, possesses sufficient rigidity for use.

Preferably each of two sections in the horn is single, that is, formed of a single metal plate instead of being formed of two strips hinged together. These single plates or sections are placed opposite each other in the horn so that when the same is folded the strips or plates form two sets which lie one opposite the other between said single sections so that the device very closely resembles a folded fan in form.

It will be understood that if the bell is not intended to be collapsible all of the sections may be single instead of formed each of a pair of strips hinged together; the novel method of hinging the sections together, even in a non-collapsible horn, being preferable to methods herebefore in vogue.

In the accompanying drawings, Fig. 1 is a view of a phonograph horn embodying several improvements in one form; parts being broken away to disclose the invention more clearly. Figs. 2 and 3 are end views of a bell section, comprising two strips hinged together, and illustrates the buckling or springing of the strips when opening the bell. Fig. 4 is a sectional view to illustrate the hinging of the strips which form a bell section. Fig. 5 shows the Fig. 4 strips separated. Fig. 6 is a blank of one of the strips which make up the bell sections. Fig. 7 is one of the single or main sections of the bell, undivided into strips. Fig. 8 is a view of another construction of device for clamping the neck of a bell. Fig. 9 shows one of the wires which form the plait to connect the strips and sections together. Fig. 10 is a view of two strips hinged together to form a section. Fig. 11 is a view of a detached opened bell. Fig. 12 shows the bell folded in full lines, and also shown by dotted lines the manner of unfolding the same.


This invention relates to improvements in speed changing mechanism for graphophones, and has for its object to provide an additional attachment or mechanism by means of which both the old and the new machines may be readily adapted to play what is commonly known as the standard two minute record, and also a new tour minute record which has recently been produced.

The invention relates particularly to improvements in the device shown and described in pending application, filed Jan. 25, 1909, Serial No. 472,962.

Fig. 1 is a side elevation of a graphophone, showing the location and arrangement of the principal parts of the invention; also showing a portion of the old and new records. Fig. 2 is a front end elevation of the machine. Fig. 3 is a sectional view on line 3—3 of Fig. 2. Fig. 4 is a sectional view on line 4—4 of Fig. 2. Fig. 5 is a sectional view on line 5—5 of Fig. 1. Fig. 6 is a part end elevation showing the manner of throwing the auxiliary train of gears out of mesh.

A Wire Rack for your RECORDS

That is what we want to talk about.

Our Catalog shows a wide variety of standard sizes for both cylinder and disc records. You owe it to yourself to investigate it. We're both losing money until you install "THE HEISE SYSTEM" for carrying your record stock. Write to your jobber or to us for a catalog, to-day.

Syracuse Wire Works
R. S. Williams & Sons Co., Toronto and Winnipeg
Syracuse, N. Y.
Leading Jobbers of Talking Machines in America

Exclusive Columbia Jobbers

ORDER WHAT YOU WANT WHEN YOU WANT IT
We Can Deliver the Goods

Kraemer & Gosorn
NORFOLK, VA.

HARGER & BLISH
VICTOR JOBBERS

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.

EXCLUSIVE
Columbia Jobbers


PORCH BROS.
242 Franklin Street : Johnstown, Pa.

Ludden-Campbell-Smith
Company
Jacksonville, Florida

Exclusive
Columbia Jobbers

We Carry the Full Line.

COLUMBIA DOUBLE-DISC RECORDS
COLUMBIA INDESTRUCTIBLE RECORDS
COLUMBIA GRAPHOPHONES AND SUPPLIES
PROMPT SERVICE
Exclusive Territory Assigned

E. S. BLACKBURN
19th Street and Marshall Boulevard
CHICAGO, ILL.

PRICES PHONOGRAPH CO.
14-16 Clinton Street, NEWARK, N. J.

VICTOR, EDISON and REGINA

We make a specialty of getting the order out on time—always on time.

The Rudolph Wurlitzer Co.
Cincinnati and 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 September list.
## Leading Jobbers of Talking Machines in America

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<th>Victor</th>
<th>Wholesale Retail</th>
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<td>San Francisco, Cal.</td>
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### Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia products exclusively. All orders promptly filled. Exclusive territory assigned.

**KIRK, GEARY & CO.**

**SACRAMENTO, CAL.**

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### Exclusive Jobbers for Columbia Graphophones and Records

Orders filled the day they are received. Complete stock. If it's in the catalogue, we have it.

**Maine Phonograph Company**

**Portland, Maine**

Controlling State of Maine and portion of New Hampshire

### Exclusive Columbia Jobbers

Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money. Nashville is so centrally located that there is a great saving of time.

**Phillips & Buttorff Mfg. Co.**

**Nashville, Tenn.**

---

### Daynes-Beebe Music Co.

45 Main St.  
Salt Lake City, Utah

Send your orders to us and you are always sure of quick action.

**We are**

**Exclusive Columbia Jobbers**

We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records: Disc and Cylinder Graphophones.

---

### COLUMBIA JOBBERS

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

**Scheuber Drug Company**

**Livingston, Mont.**

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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 September list.
REAL BUSINESS SUCCESS.

R. H. McDuffie Discusses the Only True Method of Achieving It—A Healthy, Breezy, Stimulating Talk on a Topic of Interest to Every Talking Machine Man.

Success does not mean simply carrying our point, making money and accumulating fortunes, but it has a broader meaning. A man who accumulates a fortune by shabby methods has not made a success, but the man who accumulates something by honest means, has a clear conscience and is happy and contented, is the man, in my opinion, that has attained real success. However, as my subject indicates that there is only one method, I shall contend that there is but one safe method. Now, I have selected as my text, "Honesty the Best Policy, or the Square Deal." I believe the square deal is the only method that will produce genuine success, and when the square deal is combined with well developed ability placed in full action, success is bound to follow.

The principle of the square deal is not only to be honest and reliable in a general sense, but to be so in the absolute sense; that is, to aim to give an exact equivalent in every transaction and to give the highest possible worth to everything we produce and offer for sale. To simply be honest in the ordinary sense of the term is not enough; we must be so honest that we will not give away anything to the world but the very best we can produce. The man who places an inferior product upon the market when he has the ability to produce a superior product is not strictly honest; he is not giving his best to the world. We are not giving the world a square deal unless we offer our very best.

Honesty and ability not always in his work is not an honest workman, even though he may be poorly paid just now. To be strictly honest and thoroughly just to himself he must do his work so well that he could not possibly improve upon it.

HONESTY.

There are many people who believe that absolute honesty is not necessary to success, and there are a few even who believe that reliability is an obstacle if great success is to be attained, but it will not require much clear thought to understand that the opposite is the truth. The real business of the world is based upon the principle of an exact equivalent, returning worth for worth, and so necessary is this principle to the very existence of the business world that no enterprise whatever could exist if this principle were removed.

PARASITES.

The man who accumulates a fortune through "shady" methods does not engage in real business; he simply acts as a parasite upon the reliable business enterprises of other men. He would therefore starve if honest men should cease to conduct business. The parasite always dies when you remove the source of his life and power.

Take away legitimate business and illegitimate business would go into bankruptcy at once; take away illegitimate business and the legitimate would thrive as never before. Destroy the animal that supports the parasite and the parasite will also die, but remove only the parasite and it is clear that the animal will become stronger, healthier, more vigorous and more powerful than ever before.

The honest business of the world not only supports itself, but it also supports the dishonest; it not only supplies vitality for its own continued existence, but it gives away a great deal of extra vitality to keep alive the parasites. If it should cease to give away that extra vitality and use all its life in promoting its own legitimate ends, it is evident that real, legitimate business would overflow with wealth in every part of the world.

A WINNING CONCLUSION.

The square deal, combined with well-developed ability, will win every time, and its gains will be far greater when it refuses to give part of its life to keep parasites in thriving existence. The man who thinks there is no success in re-liability tries to supplant his own lack of ability with unreliability. Being unable to create his own success he appropriates a considerable portion of the success that has been created by others. He calls his own power of appropriation and accumulation success, but he forgets that if others did not create success there would be no success for him to appropriate, and he also forgets the fact that only the man who creates success is entitled to success.

When the majority realize that it is only ability that can create success, and that ability produces the greatest results when acting through reliability, the parasite will disappear from the business world, and the number realizing this great fact is growing very rapidly.

In my opinion the quickest way to eliminate this parasite and thereby remove the greatest block in the way to greatest success is to take advantage of the great opportunity we have to labor honestly and deal fairly with our fellow-man, always keeping before us as our motto, "A square deal to all."

To the 8,000,000 of people that make up this great Republic the opportunity to labor honestly means more than to all the world besides. It means the development of resources great beyond the comprehension of any mortal, and the diffusion among all riches to which the glories of "The Arabian Nights" are but the glitter of the pawnshop, and to which the sheen of all the jewels of this earth are but the gleam of the glow worm in the pallor of the dawn.

LATEST CUSTOMS RULINGS.

Foreign Souvenir Postal Cards Are Denied Entry as "Lithographic Prints."

Post cards imported by the Souvenir Post Card Co., of New York, were held last week by the Board of United States General Appraisers to be dutiable as assessed by Collector Loeb at 25 per cent, under the provision in the tariff for "printed matter."

It was alleged by the importing concern that the Collector had erred in classifying the cards, and that they should have been admitted to entry at appropriate specific rates under Paragraph 444, covering lithographic prints. General Appraiser Fischer, in his decision for the board, says that the customs tribunal is convinced that the cards are not lithographed, and consequently the assessment imposed by the Collector will stand.

SLOT MACHINE FOR BOOKS.

Russak Has Contrivance Which May Do Away With Newstand Attendants.

Frank Russak has arrived in London from Paris with the object of starting a company to exploit a French invention for which Mr. Russak holds the patent rights in Europe and America. The idea has points of interest both for authors and publishers, for it concerns the distribution of their wares in a novel fashion. It is the application of a penny-in-the-slot machine to what is generally described as ephemeral literature.

Mr. Russak believes that there is a large public which will be eager to hire a book, for a few hours' reading, provided they do not have to trouble to go to a circulating library and can lay their hands upon what they want just when it is wanted.

The machines will hold ten or a dozen books, displaying their titles so they can be read without being removed from the case, which opens only when a certain coin is put in one slot as the price of hire, and another coin is put in another slot as the price of the book in the event it is not returned.

If Mr. Russak can get capital together and make arrangements with publishers, he will distribute these machines in hotels, trains, seaside resorts, and everywhere there is likely to be a demand for books to while away an hour or two. Mr. Russak is so enamored of the scheme that he can see none of its obvious difficulties.

H. L. BRITTAIN CO. INCORPORATED.

The H. L. Brittain Co., New York, have incorporated to manufacture and deal in cameras, lenses, films, etc., and to deal in talking machines and supplies, with capital stock of $50,000. Incorporators: James O'Neill, Hotel Lucerne, Van D. Macumber, No. 500 Bedford avenue, Brooklyn; Henry L. Brittain, No. 201 West Eighty-fourth street, New York.

THE BOOSTER.

When you hear a fellow knocking 'causing the times to him seem hard,

Be a Booster!

Just slap him on the back and say, "Come now, cheer up, old p'ard!"

Be a Booster!

You will find that knocking never helps, while boosting always pays;

That a cheery smile will brighten up the very darkest days:

So if you choose the surest of the joy-inspiring ways,

Be a Booster!

NEW YORK, AUGUST 15, 1909

SIDELINE SECTION
Business is a great game. And because it is such a great game it is the reason why it takes a skillful player who combines his skill with precision, keen interest and good judgment to win out. That many do not recognize it as a game, play it for all they are worth and follow the rules, accounts for many of the failures that occur year after year.

The game of business is not one of chance. It is not a game wherein luck plays the most important part and the turn of a dial spells victory or defeat. No, in business to-day the best man wins. He wins because there are rules which, if followed, mean success. He follows them.

Also, he is possessed of initiative, energy to push his business and business instinct to tell him whether contemplated plans will make for success or failure. And the best part of all is that he uses them.

The man who goes down to defeat, who belongs to the crowd of "also rans," can blame his defeat on circumstances. One is a lack of stick-to-it ability. Unlike the man who stuck to the ship and went down with the colors flying, at the first sign of a leak he is ready to jump.

Employing a man on account of his real selling ability and therefore loses many sales they should make, hurts the business of any merchant. A clerk's value to his employer depends on his ability to help his employer make money. If he can not do this he is of little value. He is so mean dead wood in the business machine. He clogs it and prevents it from running at necessary speed.

More time spent in finding capable, honest clerks and then striving to keep them, and less spent in teaching those that will never be sold, would pay handsome dividends.

Should be up-to-date.

The man who does not do this is not up-to-date. The man who does not keep up-to-date, whose business methods date back to the war, who is satisfied with things as they are, what can be expected for him to-day but failure?

A man can not pay too much attention to the business he is following. If he begins to divide his attention with outside affairs, he then pave the way for los for enter. He should give to his business the best he knows. He should work at it and with it, dream about it and build air castles around it. The man who never builds air castles never builds castles of any other kind.

Taking money from the business to speculate with is the cause of many more failures than will ever be known. The temptation to take a fly in stocks or make a spurt in the race track is too strong for many to overcome.

With an eye to winning in a few hours what it would take a year to make in business, they speculate, and generally lose.

The loss of money undermines their business, the fever of gambling gets in their blood, with the result of neglect and inevitable ruin.

These are the reasons why men fail in business. Down through the corridors of time are found examples of men "who might have been, but were not." The failures of others were not needed, the laws of business were not followed and nothing but disaster could result.

The kind of man who wins in business starts to fight as soon as he sees things are not going right. This kind man uses his energy and efforts in proportion as his business begins to fall away.

The newspaper outlook for business, the more he hates. And the hustler generally wins.

The hustler is alive and up and at it. He knows he's living, that he has a business to run, that he is the pilot that must keep this business off the rocks. He bends every effort, gives it his best, and finally has the satisfaction of landing the cargo safely in the harbor of success.
"The 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.
ADVERTISING AND QUALITY

Should be the Keynotes of the Policy of the Dealer Who Desires to Win Trade.

If many of our business men went after trade like the mail order houses, and as persistently, the out-of-town business would be reduced to a minimum. Many of the best retail dealers in the country towns are handicapped for lack of capital to carry the assortment needed, but they buy too many of one thing; do not spread their capital out enough. The result is when more goods are needed, their capital is tied up in stock and not available for new goods.

One of the greatest hindrances to the retail dealer in the country towns is his lack of advertising, it must be admitted. The mail order houses spend millions for advertising, using circular letters and booklets. If every retail dealer would do more circular advertising, coupled with judicious newspaper advertising, then he would see an increase in his sales. Circular letters and booklets of reasonable goods should be sent to each family in each dealer's neighborhood.

Nearly all manufacturers will supply electro types of their goods, and the local printer can put them in shape.

Nearly all manufacturers will supply electro types of their goods, and the local printer can put them in shape. Don't be content with sending out circulars, many of which just lie waiting to be opened.

Don't be content with sending out circulars, many of which just lie waiting to be opened. Don't be too dependent upon others. People who watch the work-not the hours. They ask, "What that means?" tersebut judgment.

This is the last and great commandment, and there is no other like unto it. Upon this commandment hangs all the law and profits of the business world.

NECESSITY OF INITIATIVE

Initiative and action, not routine or depend-
ence, are necessary to the success of the young
man of to-day. The proprietor of one of the
largest retail houses in New York said the other
day that he could afford to pay 50 per cent.
higher salaries if he could get hold of men who
possessed judgment and initiative. Do you know
what that means? It means the power to do
the right thing at the right time. This mer-
chant said that most of his young men were too
mechanical. They learned to do certain things
in the earlier days of their experience, and they
did those things over and over in a mechanical
way each day. They fail to put thought and
study into their work. "That's the reason," con-
tinued this merchant, "that there is always room
at the top. We find it more difficult to fill satis-
factorily one $5,000 position than it is to fill
ten $600 positions."

The reason is obvious; young men in business
are too mechanical. They don't take the trouble
to attempt to do their work on a proper basis.

Another merchant in New York recently hired
a young man for an executive position at a sal-
ary of $3,500 per year. This young man had
been at work about a month when the two were
having a talk one evening regarding the policy
of his department, and they referred to the method employed in a similar department of a larger store. "They pay $3,000 a year for
an assistant up there," said the young man, "and they ask for the best price of work, so
that the manager has only the finishing touches
to do and the rest of his work is largely super-
vision of the "show," was the reply. "We are
goal of doing things, but you can do anything
with money. What we want is to accomplish
the same thing without spending nearly as much
money. Give me one man who can do things.
I got you because I thought you had initiative.
So far you are working all right, and if you
continue you need have no worry about your
future. When our business reaches larger pro-
portions you will be relieved of a great deal of
detail, but even then I feel that we can ac-
complish practically what the other concern is
doing at a great deal less expense."

These remarks are straws that show which
way the business wind is blowing. The great
merchants want men of action; men who think;
men who watch the work-not the hours.

Do you know the old saying—"The more oversight, the less
success of those whose experience we consider.

Don't be an automaton. Don't be too dependent;
upon others. Remember the old saying—"The more oversight, the less
pay."
will learn in no other," was one of Franklin's proverbs.

It has been said that "in explaining a theme to another it becomes luminous to ourselves." By that process we often find ourselves profiting by our own teaching, though we may have failed to realize the lesson-value of the experience itself.

Speculation is a tempter that defies experience. The Yukon has been the graveyard of unburied hopes and uncounted fortunes. Yet men continue to take the chances—to lose. Untold disappointments would have been averted had we been willing to profit by other men's experiences. We seem to like to taste the poison ourselves.

"Experience," says Oscar Wilde, cynically, "is the name we give to our mistakes."

When we can learn to avoid our own mistakes by profiting by the experience or the mistakes of other men we will have won one great point in the everyday struggle for existence.

FUNCTION OF ADVERTISING.

Simply a Means of Obtaining Inquiries in Mass—Properly Handling the Orders Depends Upon the Advertiser Himself—Every Inquiry Valuable.

"A bird in the hand is worth two in a bush." This old saying applies forcibly to the obtaining of new business, and particularly to getting business out of inquiries received from advertising sources. When a firm spends money in publicity, using its time and energy evolving and developing selling ideas, and in return procures inquiries from interested persons, its efforts are but partly rewarded. It often takes more persuasion and argument to turn a prospective's interest into a definite plan of action than it does to arouse the attention in the first place. And it is at this point in the campaign that many fail, or rather, neglect to take full advantage of the result of whatever advertising has been done.

It is the opinion of some that when the space has been bought, copy prepared and bills paid, all is finished. They think that it is only necessary then to sit down and the orders will come. They are glad to get the cash, but let us face the fact. Every inquiry should receive careful and prompt handling sufficiently long to learn whether it will turn into an order or was careful and prompt handling sufficiently long to all is finished.

Neglect to take full advantage of the result of the campaign that many fail, or rather, neglect to take full advantage of the result of whatever advertising has been done.

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GET DOWN TO BRASS TACKS.

Don't Pay to Dream—The Realm of the Dreamer Unreal—Why the Energetic and Practical Man Wins Success—Gives His Whole Mind to the Thing He Is Doing.

T. J. Mathews contributes the following bright little item of practical philosophy to the National Hardware Bulletin:

The dreamer weaves a fabric from the cobwebs of his imagination, but the butterfly of success breaks through, leaving his web in fragments. Dreams are not only idle musings, they are the beginning of things. As in a seed, formless ideas are the germ of dreams.

Don't be a dreamer. Get down to brass tacks. Dreams are mind-mists—fogs that obstruct the view. Beautiful mirages may appear upon them, but too often leave behind them and bitter in the distance. It's better to—

Get down to brass tacks.

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Get down to brass tacks.

The dreamer is great on figures. He can make them promise success in any enterprise, but his pie-crust promises are easily broken. His head is above the clouds, where the sun shines brightly, he cannot conveniently find the pitfalls. Better to duck his head, watch his feet and—

Get down to brass tacks.

The dreamer may know how, but is slow to use his knowledge. Procrastination not only steals time, but robs opportunity. Not knowing how, but doing now is what makes for success. It's case of—

Getting down to brass tacks.

Getting down to brass tacks is being energetic and practical—giving your whole mind to the thing you are doing and never letting up until it is finished. Clearness of thought, singleness of purpose and hard work will bring success where dreams mean failure. Put the point in the right place, keep your eye on the head—and hit it—

That is a subject which interests every live merchant in every part of the country, and if you are selling talking machines why would it not be well to add player-pianos?

They blend harmoniously and you can increase your income very materially if you secure the agency for the Angelus Piano.

BRIEFLY.

The Exhibitors' Film Exchange, of New York, has been incorporated at Albany to manufacture, sell and rent moving picture films, with a capital of $30,000. Incorporators: A. Pradel, 138 Third avenue; J. Rosett, 29 Liberty street; L. Rosett, 301 St. Nicholas avenue, all of New York.

The Moving Picture Co. of America Corporation Guarantee & Trust Co., has been incorporated in Delaware with a capital of $100,000. Incorporators: P. A. Barnett, of Phila., Pa.; H. W. Schorr, of Phila., Pa.; S. D. Townsend, Jr., of Wilmington, Del.

The Hayes Lithographing Co., Buffalo, N. Y., have organized a special post card department, which is under the management of Jra. E. Seymour. The Hayes Co. are widely known in the art lithographing field.

The Photo and Art Post Card Co., 56 Washington street, Chicago, have sent out a beautiful line of Thanksgiving, Christmas, New Year's and birthday subjects in lithographed colors and gold, richly embossed with frames and other relief embellishments.

The Drysdale Co., Chicago, have issued some very attractive cards of Indian subjects which are bound to win a great deal of favor. Success in storekeeping comes through keeping the goods plainly marked, keeping the bargains attractive, keeping the public informed, keeping the store and its people clean, inside and out—and keeping at it all the time.

How to Expand Your Business.

We can explain this to you if you write us, and we can also show you how it is possible to increase the annual profits of your business without materially increasing your expense account.

In other words, with the Angelus agency, your overhead expenses are not increased but your receipts will be growing all the while, for the Angelus has the power of attracting trade that is marvelous.

Now don't put this off but let us take up this subject with you at once. It will pay you.

Wilcox & White Co.
MERIDEN, CONN.
WAITERS VS. PUSHERS.

Close Attention to Business Is Required if Success is to be Attained—The Waiter Always a Pessimist—The Rusher, the Man With Faith—Wins Out by Advertising.

Constant study is necessary to keep a salesman at his best. If you want to succeed and get to the top of the list, devote all your thoughts to your business. There is plenty of room at the top without anybody falling off.

The world is full of waiters—not men who police the festive tray or linger-dip and fire cat-able's at hungry guests; they are generally hustlers; we mean the waiters who get nothing but crumbs, alleged business men who never see a perfectly clear sky in the financial world.

Not long ago they were waiting until after election day; then they waited until after the new year had made its appearance, then until the tariff was determined; now they will wait until the crops are harvested, and 'till be too late to do anything before they see how 1910 is going to open up.

By that time the papers will probably be talking about Taft's successor, and of course it will not do to act until that is settled.

Find a man who is all the time holding off waiting to make sure his bread is buttered on both sides before he takes a bite, and you'll discover he is not a pusher and eat sumptuously at the table to advantage and make easy money and big profits.

The waiters are pessimists. Why not? If a man does nothing but pull back, if he bogs his bank-roll for fear it will get away and he'll starve to death, if he has no faith in this great country, he naturally looks at everything through darkened glasses and comes to thoroughly believe his own direful predictions.

Push—don't wait.

The pusher is a different kind of an individual. He is the one who makes business. He gets his chance in early and goes to work to sell it. The people mighty quick find out when he is around and know pretty well whether he is selling axes or brown sugar.

He believes in this great country. He knows there is more money and business here than in any spot on earth and he is out to get his share of it. He realizes the vast resources of the nation; the great demands for goods at home and abroad, and is aware that the busy man will find trade if he looks for it. He doesn't wait for elections, for spring or summer, for tariff discussions to cease or for the men of the New York Stock Exchange to tell him that it is safe to do business. He just goes ahead and does it.

The pusher has faith.

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The pusher is an advertiser.

You'll see his announcements in the papers, written in an attractive, business-like, to the point manner. He is an expert in thinking that dull titles afford the best opportunities to advertise. He is convinced that busy seasons offer him no particu- lar reason to reduce his outlay for advertisements as an exchange puts it, he just knows it pays to advertise all the time—and he gets the business.

He is a pusher and eats sumptuously at the table—not a waiter, starving on the crumbs.

SOME BUSINESS REFLECTIONS.

The Pleased Purchaser—Following Up Sales—Grievances Just and Unjust—Special Letters and Personal Calls.

There is one man who knows a lot about your business and doesn't charge anything for imparting his knowledge. That fellow is the user of your articles.

Are the goods that you sell talking in your favor or against you? One of the brightest sales managers in this country once made the state-ment printed in italic above. There is a lot of food for reflection in that short remark. The man who is pleased with your merchandise is usually willing to speak well of it. The man who is displeased with it is not only worrying but anxious to condemn it.

DO YOU FOLLOW UP YOUR SALES?

Do you question your customers to know how their various purchases are meeting their re-quirements? More important still, do you get after the customer who has failed to come back to your store and find out why? If you do this you do employ patience and tactfulness in ad-justing the matter to his entire satisfaction.

To some merchants this may sound like empty talk. If it does sound so it will be for one of two reasons, namely, because the merchant is already following a special policy, or because he is too independent to entertain such a policy at all.

THE BROADER MAN SUCCEEDS.

The man who is broad enough to realize that he and his business are not infallible; that mistakes in his organisation are possible; that flaws in his merchandise may sometimes exist; is far better prepared to grasp opportunity and win success than the man who fails to recognize these possibilities.

Self-confidence is all right in its place. Independence is an admirable quality when judi-ciously exercised. But there are two factors which have to be known to drive business away from a store and make a splendid location a losing investment.

1. Grievances should most certainly be recognized, and when the customer does not present them himself, the merchant should make some systematic effort to locate them. Even the most uncomplaining merchant should be tactful, and in some instances it will pay the merchant to swallow his pride and make an adjustment which in his heart he knows to be an imposition.

2. It takes all kinds of people to make a world. The retailer will come in contact with most all of the different varieties at some time during his career. Still he is in business to make money, and, if possible, to do more business this year than he did last. Palte pride will stand in his way if he doesn't overcome it.

LETTERS AND PERSONAL CALLS.

Courteous special letters should be sent to those customers who fail to call as often as they should. And the effort should not end there. One of your representatives who knows the cus-tomer the best should call on him. If his trade is diminishing or has been entirely transferred, says Clarfeld in The Iron Age, then he and his business are not infallible; that mis-sions poor, the catalog houses getting most of both sides before he talks, and you'll discover

Of course you have the same experience. By the time the papers will probably be talking about the tariff question was settled. By that time the papers will probably be talking about Taft's successor, and of course it will not do to act until that is settled!

Persistence Landed the Job.

Some years ago when — was city editor of the New York Herald he was frequently solicited by a persistent youngster who sought as-cription as a reporter on the staff. Rebuffs more or less marked in no way disheartened the indefatigable applicant, who kept at it ever-lastingly. One inclement day, varying his cus-tom of calling at the office he telephoned from Newark, N. J., his home, making the stereotyped request, which the busy editor on the instant did not associate with his familiar visitor, but, as his identity dawed upon him he said impatiently, "Go to ——! Instantly the answer was flashed back, "Shall I get pictures?" The nimble wit of the tireless cub, who, on the spur of the moment assumed that final he had been "assigned" to cover important territory, caught the astute editor, who detected ability and em-bryonic conception of a "beat," and sending himself on the spot, directed him to call and later engaged him. The young man made good as a reporter and his advancement since in other words has been marked that in the last edition of "Who's Who" more space is given up to a description of his career than is occupied by his former superior, who is now one of the prime owners of a chemical company, its presi-dent and a man of much weight and influence in the community.

THE ILLINOIS CHROMOPHONE CO.

The Illinois Chromophone Co., of Chicago, was incorporated recently with a capital of $10,000 for the purpose of operating places of amusement.

VALUE OF WINDOW DISPLAY.

"Don't think the more money you spend the better your displays; 'tis often the case a simple cheap window properly arranged will still more goods than an elaborate, expensive window. Use your brain and not any more money than you are compelled to in order to carry out your idea.
The man who does not succeed usually claims that Fate is against him, and sometimes it seems as if some unknown forces were combined to make success impossible for many men who are industrious.

Men who have had a long life of striving sometimes find when old age comes stealing over them, that they are still poor, but let us go deeply into the causes which have militated against visible success, and we will find that their energies have been misdirected.

Now, misdirected labor is but wasted activity, and the plans of men will oftentimes miscarry, no matter how energetic, if the forces are not directed along the proper lines.

A marksman when engaged in target practice uses as much energy when he misses the bull's eye as his comrade does who scores a hit every time.

The only difference is one shot is well directed and the other is not.

The man who misses wastes just as much powder, energy and temper as the man who wins.

But, it's the shots that hit that count.

So, in the great game of life what a man does must be made to count, or it might just as well have been left undone.

Everyone knows some one among his little circle of friends who though always active is not successful.

It's the case of the man who missed the target.

How to overcome this?

I should say there are two kinds of activity, one the kind that beats around the fields like an untrained dog, never lighting on the covey—that kind of activity that appears to be without purpose—that is not resourceful, that is not well aimed—that is without concentrative or executive energy. And another kind that goes straight to the target: activity that is aimed to hit, that is carefully thought out: activity wherein energies are conserved until the critical moment arrives and then the shot is fired, and a bull's eye is scored.

And it is the shots that hit that count.

EDWARD LYMAN BILL.
THE FIRESIDE

$22.00

Plays both Edison Standard and Amberol Records

This should be the greatest selling instrument you have ever handled, for it exactly meets the requirements of the great mass of people who desire and can afford a better instrument than the Gem, and yet to whom the Standard was just out of reach.

This, together with the fact that it plays both Edison and Amberol records and is available for all the new records, should make it your "headliner" as a builder of new business. Order from your jobber to-day.

National Phonograph Company

59 Lakeside Avenue

ORANGE, N. J.