

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



Zon-o-phone Wood Horn

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.

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 Horns 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.

Universal Talking Machine Mfg. Co. Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile.....W. H. Reynolds, 167 Dauphin St.

ARIZONA

Tucson.....George T. Fisher, 7-9 E. Congress St.

ARKANSAS

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

CALIFORNIA

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

San Francisco.....Byron Mauzy, 244-250 Stockton St. (Union Sq.).

FLORIDA

Tampa.....Turner Music Co., 804 Franklin St.

ILLINOIS

Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.

Chicago.....James I. Lyons, 265 Fifth Ave.

Chicago.....B. Olshansky, 515 So. Jefferson St.

KANSAS

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

MARYLAND

Annapolis.....Globe House Furn. Co.

Baltimore.....C. S. Smith & Co., 441 W. Baltimore St.

Baltimore.....Louis Mazor, 3433 E. Pratt St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN

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

MISSOURI

Kansas City.....Webb-Freyschlag Merc. Co., 7th and Delaware Sts.

Springfield.....Morton Lines, 325 Boonville St.

St. Louis.....Knight Mercantile Co., 211 N. 12th St.

St. Louis.....D. K. Myers, 3839 Finney Ave.

NEW JERSEY

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

Newark.....Oliver Phono. Co., 16 New St.

Paterson.....J. K. O'Dea, 115 Ellison St.

NEW YORK

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.

Brooklyn.....B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

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

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.

Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.

Cincinnati.....J. E. Poorman, Jr., 31 West 5th St.

Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.

Philadelphia.....Harmonia Talking Machine Co., 1321 Arch St.

Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA

Aberdeen.....McArthur Piano Co.

TEXAS

Austin.....Petmecky Company, 411 Main St.

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

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.

Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Grandville St.

Winnipeg, Man. Whaley, Royce & Co., Ltd.

Yarmouth.....Yarmouth Cycle Co.

The Talking Machine World

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Price Ten Cents

VALUE OF WINDOW DISPLAY.

The Dealer Should Better Realize the Importance of Reaching Trade Through His Windows—An Inexpensive Form of Publicity.

In The World from month to month there have appeared articles tending to awaken the dealer to a fuller realization of the possibilities of discriminating publicity in connection with his business.

While this may seem patronizing to some, yet the fact remains that there are thousands of dealers who are doing practically nothing to supplement the splendid work of the manufacturers of talking machines and records, who are spending hundreds of thousands of dollars annually for the purpose of making their specialties known to the general public and thus helping the dealer. Hence the justification of this subject being referred to frequently.

In order, however, that the dealer may reap the direct advantage of this great campaign of publicity instituted by the manufacturers, he must keep his name and goods before the public, either by effective publicity in the local paper, striking window displays, electrical signs, or any other means of attracting attention.

To the dealer who is averse to spending money in the daily papers the window is a very valuable consideration. As "The Voice of the Victor" said recently: "One of the simplest, and yet best, forms of advertising is the window display. Get away from the idea that window display means jamming the whole window full of samples of everything you carry in stock. A few articles in a window will attract more attention than a window that is crowded; and the people will be more impressed by what they see because they are not confused by a multitude of articles.

"Here is a little test that will prove to you, as well as to show you just what advertising will really do: Pick out from your stock of Victor records the one you personally consider the best—the one you enjoy the most. Then take a piece of wrapping paper or a large piece of cardboard, and print on it, by means of a small camel's-hair brush and a bottle of ink, an invitation asking every passerby to come in and hear this record.

"You'll find that the people will come in all right. You'll see the effectiveness of displaying one specific thing, and at the same time you will prove to yourself the value of advertising.

"After that test, it's a foregone conclusion that you'll keep it up. For your next window display use a Victor Victrola. That will in itself attract attention, and if you put up alongside of it an invitation to come in and hear this new type of Victrola, there will be very few who will not be sufficiently interested to come in and hear it.

"Remember this: Your windows are the most inexpensive form of advertising you can get, and proper use of them will make them extremely valuable to you.

"What has been said about the value of advertising one specific thing in window displays, applies equally well to newspaper advertisements and all other forms of advertising. Don't try to tell people about everything you have in your store. Confine yourself to one or two specific things. Tell them just enough to get their curiosity aroused—to get them interested. Then when you get them to your store you can tell them more about it; go into details if necessary; show them as well as tell them."

Cohen & Hughes, Baltimore, Md., attracted much attention to their business recently through a special Victor window, showing the Victrola and several other styles of machines, as well as a number of grand opera and popular records, all tastefully arranged.

EXECUTIVE COMMITTEE MEETING,

Of Jobbers' Association to be Held in Pittsburg, Pa., on September 19—All Members Welcome—To Decide on Next Meeting Place.

A meeting of the executive committee of the National Association of Talking Machine Jobbers is announced for Sunday, September 19, at 10 a. m., in the offices of J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and the newly elected secretary of the association.

A general invitation has been sent out to members to be present at the meeting, notwithstanding it is to be an executive one, and it is believed that quite a number will be present to discuss various questions, among them being the most suitable place for next year's convention, as gleaned from replies sent in to the letter of the secretary requesting opinions.

The executive meetings will, as usual, continue to be held at intervals in various parts of the country, and it has been suggested that when a member has a point he desires to bring up for discussion personally, and is unable to attend, that he request a neighboring member, who will attend, to take up the matter for him.

Among the eastern jobbers who have arranged to attend the Pittsburg meetings are J. Newcomb Blackman, New York; Louis Buehn, Philadelphia; and E. F. Taft of Boston.

TALKING MACHINE AT FUNERAL

Of Wealthy Resident of Fond du Lac, Wis., Who Gave Six Victrolas Away as Gifts.

At the funeral of Harvey Durand, a wealthy, but rather eccentric resident of Fond du Lac, Wis., the talking machine took the place of the choir and organ in a very effective manner.

Between the hours of 3 and 4 o'clock in the afternoon on the day of the funeral the remains were viewed by hundreds of people, and at this time several selections were played upon the talking machine. They were "Rock of Ages," as sung by the Trinity choir, with orchestra accompaniment; "Nearer My God to Thee," as rendered by the Haydn Quartette, and the "Sabbath Morn," as sung by Harry MacDonough, with organ accompaniment. During the funeral services, the talking machine again came to the front and the following selections were played: "God Be With You Till We Meet Again," and "Saved by Grace."

Mr. Durand attracted considerable attention during the past year through his gifts to various young people of the city, aggregating over \$10,000 in value, and including six \$200 Victor Victrolas.

FIGHTING TUBERCULOSIS.

People wandering in the park on an evening in Yonkers this summer have been startled to hear a loud voice say, "If you suspect that you have consumption; if you have a slight cough that hangs on; if you are gradually losing weight; if you have a slight fever in the afternoon, go at once to your family physician. Don't waste time on consumption cures. They only waste your money and your time."

The talking machine has been taken around in Washington in an automobile to give street corner lectures. It has been taken to the raccs at Syracuse State Fair in a hand-cart, to arrest the attention of followers of the turf. It has competed with the moving picture shows on 14th street, New York, where 172,543 persons listened to this veiled prophet exhort the passing crowd to "be kind to the careful consumptive," and to "avoid the careless consumptive who coughs and spits everywhere."

THE MAKING OF A SALESMAN.

Some of the Essentials Necessary Are Attractive Personality, Magnetism, Contact, Optimism, Tact.

A salesman must go among people. It is the most conspicuous part of his duty to mingle with the world. There are many occupations that do not call for special qualifications in this direction, but the salesman must be qualified, indeed, for contact with others.

It follows that the first duty of a salesman is to learn contact. He cannot begin too early. This part can go on simultaneously with his preliminary training in business method.

Mere contact, unless it carries with it politeness, diplomacy and a generally pleasing atmosphere, is worse than no contact at all. Unfortunately, there are salesmen whose training in contact has been woefully neglected.

In the large retail store of to-day this element of contact is impressed on salesmen and saleswomen very emphatically. Politeness is required, even in the face of insult or affront. With retail salesmen, however, the element of personality is less important than it is with the salesman who visits customers in their own offices. In retail the customer takes the aggressive—the salesman the negative part. The wholesale salesman, or the salesman for the specialty house, on the other hand, is the aggressor, and the manner of his contact with people will measure his success.

When you meet a man, no matter what proposition you may have to present to him, the first thing with which he comes in contact is you. Personality, then, is one of the first things you should seek to develop. An attractive personality is an absolute necessity.

Personality is not confined to dress and cleanliness. There is an atmosphere, either attractive or unattractive, that a man may carry around with him—"Personal magnetism" some folks call it.

There is no doubt that this quality goes with some men naturally to a greater extent than it does with others, and it is a gift that ought to be appreciated. An employer of salesmen ought to gather a magnetic sales force, if he can find men enough of that class. The demand, however, far exceeds the supply. You must create personality, build magnetism in yourself.

Optimism is one of the best aids to an attractive personality. Optimism is another word for enthusiasm. A salesman cannot exhibit enthusiasm to his customers if he does not believe in his own goods. He may, perhaps, feign enthusiasm, but most buyers will detect the deceit. With optimism should go that nice perception that enables a man to say the right thing in the right way.

When a salesman is talking to a customer the right thing said in the right way will cement friendship. This is personality. Personality is the faculty of drawing men to you, making them respect you, exciting in them a genuine pleasure at seeing you or talking with you. It is saying things that compliment without flattering. It is the optimistic smile, the cheerful good-bye. It is the tone of the voice, the light of the eye, the unsullied breath, the clean language, the absence of profanity—all the human qualities that go to make a man's presence preferable to his absence. You do not need to be told what these qualities are, but perhaps you have overlooked the vital necessity of developing them in yourself as a salesman. You may not be a moralist, but as a business man it will pay you to develop a strong personality.

The dealer who doesn't contemplate making every new customer a regular one might as well keep his books in good shape so that the receiver will have little trouble in adjusting affairs.

JOBBER REPORT SPLENDID TRADE PROSPECTS.

The Fall Outlook Presents Many Encouraging Aspects to Talking Machine Men Whose Opinions Have Been Sought by the Talking Machine World—All State That Trade Is Steadily Increasing in Volume and Is in a Much Healthier Condition—Reports Presented Below from Many Sections Outside of New York City Will be Pleasing Reading for World Subscribers.

LOUIS BUEHN & BROTHER, Philadelphia, Pa.

Relative to conditions as the writer sees them, pertaining to our business, I might say that the outlook is exceedingly bright. Personally, we have had an increase over last year, averaging 25 per cent. since last April, and the quantity of orders which we are receiving from day to day is gradually increasing. While it is true the orders are not particularly large, still the fact that we receive numbers of them indicates a general revival in the demand for our goods which must gradually become better as general conditions improve. I am an optimist in every sense of the word regarding the talking machine business, and have no doubt that conditions this coming winter will equal, if not exceed, anything that we have ever experienced.

WHITNEY & CURRIER CO., Toledo, O.

Regarding the trade outlook for the coming fall will say that it looks good from this point of view. From now on the trade should be of a steadily increasing volume and of a very much more healthful condition than ever before. Your valuable paper should, we think, urge upon all dealers the necessity and helpfulness of good newspaper advertising. Retail dealers are making no greater mistake to-day in the handling of their talking machine business than to feel that local newspaper publicity is not essential, or is money thrown away, because of the fact that to advertise a product that other competitors would also handle would aid their competitors equally with themselves.

The retail dealer who advertises strongly the merit of the machine and records that he handles will get the business, and the man who does not obtain this publicity will grow smaller and smaller in the talking machine business as the months pass by.

We realize that the general thought among dealers is to let the manufacturers do the advertising and create the demand. This is a very grave mistake, for the manufacturers, as generous as they are with their advertising, cannot reach the dealer's local trade except in a very small part. He should do his own advertising in the local paper that reaches the farmer, as well as every small town, and such dealers will

feel the effect at once if their advertising is of such a nature as to attract any attention.

It is to be hoped that manufacturers will see it is to their advantage to cut off every dead beat and grafter among the retail dealers who buy of each and every jobber as much as possible, without any thought of paying their bills. Such men are a menace to the trade and hurt the honest retail dealer, as well as the jobber, and they should, we believe, be declared ineligible by the manufacturers when they owe two or more jobbers accounts they will not pay. The trade cannot stand cancers of this kind, and the jobber who fails to report such accounts ought to lose outright. Now is the time to clean house and put the trade in a thoroughly healthful condition.

The talking machine business is really only in its infancy, and the volume to-day, compared to what it will be, if well managed, is very small. The future is bright and full of promise to those jobbers and dealers who have learned to do business in a business way.

E. E. FORBES PIANO CO., Birmingham, Ala.

The outlook for business this fall is encouraging through our manufacturing centers. The industries are starting up that have been idle now for quite a while. Then a great improvement has been made in the talking machine line in the way of records and Victrolas, and I think the market now has a better class of people, and we think the man who will get out and hustle for business this fall will find some.

HOLLENBERG MUSIC CO., Little Rock, Ark.

We feel that we will have a record-breaking business, both wholesale and retail, and in accordance with such feeling are prepared for same. However, the crops over the South in general are somewhat short, yet we have received very encouraging reports from our dealers from the territory covered by us, who assure us they are going to have real business this fall. Our retail business in the city of Little Rock has been exceptionally good this (August) month. We sold one of the new library table graphophones to the new Capital Hotel, to be used by that hotel to entertain their guests in the lobby. We notice that the people in general "down south" are buy-

ing a better class of machines as well as records. Our instalment business is exceptionally good, and our collections this summer have been better than ever before. Taking everything into consideration, we anticipate the best year in the history of our graphophone department.

THE PARDEE-ELLENBERGER CO., New Haven, Conn.

The general business depression which commenced in the latter part of 1907 naturally had its effect on the sale of phonographs and records, but not to the extent that might have been expected, considering that these goods are distinct luxuries, and would naturally be among the first to be dispensed with by those whose incomes had been effected. The class of people who are accustomed to purchase machines and records do not lack the disposition to buy but the wherewithal. Now that general business is coming back to normal conditions, tariff matters disposed of, the mills resuming their old-time activity, and what is more essential than all, the great mass of wage-earners are receiving steady employment, there is no doubt in our minds but what there will be a steady resumption in the talking machine business and the return to former prosperity in this line. The taste for these goods is not a passing fad, as circumstances have easily demonstrated. The public want these goods and will buy them when their purses will permit. Our opinion is that the coming season will show a marked improvement over the corresponding period of a year ago. Already this improvement has shown itself in a tangible way, and we have received voluntary letters from a number of our customers expressing their opinions in an optimistic manner. The manufacturers are spending immense sums of money for publicity, and this with enthusiasm and work on the part of both dealer and jobber cannot, in our opinion, fail to bring about the results which we not only hope for, but fully expect will follow.

SCHMELZER ARMS CO., Kansas City, Mo.

In regard to the talking machine business this fall we are very optimistic in this matter, for the writer feels satisfied that there will be as many talking machines, records and supplies sold this fall as at any time before. The crops throughout our section of the country were never better. Prices are higher than at any time, and when you figure that a farmer has his crops sold before they are out of the ground, and at good prices, it makes him feel as though he is being paid for his time put in in developing his acreage.

I have spoken to quite a few of the dealers throughout this part of the country, and I have yet to find one who is not of the same opinion as myself. I notice the difference, for last year, speaking to the same dealers, they had a different tale to tell. This year they are looking on the bright side of things, and there is no reason why they should not, for the money is far more plentiful than ever before. The other day a dealer called on the writer—who is also connected with a bank in his town—and on talking with him upon different subjects I asked him how money was in his locality, and he replied that there was so much money that he was compelled to come here to see if he could not loan it to some of the large concerns in this city, as no one out in the country needed any money; they have all they need and are not borrowing. This is a very good sign of the return of prosperity.

We are now getting things in shape to move to our uptown store, which we expect to occupy along about the first of September. We must say we will have one of the finest talking machine departments in this part of the country.

STANDARD TALKING MACHINE CO., Pittsburgh, Pa.

Business conditions in our section have been unusually good, considering the hot weather. The outlook in western Pennsylvania, eastern Ohio and West Virginia is extremely pleasing, and we anticipate the best fall business we have ever had, with probably the exception of 1907.

We can already notice the increased sale of machines among our smaller dealers in out-of-the-way locations, and have been extremely fortunate

YOU GET IT ALL FROM US

Quality, Service, Satisfaction and Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line. Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.
177 TREMONT ST. BOSTON, MASS.



We are pushing the Victor idea in every possible way and in every possible direction.

We are spending hundreds of thousands of dollars to advertise the Victor in the newspapers, magazines and farm periodicals; and we are providing the dealer liberally with attractive window-cards, pictorial hangers, catalogues and miscellaneous literature.

What are *you* doing to clinch our arguments, Mr. Victor Dealer? Are you getting *all* the business you might in your locality? Are you holding up *your* end of the Victor's publicity campaign?

Remember, the Victor business is still in its infancy—the biggest money in the Victor business is yet to be made. Right in your territory are hundreds of opportunities to sell the Victor if you will only go after them and “keep at it.”

Every Victor sale you make puts us in position to do a little bit more for you. The “little bit” means big things when every Victor dealer gets busy.

Contribute your share of thought and energy to the development of the Victor idea and you will get your full share of the profits.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y.	Finch & Hahn.	El Paso, Tex.	W. G. Walz Co.	Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co. Piano Player Co.
Alltoona, Pa.	W. H. & L. C. Wolfe.	Galveston, Tex.	Thos. Goggan & Bros.	Peoria, Ill.	Chas. C. Adams & Co.
Atlanta, Ga.	Elyca-Austell Co. Phillips & Crew Co.	Grand Rapids, Mich.	J. A. J. Friedrich.	Philadelphia, Pa.	Sol Bloom, Inc. Louis Buehn & Brother. J. E. Ditson & Co. C. J. Heppe & Son. Penn Phonograph Co., Inc. Western Talking Machine Co. H. A. Weymann & Son, Inc.
Atlantic City, N. J.	Sol. Bloom, Inc.	Honolulu, T. H.	Bergstrom Music Co., Ltd.	Pittsburg, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Austin, Tex.	The Petmecky Co.	Indianapolis, Ind.	Wulschner-Stewart Music Co. The Musical Echo Co.	Portland, Me.	Cressey & Allen.
Baltimore, Md.	Cohen & Hughes. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons. Wm. McCallister & Son.	Jacksonville, Fla.	Ludden & Bates.	Portland, Ore.	Sherman, Clay & Co.
Bangor, Me.	M. H. Andrews.	Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.	Richmond, Va.	The Cable Piano Co., Inc. W. D. Moses & Co.
Birmingham, Ala.	E. E. Forbes Piano Co. Talking Machine Co.	Lincoln, Neb.	Ross P. Curtice Co.	Rochester, N. Y.	The Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.	Little Rock, Ark.	O. K. Houck Piano Co.	Salt Lake City, Utah.	Carstensen & Anson Co. Clayton-Daynes Music Co.
Brooklyn, N. Y.	American Talking Machine Co.	Los Angeles, Cal.	Sherman, Clay & Co.	San Antonio, Tex.	Thos. Goggan & Bros. Sherman, Clay & Co.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.	Louisville, Ky.	Montenegro-Riehm Music Co.	Savannah, Ga.	Phillips & Crew Co.
Burlington, Vt.	American Phonograph Co.	Memphis, Tenn.	E. E. Forbes Piano Co. O. K. Houck Piano Co.	Seattle, Wash.	Sherman, Clay & Co.
Butte, Mont.	Orton Brothers.	Milwaukee, Wis.	Lawrence McGreal.	Sioux Falls, S. D.	Talking Machine Exchange.
Canton, O.	The Klein & Heffelman Co.	Minneapolis, Minn.	Minnesota Phonograph Co.	Spokane, Wash.	Eiler's Piano House, Sherman, Clay & Co.
Charlotte, N. C.	Stone & Barringer Co.	Mobile, Ala.	Wm. H. Reynolds.	St. Louis, Mo.	Koerber-Brenner Music Co. St. Louis Talking Machine Co.
Chicago, Ill.	Lyon & Healy. The Rudolph Wurlitzer Co. The Talking Machine Co. The Rudolph Wurlitzer Co.	Montreal, Canada.	Berliner Gramophone Co., Ltd.	St. Paul, Minn.	W. J. Dyer & Bro. Koehler & Hinrichs.
Cincinnati, O.	W. H. Buescher & Son. Collister & Sayle. The Eclipse Musical Co.	Nashville, Tenn.	O. K. Houck Piano Co.	Syracuse, N. Y.	W. D. Andrews.
Cleveland, O.	W. H. Buescher & Son. Collister & Sayle. The Eclipse Musical Co.	Newark, N. J.	Pricc Talking Machine Co.	Toledo, O.	The Hayes Music Co. The Whitney & Currier Co.
Columbus, O.	Perry B. Whitsit Co.	Newark, O.	The Ball-Fintze Co.	Washington, D. C.	E. F. Droop & Sons Co. John F. Ellis & Co.
Dallas, Tex.	Dallas Talking Machine Co.	New Haven, Conn.	Henry Horton.		
Denver, Colo.	The Hertz Music Co. The Knight-Campbell Music Co.	New Orleans, La.	Nat'l Auto. Fire Alarm Co. Philip Werlein, Ltd.		
Des Moines, Iowa.	Chase & West. Harger & Blish, Inc.	New York, N. Y.	Blackman Talking Machine Co. Sol Bloom, Inc. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Jacot Music Box Co. Landay Brothers, Inc. Stanley & Pearsall. Benj. Switky. New York Talking Machine Co.		
Detroit, Mich.	Grinnell Bros.				
Dubuque, Iowa.	Harger & Blish, Inc.				
Duluth, Minn.	French & Bassett.				

within the last few weeks in starting a number of new dealers in both lines, which alone indicates promising increase in the fall business.

Collections are improving somewhat, and since the new policy regarding the protection of dealers by the Victor and National companies we find that we now have a much better class of dealers who are pushing the talking machine business strongly and who no longer look at it as a side line, but one of the most profitable parts of their entire business.

We take this opportunity of congratulating you upon the extremely fine Convention Number which you issued in July.

THE RUDOLPH WURLITZER CO., Cincinnati,

Our views in regard to the future of the talking machine business are best represented in the arrangement of our store and in our advertising.

On August 1st we completed our new record sales department on the main floor, giving it one of the most effective and prominent locations in our store.

The new field which the Victrola opened is already taxing the capacity of these first floor record booths, and with the return of the installment customers and the old record buyers, brought about by better business conditions, we are finding that we have ample need for both the new and the old record sales departments.

The talking machine proposition is greater than it ever was before, but it must be handled on a more intelligent basis by the agent. The business offers greater possibilities than it ever did before and it never looked as promising as it does to-day.

The man who will patent a system for increasing the business without an increase of the expenses, will make a fortune out of it. Or even one for keeping the expenses from getting larger, even if the business does not increase.

No one has placed a limit on the possibilities of the talking machine.

ORDERING FOR THE HOLIDAYS.

The Leading Jobbers of Los Angeles Are Now Preparing for a Great Fall, Holiday and Winter Trade—New Victrola Style a Big Seller—Edison Cygnet Horn Liked—Mexican Amberol Records in Demand—Other Items of General Interest from the Angelic City.

(Special to The Talking Machine World)

Los Angeles, Cal., Sept. 1, 1909.

Since this time last month Los Angeles has become a harbor city and gained in population to quite an extent as a result of the recent annexation of the two smaller cities, San Pedro and Wilmington, through a special election. The future possibilities of this section of Southern California are numberless. The field for new enterprises is large and little developed. Many men of prominence in the talker trade are active members of the progressive committees which are boosting Greater Los Angeles. With the steady development of the new harbor, freight troubles are gradually coming to an end. Preparations for the holiday season are in the minds of trade captains. Sherman, Clay & Co. have placed the largest order yet for machines and records. The Victrola is expected to be in greater demand than ever and a heavy order for both styles has been placed for immediate shipment. Charles Ruggles, manager of the Southern California branch, has returned from a trip of combined business and pleasure which took him to San Francisco. He was pleased to see the progress the northern city has made since his last visit and was warmly greeted by his old-time friends. Speaking of trade in San Francisco, Mr. Ruggles says it is steadily improving in both wholesale and retail. Manager McCarthy, of the San Francisco, has complimented the management of the southern California branch on the success it enjoys.

The Southern California Music Co. have received samples of the new Edison Cygnet Horn, which will be placed on sale about the first of

September. The new horn is an improvement which has been expected for some time and meets with approval in general. The Mexican amberol records, of which the first list has been received, are in considerable demand. Their appearance is expected to increase the sales of Edison machines, which are very popular among the Mexican inhabitants of Southern California owing to the distinctness of the enunciation. Among these foreign records have been found some of the finest instrumental selections which the dealers recognize as splendid sellers to retail customers. One number of extraordinary fame as a seller at first hearing is a two-minute record in the Mexican list No. 20,161 "Ultimo Amor" (Last Love) schottische, played by Octaviana Yaney. Many others are to be found which any phonograph owner would be glad to buy. O. A. Lovejoy is enjoying a vacation at the seashore.

The George J. Birkel Co. have added several splendid pictures of celebrities of Red Seal fame to the department which now possesses a fine collection.

A. Graham Cook is back and on duty after a pleasant trip up the coast to Seattle and the exposition. He made stops at most of the large cities on the way and surveyed the trade conditions existing at each which in his opinion are not to compare with the activity in Southern California.

The Columbia Phonograph Co. have had a good summer trade with double disc records. The new Constantino records are meeting with noted success, as are the records of the Fonetopia series.

W. S. Gray was a visitor to this city during the earlier part of the month.

Wm. Fiske, of the Fiske Talking Machine Co., together with Mrs. Fiske, is journeying north to Seattle and British Columbia for a few weeks of pleasure and recreation.

TWO NEW COLUMBIA CATALOGS.

One Comprehensive Booklet Devoted to Foreign Records and Printed in a Variety of Tongues—A Catalog of 65-Cent Double Discs.

After long and careful preparation the Columbia Phonograph Co. have ready for distribution their new and comprehensive catalog of foreign records including double-disc and cylinder styles. The various lists are printed in the language of the countries they represent, such as French, German, Italian, Swedish, Norwegian, Polish, Hungarian, Russian, Yiddish, Danish and Bohemian, which feature makes the catalog highly valuable to foreigners who are unable to read English. The flags of the various nations appear in natural colors on the covers of the new booklet.

Another new Columbia catalog is one devoted to the company's line of 65-cent double disc records, well printed and complete in every detail, and distinctly valuable to the trade for reference purposes.

Orders for both catalogs should be placed through the factory in the usual manner.

MUSICAL ADVERTISING.

A Paris correspondent of Popular Electricity draws attention to the fact that musical advertising, by means of the singing or whistling arc lamp, is being tried in that city. To the right and to the left of one of the store entrances there were hung rather low, two singing, whistling and talking arc lamps, and during their operation a considerable crowd would constantly be gathered in front of the entrance listening to the sounds.

Instead of offering the crowd something to see it was enchanted by the sweet tones of a familiar tune intermingled with some advertising talks in order to render the advertising most interesting.

The valuable clerk is the one who can give information and advise a customer in a way which will inspire confidence.



It's So Easy

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

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

I. C. S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

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

International Correspondence Schools

Box 918, SCRANTON, PA.

TREATMENT OF CUSTOMERS.

Why It Is Imperative to Treat All Patrons With Equal Courtesy—Some Hints for Dealers on This Important Subject Gathered from Actual Experiences of the Writer.

A great many talking machine dealers draw a distinction between their various classes of customers. For instance, if well-groomed Mr. De Swell saunters in and asks in his languid drawl for a certain record, the clerks are all attention, and by look and manner impress him at once with the fact that they are there to do his especial bidding as promptly and agreeably as possible. He may ask to hear twenty selections rendered, but only purchase one, and they will still be delighted to serve him.

"The pleasure is all ours, Mr. De Swell, come again," they call after him most graciously as they bow him out.

But woe unto the poor workingman who, on his way from work, in overalls, perhaps, with his



"PLAIN" JOHN SMITH.

lunch pail on his arm, modestly inquires for "O'Brien Has No Place to Go," and "Meet Me in Rose Time, Rosie," two records which his daughter has asked him to bring home for her.

"Will you play 'em, please?" he asks apologetically. "I want to be sure they're all right; I bought a cracked one once."

The clerks look him over disgustedly from black-peaked cap to mud-smeared shoes, and exchange glances. Then one departs for the records while the other remarks sarcastically: "It isn't necessary to play them; we don't sell cracked records. Seventy cents, please."

The clerk returns with a wrapped parcel, the humble patron hands over his seventy cents, and the incident is closed—without a hearing. Result—A tired laborer worries the whole way home for fear his purchases may not be satisfactory, and eventually, even though standing in a crowded car, he unties the package and gingerly lifts the records to the light to assure himself



"DE SWELL."

that they are uninjured, and that Mame won't be disappointed.

Now, Mr. Dealer, these conditions really exist, for the writer witnessed what he has described above, and seeing is believing, you know.

He felt like asking those two clerks a few questions somewhat along these lines:

Why is De Swell, the gentleman's money any better than John Smith, the workman's? De Swell heard twenty records played and bought one. He was treated with every possible courtesy.

John Smith purchased two selections, did not hear any played, and was snubbed.

Will De Swell come again? Sure! and he'll probably expect to hear thirty next time, and not buy any. However, that doesn't matter. Oh, dear me, no! He's a gentleman.

How about John Smith? He won't come back, will he? No, of course not; he'll go to the little store down the street, where all patrons are

treated alike, and it being pay night, he will blow himself for Mame to the tune of a whole dozen records. He'll hear them all played, too, think of it, but you don't want his trade; he's not a gentleman.

The writer is not able to determine what answers the above-mentioned clerks would have made to these questions, but he is inclined to think, judging from their personalities, that they would have rendered in chorus the slangy exclamation so popular just now—"Beat it!"

One reason why the writer thought it well to bring the subject of "Treatment of Customers" up at this time was because statistics compiled by a talking machine man prove that a large percentage of records of popular selections, such as ballads, marches, waltzes, etc., were purchased by the so-called common people, the wealthy confining themselves largely to classical music and grand opera—and that means, Mr. Dealer, that the workingman is worth while, and you should not only be nice to him yourself, but instruct your clerks to acquire the habit also.

Let us gaze for a moment into the respective homes of De Swell and Smith. The former reclines at ease in his luxurious den. At his feet a prize bull terrier capers, and a little further off a "talker" is playing a selection from "The Three Twins." Is De Swell listening to the music? No, he's talking to the dog—telling him in his languid drawl "what a beastly bore music is when a fellow's sleepy, doncherknow."

The latter sits upon a soap box. From across the bare room a talking machine sings to him. Is he indifferent?

Look! With every nerve alert, rigid, scarcely breathing, he listens spellbound to a ballad of his childhood, "When You and I Were Young, Maggie." It recalls running brooks, soft afternoon shadows floating through woodland dells, the far-away tinkle of a cow-bell, and the silvery laughter of a little maid in homespun.

De Swell is bored.

Smith is captivated.

That is the difference, Mr. Dealer.

You will find the most appreciative patrons among the common people, and their trade is desirable; therefore, when they come to see you, treat them courteously. It will pay you well.

HOWARD TAYLOR, Middleton.

CARL LINDSTROM CO. INCORPORATED.

The Carl Lindstrom Co., Yonkers, N. Y., have been incorporated to deal in talking machines, etc., with a capital of \$10,000. The directors for the first year are: Adolf Heinemann and Paul Kretschmer, of New York City, and Otto Heine-mann, of Berlin, Germany.

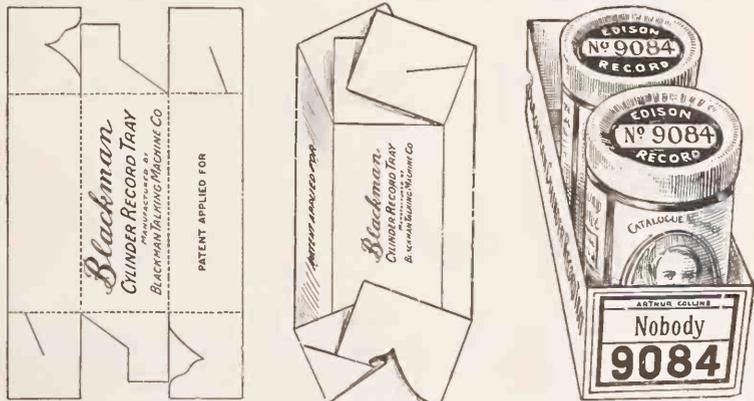
A pleasant remembrance wrapped with every article—a smile with every sale—are the best premiums you can use.

IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



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

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

NET PRICES TRAYS ONLY

(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
3.	2 Records.	\$6.00	60 lbs.
"	3 Records.	7.50	73 "
"	4 Records.	9.00	87 "
"	5 Records.	10.50	105 "
"	6 Records.	12.00	116 "

Note.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908,\$3.50 Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22 Columbia Labels (Domestic), per set..... 3.50

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

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

Manufactured by

BLACKMAN TALKING MACHINE CO.

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



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

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

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

NEW YORK, SEPTEMBER 15, 1909.

THE decision reported in the last issue of *The World*, in which Judge Chatfield, of the United States Circuit Court, granted an injunction against W. V. P. Bradley and the Continental Record Co. in suits brought by the Columbia Phonograph Co. and the Victor Talking Machine Co., by which the defendants are restrained from selling what is colloquially termed "dubbed" records, is of more than ordinary interest to the entire talking machine trade.

It constitutes one of the most far-reaching decisions handed down in our courts in recent years concerning industrial affairs.

It is thought that this important decision will operate largely to put an end to imitators, who seek to profit through the invested capital of successful business men. It is indeed sweeping, and it not only sustains the rights of the talking machine record manufacturers, but it says that the law against unfair competition is not a dead one upon the statute books.

Indeed there are few court decisions which have ever been made which deal so clearly with the doctrine of unfair competition. The decision of Judge Chatfield, which appeared in *The World*, is well worthy of the closest perusal, because it shows how the trade field is viewed by members of our judiciary, who realize that aside from patents, trade-marks and copyrights, there are certain rights growing out of lawful business which should be protected by the courts of equity from unlawful use and appropriation by those whose plain desire is to profit not by their own intelligence and well-directed energy, but by the capital, originality and inventive skill of others.

JUDGE CHATFIELD'S decision is without question a most valuable contribution to the legal records of the country in that it shows a wider appreciation of rights which manufacturers of special products may have, and the protection should be afforded them by the courts of the country, according to Judge Chatfield's views.

In this connection it may be well to remark that the decision of this court is in harmony with many others which have been rendered recently, and there is no mistaking the fact that the American judiciary reflects a stronger sentiment during the past few years in the protection of copyrights and trade-marks than ever before.

All of these decisions will have a deterrent effect upon the actions of men who seek to profit by the business ability of others. There have been many cases before the courts in which the use of names which are well calculated to mislead the public by reason of points of similarity are involved which all bear upon the doctrine of unfair competition.

In reviewing this important decision it must be clear to outsiders that the talking machine men propose to defend their rights. In fact, we do not believe there is another industry, young or old, for that matter, in which there has been the amount of money spent to defend patent rights which has been used in this trade during the past decade. The amount exceeds a half million dollars, and it shows that the talking machine men are willing to expend vast sums of money in order to fully protect their interests from illegitimate competition.

In a short time it will be difficult, if not impossible, for the man who wishes to trade even in the remotest degree upon the reputation of others to find any field for his work in this country. Trade-marks and property rights are being safeguarded better than ever before, and the tendency of modern court decisions is to safeguard them with adequate protection.

IN another portion of this paper will be found some interesting views obtained from jobbers concerning the outlook for business for the fall. As the man at *The World* mast-head views the situation it is decidedly encouraging, and no matter in what section of the country he may carry on investigations it is certain that the clouds of depression are lifting, all of the time, and there is no reasonable doubt why business should not, in many industries, be fully up to normal conditions.

With good crops and good orders on hand it means that there will be business betterment everywhere. There is plenty of money already in the West to move the crops, which, by the way, are enormous, so we should not feel a dearth of cash in the East while the crops are being sent to the seaboard. On the contrary money should be fairly easy in all sections of the country. The indications point to a satisfactory demand for talking machines, and it is believed that the progressive, up-to-date establishments will secure a satisfactory amount of business during the fall.

ADVERTISING brings customers into the stores, but lack of intelligent salesmanship sends them out again empty-handed, and merchants in all lines are looking for the remedy to this greatest drawback to their success. Some suggest a practical school for the study of salesmanship, even with diplomas, with which to better help conditions.

Now, in the talking machine line, there should be no great losses through lack of salesmanship qualities on the part of men on the floor. This business is not like the great department stores, where the individual establishments have an

army of salesmen and salesladies, but the establishments are small, the principal himself oftentimes acts as salesman, and there should be no trouble in seeing that none but intelligent arguments are presented to customers. Not alone that, there should be care taken to see that proper attention and courtesy be extended, of course.

There are a number of people who, through curiosity, are impelled to visit talking machine rooms—perhaps they do not intend to buy, but they are good prospects, and an attentive, courteous salesman who knows his business thoroughly may be able to make paying prospects out of them.

There is a right and a wrong way of exhibiting talking machines and showing off records. It requires intelligence and tact, as well as perseverance. The taste of the individual customer should be sized up and records which will properly appeal should be placed on the machine. A few minutes' conversation will draw out something from the customer which will be of value to a shrewd, careful salesman. Now, business can be made to pay in a better way if salesmanship qualities are brought out in a strong manner.

WHAT may be accomplished by pluck and determination was never better illustrated than in the accomplishments of Dr. Frederick Cook, who planted Old Glory upon the apex of the globe.

No one can read the thrilling and dramatic narrative of his path through eternal snows without feeling intense admiration for that superb will power which at last caused him to win the great goal for which men have struggled for ages.

No matter what the accomplishments of Cook may be worth to the world of science; no matter whether out of this discovery may come something practical; no matter whether it may help along ethnological lines, but one thing is certain, Cook's accomplishments will act as an onward spur to every ambitious man. When he is downcast and when he sees ahead obstacles which are seemingly unsurmountable, let them read Cook's dramatic narrative of his march to the Pole. He must then take fresh courage. He can draw inspiration from the accomplishments of this dauntless American.

Americans have won in aerial and Polar flights, and when we think that the Stars and Stripes are floating upon the roof of the world it is rather an inspiring thought.

MAKE the advertising campaign for the fall a lively one. The manufacturers are certainly doing splendid work in bringing the attention of millions of people to the talking machine and its marvelous possibilities. The dealers should supplement this work by local advertising. The columns of the local papers should reflect the spirit of progressiveness on the part of the talking machine dealers. Supplemental work on their part will secure the largest results from the publicity campaign of the great producing houses. No point should be overlooked which will make for business betterment, and a good, strong local advertising campaign will materially augment talking machine sales.

September is now well advanced, and the time for strenuous activity and the immediate inauguration of publicity plans should be in order.

SECRETARY ROUSH'S GREETING.

The Incoming Secretary of the National Association of Talking Machine Jobbers Writes an Open Letter to the Trade Urging a Greater Interest in Association Matters, and Expresses a Desire That All Members Work for Increased Membership.

J. C. Roush, the recently elected secretary of the National Association of Talking Machine Jobbers, has written the following communication to The Talking Machine World which we commend to the serious consideration of talking machine jobbers throughout the country. Every jobber who has the interest of the trade at heart and who believes in conducting business along improved lines should at once become a member of this progressive organization and thereby contribute in making the association a still greater force for good. Mr. Roush says:

"PITTSBURG, Pa., Aug. 30, 1909.

"TALKING MACHINE WORLD.

"Gentlemen—As the incoming secretary of the



J. C. ROUSH.

National Association of Talking Machine Jobbers, succeeding Perry B. Whitsit, September 15, when he takes the presidential chair of the association, I take this opportunity of asking every member of the association for their hearty support and co-operation in making the ensuing year the banner one of the association.

"The association has done so much good for the jobbers at large and has been granted so many concessions by both factories that it is needless to enlarge upon the advantage of membership in the association. At the same time I would call attention to the fact that a few jobbers have not sent in their application, and as they are deriving the benefits of all concessions given by the factories they should at least lend the association their support by filling in and signing the application blank printed on this page and send same to the secretary, with their check for \$7.50, six months' dues, by return mail.

"The convention next year, no matter where it is held, will be made one of the best we have ever had, and plans are already being made to insure every member attending same a rousing welcome and good time. Various plans of entertainment are being mapped out, and members missing the convention in July, 1910, will miss the 'time of their lives.'

"As secretary of the association I will be pleased to receive any and all communications of interest to the jobbers and association, and would also be very glad to receive Edison surplus lists from any National Association talking machine jobber who wishes to exchange with any other

member of the association, the Victor surplus being already taken care of through the courtesy of George Ornstein.

"Again asking every Edison and Victor jobber not members of the association to fill in the application blank and mail same at once to the secretary, I am, yours very respectfully,

"J. C. ROUSH."

APPLICATION BLANK.

..... 190..

I (we) hereby make application for membership in the National Association of Talking Machine Jobbers and subscribe and agree to the rules and regulations of the organization as set forth in its by-laws.

Check is herewith enclosed for \$7.50, the amount of the semi-annual dues.

(Signed)

Name

Address

EDISON MEETS OLD FRIENDS.

In the Glow of Thousands of the Lights He Lighted—Guest of Honor of the Leading Men of an Industry He Created—Glad to Have Him There, Even Though, as Usual, He Refused to Make a Speech.

Two hundred and fifty men and a few guests who have been more or less closely associated with Thomas A. Edison during the last thirty years had him as the guest of honor on the evening of Sept. 2, at Briarcliff Manor, N. Y., at a dinner at Briarcliff Lodge. The dinner was at the close of the thirtieth annual convention of the Edison Illuminating Association, composed of men who have been actively associated in exploiting the lighting inventions of Mr. Edison. Men prominent in electric research were present at the convention, and some of them were among the first associates of Mr. Edison when he was only slightly known and struggling for recognition. Some of them assisted him in his work years ago at Menlo Park and helped to push his inventions.

Mr. Edison used to attend the annual meetings, but for the last fifteen years he had found it impossible to do so. He yielded this year so far as to consent to attend the banquet, but he made one provision—that he be not called upon to make an address and that anything said for him should be said by his old-time friend and associate, Samuel Insull, of Chicago. Mr. Edi-

son, accompanied by Mrs. Edison, arrived from Llewellyn Park, N. J., by automobile, and during the day he met the members of the association and attended the meeting as a visitor.

At the banquet in the evening the sides of the room were banked with flowers—tea roses, asters and hydrangeas—amid which thousands of tiny lights were strung. The table was a mass of electric lights, shining through American Beauty roses, asters and smilax. Various electric effects were displayed on the ceiling and the walls. The table of honor was a great oval, at which seventy were seated, including Mrs. Edison and the ladies accompanying the other noted guests. The main table was flanked with others, all ornamented in harmony with it.

At 7 o'clock the guests gathered in the ball-room of the Lodge. Mr. and Mrs. Edison received them. The presentations were made by Mr. and Mrs. W. W. Freeman, of Brooklyn. Mr. Freeman is president of the association, and he presided later at the banquet. Following the reception Mr. Edison escorted Mrs. Freeman and Mr. Freeman Mrs. Edison to the beautiful banquet room.

Speaking after the dinner, President Freeman told of the promise to Mr. Edison that he would not be called upon to talk. Mr. Freeman expressed the honor the association and its guests felt in having with them the man whose genius had made the electrical wonders of to-day possible.

Mr. Insull responded for Mr. Edison, telling how he had only a few moments before expressed his pleasure that he had come and of the joy it gave him to meet again some of those who were associated with him in other ways.

Informal talks were then made by Edward H. Johnson, who was an early assistant of Mr. Edison and president of the Edison Electric Co. of twenty-five years ago; S. P. Fish, of the American Telephone and Telegraph Co. and Prof. Steinmetz, of the General Electric Co. Among the guests at the dinner were Mr. and Mrs. George B. Cortelyou, Anthony N. Brady and F. A. Vanderlip.

THE SECRET OF SUCCESS.

No man can explain the secret of his success. It is part ability, part ambition, part environment and part opportunity. Mass the component parts into a whole, embrace the opportunity the very moment it dawns upon you, and you cannot fail.—Loree.

Friedrich Service

☐ Dealers in Western Michigan can be assured of quick, accurate and complete service if they buy from the house of Friedrich.

☐ Our stock of Victor machines and records, and of general talking machine supplies, is one of the largest in the West.

☐ Our wholesale and retail stocks are entirely separate and you receive goods from us just as they come from the factory.

☐ If you desire it we can help you plan your fall selling campaign.

☐ We can also care for your wants in the line of small musical instruments and merchandise.

☐ Our representative will be pleased to call upon you.

JULIUS A. J. FRIEDRICH, GRAND RAPIDS, MICH.

Show us a man who doesn't want all he can get for his money—and we'll show you a man who doesn't want a "Fireside" or Amberol Records.

He's the only man in your territory who isn't your prospective customer.

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

- Albany, N. Y.*—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, Montgomery Ward & Co., The Vim Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Niehaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—The Werner Co.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—R. C. Bollinger Music Co.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phonograph Co.
Harrisburg—S. K. Hamburger.
Helena, Mont.—Frank Buser.
Hoboken, N. J.—Eclipse Phonograph Co.
Houston—Houston Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtice Co., H. E. Sidles Phono. Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Laurence McGreal.
Minneapolis—Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynolds.
Montgomery, Ala.—R. L. Penick.
Nashville, O.—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.

NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue
 ORANGE, N. J.

Every Edison Phonograph is half sold before it even enters your store. Because your prospective purchaser of a sound-reproducing instrument is biased in its favor:

First—because it's an Edison.

Second—because it's the instrument that plays Amberol Records, the longest playing records made.

Third—Victor Herbert and Sousa, and fourth, the "Fireside" at \$22.00, within easy reach of everybody.

Take advantage of this flying start—push the Edison. If you're not already an Edison dealer your jobber will take care of you.

JOBBER WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Kapke, Siegel-Cooper Co., John Wanamaker.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Oakland, Cal.—Kohler & Chase.
Ogden, Utah—Proudfit Sportings Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
Oswego, N. Y.—Frank E. Bolway.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.

Philadelphia—Louis Buch & Bro., C. J. Hepp & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, H. A. Weymann & Son.
Pittsburg—Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves Music Co.
Providence—J. A. Foster Co., J. Samuels & Bro.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phono. Co.
Richmond—C. B. Haynes & Co.
Rochester—Mackie Piano, O. & M. Co., Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.

San Francisco—Peter Bacigalupi & Sons, Pacific Phonograph Co.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—Eilers' Music House.
Sioux City Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brackett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—Koerber-Benner Music Co., Silverstone Talking Machine Co.
St. Paul—W. J. Dyer & Bros., Kochler Hurrichs.

Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book & Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.
Utica—Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co., Ltd.
Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Youmans Jewelry Co.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue
ORANGE, N. J.

THE TRADE IN CLEVELAND.

September Opens Up Actively but Volume of Business Unsatisfactory to Dealers—Higher Grade Outfits Have the Call—New Victrola XII. Attracting Much Attention—What Various Talking Machine Men Have to Say Anent Conditions Present and Prospective.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 7, 1909.

The talking machine business was undesirably quiet in August, usually one of the most inactive months of the year. September has opened more actively and trade has materially improved in the past week, but the volume of business is much less than it should be at this time of year. Expansion in most, if not all, industrial lines characterizes the situation generally, and the talking machine trade is beginning to feel the impulse of the renewed activity. An increasing demand is noted by the wholesale dealers, and both the wholesalers and the retailers are carrying good sized stocks of machines, cabinets and records.

For several months past the trend of demand has been for the higher-grade machines and records, including Victrolas, Amberol records and graphophones, and as respects the better line of goods, trade has more than held its own with a year ago. Conditions are more favorable for an unusually good fall trade. Good fortune has favored the farmers of Ohio this year in a yield of 23,000,000 bushels of wheat, and the harvest of corn and oats breaks all records. This prosperity of the farmers will largely increase the talking machine trade.

The Victrola XII. is attracting attention and is highly commended by both dealers and patrons,

and promises to prove a profitable adjunct to the trade.

Frederick Gunther, a member of the Metropolitan Opera Company, and whose first number for the Victor, Neidlinger's beautiful song of devotion, appeared in the August list, is in Cleveland visiting his father and mother, and incidentally the talking machine dealers.

T. H. Towell, president of the Eclipse Music Co., returned from a two-weeks' eastern trip Sept. 2.

"Our August business," said A. W. Robertson, of the G. J. Probeck Co., "was very good—much better than it was a year ago—and is slowly but surely improving all the while. We are getting more customers, but as yet they are buying in small quantities. Our machine sales are still light, but we have a large number of fine prospects which we shall soon close. Our record sales are very good and improving largely in proportion as men are finding steady employment in the various industries."

"September has started in with a promise of better trade, which was only fair during August," said Mr. Biesinger, manager of the W. J. Roberts, Jr., Co. "Inquiries for machines are more numerous than they have been for some time, and there is a good demand for the September records, especially for the Edison gold molded records, of which we have already sold a large number. Prospects look bright for a good fall trade."

Mr. Denslow, manager of The Talking Machine Store, 27 Taylor Arcade, said: "You can put August down as having been a dead month, occasioned by the extremely hot weather. Only the most enthusiastic lovers of music patronized talking machine stores during those sizzling days. September has inaugurated more encouraging conditions, and I think will prove more

profitable than any month we have had this year. There is a good demand for the September list of records, which are proving highly popular."

Business at the May Co.'s during August was reported to have been about the same as for the previous month. Mr. Tinker, manager, said that while there was not much doing in machines, there was a fairly good demand for records, and trade had been improving since the first of this month.

"Business was very moderate in August," said W. H. Buescher, of Buescher & Sons. "Mechanics and working men have not yet begun to buy machines or records so freely as they used to before the financial flurry of two years ago. But the mills and factories are again in nearly full operation, and the operatives, many of their old customers, are beginning to come back. We made sales of a number of machines last month and our sales of records are increasing. We look for a good fall business."

B. L. Robbins, of B. L. Robbins & Co., stated they had a very good trade the latter half of August, having made sales of a number of machines, while the record business is good and growing. He said conditions were daily improving.

T. H. Towell, of the Eclipse Music Co., who recently returned from a trip east, said conditions in the talking machine line were quite as good, if not better here, than in the eastern field. "Business," said he, "is fair. The jobbing trade is steadily improving and the prospects look very good. We shall unquestionably have a good fall trade."

The talking machine and piano department of the Bailey Co. has been removed from the sixth to the fourth floor of the new twelve-story addition and is now in complete running order. The company has sent out invitations to attend the opening of the new parlors, to take place Sept. 9, and state that "the superiority of its appointments and comforts will be better obtained by personal observation." Mr. Friedlander, manager of the talking machine department, said that business was very satisfactory, and that the gratifying increase in their talking machine trade had necessitated the great improvement. At the opening guests will be entertained with Victor and Edison records, orchestra music, a spread, and each visitor will be presented with one of Witmark's latest songs.

Phil Dorn, of Collister & Sayles, stated that business during August had been very quiet, but since the first of September had been materially improving in the retail department. "It is a little early yet for the jobbing trade," he said, "but we are securing some orders, and I look for quite a revival this month. The demand for records is very good and the prospective sales of machines is encouraging."

At the music store of H. E. McMillin business is moving along prosperously. Mr. McMillin said: "On the average we find the talking machine trade much better than it was last year. Taking into consideration conditions generally, our sales are averaging up well in all lines of musical instruments. During July and August we sold several Victrolas, which was not the case last year. The sale of high-class records is better than it was last year at this season."

John Reiling, the exclusive West Side handler of Columbia goods, is doing a satisfactory business. He stated that while trade was not all that could be desired, he felt very much encouraged in the improvement of the past two weeks and thinks that by the first of November the talking machine business will have resumed its wonted activity. He said sales of the August list of records had been good and that the September selections were fine.

At the Gibson Phonograph Store, 3032 Lorain avenue, trade was reported rather quiet, but with a fairly good demand for records.

"Business is just fair," said the manager of the talking machine department of Brown Bros. "Trade is always good on Saturdays when men are paid off, but has been quiet on other days. As the cooler weather is approaching there are signs of improvement, and we expect a good increase in business this month." The company

VICTOR

EDISON

Standard
Talking Machine Company
Pittsburgh, Pa.

We Give { Better Service
Better Terms

Try us and send for our Bargain List of
CABINETS, HORNS, CRANES
and NEEDLES

Standard Talking Machine Co.
Pittsburgh, Pa.

EDISON

VICTOR

handles Columbia disc machines and records exclusively.

Mr. Flesheim, of Flesheim & Smith, said: "Business in the talking machine line is very good indeed. We handle Victor and Zonophone goods. While the sale of machines during the summer months has been slack, there has been an excellent and steady demand for records, which during the past two weeks has materially increased. The prospects are very flattering."

Aldrich, Howey & Co., dealers in Columbia goods, have moved from 2120 to 2100 Ontario street to more expansive quarters. Mr. Howey said they were doing a very satisfactory business in the talking machine line, and expressed great confidence in the future of the trade.

OHIO DEALERS WANT A CHANGE.

Anxious to Have State Clearing House Established to Settle Surplus Record Question.

Ohio talking machine dealers are active in their endeavor to establish a State exchange for talking machine goods in order to save the trouble of sending records, etc., back to the factories. Though the plan has been under consideration for a long time the dealers want the matter settled as soon as possible and before the final meeting scheduled for February 4, 1910, in Columbus.

As is well known records that have a heavy sale in one locality will be practically dead stock in another, while a record of a different nature would prove just the reverse. To equalize this matter will be the function of the exchange.

The financing of the proposition is easy and will not require the expenditure of much money. Every dealer in the State will, when the exchange is established, at once forward his surplus stock of records, horns and other accessories to the central exchange office and he will be given credit upon the books for the horns or other accessories which he exchanges. He can then draw from the stock any records or style

he needs without sending into the factories, thus enabling all dealers to more easily dispose of their goods. The exchange will not necessarily employ many people, but it is possible that a dozen girls can be given employment. A large building, suitable for handling at least 50,000 records, several hundred machines, hundreds of horns, etc., besides musical instruments, will be necessary.

A GREAT CAMPAIGN OF PUBLICITY

Planned by National Phonograph Co.—To Spend Half a Million Dollars in Nearly 500 of the Leading Mediums of the Country.

The National Phonograph Co. have in course of preparation one of the most elaborate advertising campaigns in history, providing for the expenditure of over half a million dollars. Besides using twenty-five of the leading magazines of the country, the Edison phonograph copy will be sent out to over four hundred and fifty leading newspapers of the country in towns and cities of more than 10,000 population. The National Co. expect the talking machine business to be as good, if not better than it was before the panic, within six months at least and believe that extensive advertising will do much to accomplish that end. The sales staff of the company has been increased 50 per cent. in anticipation of the heavy demand.

THE PASSION FOR GOOD MUSIC.

There was a moving-picture show proprietor in Cincinnati who didn't know any more about grand opera than a cow does about an automobile. One day, however, he heard some one say that the music was sung in French, Italian and German. The moving-picture man went away thinking, says the Circle Magazine. The next day he opened a "penny arcade" in the foreign quarter—the sort of a place where you put a penny in the slot and hear a phonograph play.

Everybody warned him against the venture because every "penny arcade" that had been tried in that quarter had ended disastrously. The newcomer smiled and hung out his sign. Within a week his place was being crowded. He had filled his phonographs with the French, Italian and German grand opera selections. He couldn't tell one record from another, but the people who paid him their pennies could.

IT PAYS TO TEACH EMPLOYEES.

Instructions to employes may with profit be occasionally repeated. Even those who thoroughly understand them are helped by having their minds refreshed on some of the points, while to the majority the repetition will come with all the force of a new idea. A teacher, referring to a recent experience with her class, remarked: "Education is largely a process of pouring water through a sieve in the hope that some will cling to the meshes."

Sometimes it is found that the second explanation of a process, method or attitude accomplishes more vital work in the development of the employe than does the first. The reason for this is that the first explanation has prepared the mind for it, so that when it is explained a second time there is enough of the first thought left to answer to the second—to appreciate it and make it welcome.

The average employe likes to learn more and more about his business; and if instruction be given in the right way it becomes an effective quickener of every phase of purpose and energy.

Many employers and managers need to be often reminded of the undeveloped resources of their men and women. It is just as much a part of good business judgment to work the field of individual capacity as it is to work more and more thoroughly the fields of trade.

Failure is more often due to a want of ideas than to a want of capital. It always pays to cultivate ideas.

Interesting NEWS for YOU, Mr. Dealer!

Have You Seen Our SPECIAL LIST of 150 Extra Fine

EDISON RECORDS?

HERE IS A CHANCE FOR YOU TO DO SOME BUSINESS!

IMPORTANT! Read every word of the following: We call your attention to our special list of 150 extra fine Edison Records (135 Standard and 15 Amberol) which we have compiled after playing over 3000 Edison Records of the foreign production, and after judging each record on its merits. In compiling this list we have spared no effort to make it perfect and you can offer any record on this list to your customer and feel sure of making a sale.

THIS LIST HAS BEEN PREPARED ESPECIALLY FOR AMERICAN TRADE AND CAN BE SECURED ONLY THROUGH THE S. B. DAVEGA CO.

The Oldest Established Jobber in Greater New York

Sole Distributor of **MAGNETIC NEEDLES** **The Best Made**

Made in Three Varieties—MULTITONE—LOUDTONE—MELLOW TONE

Write to-day for free samples and a copy of our SPECIAL LIST of Edison Records

VICTOR DISTRIBUTOR

EDISON JOBBER

S. B. DAVEGA CO.,

126 University Place
NEW YORK



Mr. Dealer

Equip that old style machine that you took in exchange with the **MUSIC MASTER WOOD HORN**. It will reproduce better than a new machine equipped with the regular metal or veneered wood horn; making an easy sale and you will realize some of the profits you now have on your shelves.

If you have the **MUSIC MASTER WOOD HORNS** in stock it is an easy matter to sell them to machine owners.

A dealer cannot afford to be without representation of this horn.

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 fill Columbia Graphophones

JONES PATENT AGAIN IN COURT.

Judge Hough Denies Motion for an Injunction Against the Universal Talking Machine Mfg. Co.

The Jones patent process for duplicating disc records was again in the United States Court Friday, August 13, in the case of the American Graphophone Co. (Columbia Phonograph Co.), New York, against the Universal Talking Machine Mfg. Co., Newark, N. J. The American Graphophone Co.'s statement which was reiterated at the hearing by C. A. L. Massie, regarding their application for an injunction, etc., follows:

"Under the agreement by which the Victor Co. were licensed to manufacture and sell records made by the patented Jones process, the Graphophone Co. waived in writing all claim for past infringements by the Universal Co. This company was not licensed to continue manufacturing its so-called Zonophone records, how-

ever; but on the understanding that the Universal Co. was merely a subsidiary company, owned or controlled by the Victor, they have heretofore been suffered to continue since the injunction was granted.

"Recent developments have seemed to indicate, however, that the Victor Co. does not control the Universal Co., and affidavits to that effect have been made by General Manager Geissler, of the Victor Co., and President Royal, of the Universal Co., in litigation which is pending in Chicago. The American Graphophone Co. has therefore petitioned the United States Court, in order to enforce its rights against the Universal Co., under the injunction already granted, asking that they be held in contempt for disregarding the injunction and for an accounting of all records since made, and that they be compelled to desist forthwith the further manufacture and sale of the so-called Zonophone records."

Prefacing his argument, in opposing the motion, Horace Pettit, general counsel for the Victor Talking Machine Co., with the remark:

"We are rather surprised at this action. The relations of the companies in question are the same as they always have been," he then controverted the contentions of his adversaries in his further presentation. At the close of the hearing Judge Hough indulged in brief comments regarding the position of the complainants, but reserved decision. The next day he filed the following memorandum:

"The admission and assertion by moving party of an oral license to the Universal Co. is, when fully considered, fatal to this motion. Such license is not only hard to establish, but, if admitted, its terms must be made plain. The only thing plain is that the Universal Co. was given some license to violate the terms of the injunction of 1907. Now, it is said, they are violating it too much. Parties who agree to a violation of injunction cannot expect the summary and drastic remedy of contempt when they disagree about the extent of permission. Motion denied."

Subsequently, Counsellor Massie told The World that they would now proceed to take testimony and submit proofs in the regular way, and that they would therefore apply for an order to this effect.

FRIEDRICH'S HANDSOME QUARTERS.

The J. A. J. Friedrich's House Conducts a Very Complete and Splendidly Equipped Department Devoted to the Victor and Edison Machines and Records Which They Handle—Some Observations Made by the World Correspondent on a Recent Visit.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Sept. 4, 1909.

It's a joy to go through the extensive talking machine quarters of the J. A. J. Friedrich Music House, of this city. Besides a salesroom on the main floor, the apartment occupies the entire third floor of the adjoining building, and also a large part of the Friedrich building proper. The appointments of the room are admirable throughout and the complete separation of the retail from the wholesale is noticeable. A very large room is devoted exclusively to machine sales, every type of Victor and Edison machines being mounted on a suitable cabinet. Over each machine is an electric light provided with a reflector. There are also separate Victor and Edison demonstrating rooms and between two of the retail rooms is the retail stock room. The wholesale department is an immense room by itself and the stock of Victor records is such as to foster the belief that wholesale orders are filled with the utmost completeness. An interesting feature are two of the large cabinets devoted entirely to the red seal catalog. The arrangement is unique in that the records of each artist are contained in a compartment or compartments by themselves.

When an order comes in for a Caruso record it is located in an instant, and the state of the Caruso stock can be learned at a glance. Furthermore, the records are kept in cardboard compartments, provided with covers which, of course, keep out the dust and dirt. Trios, duets, quartettes and sextettes and the several complete operas also have departments to themselves. This is only one of the many fine features inaugurated by F. A. Steinman, the manager of the talking machine department, and dealers can obtain many good ideas from him that are adaptable to their own business. Otto Friedrich, son of the proprietor of the business, is now devoting all his time to traveling for the wholesale talking machine business, and is meeting with excellent success. The house has a large and loyal following among the Western Michigan dealers and the number of their clients is continually increasing.

NEW CONCERN IN BROOKLYN.

The Mathews Phonograph Co. is a new concern at 573 Fulton street, Brooklyn, N. Y., who handle the Columbia line. Their initial order called for \$2,000 worth of goods.

TRADE ON THE PACIFIC COAST.

Business Quiet in All Larger Cities—Country People Busy With Crops—Eilers Music House Become Columbia Distributors for Oregon and Washington—Columbia Trade Good on Coast—Some Personal Items—Edison Business Much Improved—Pacific Phonograph Co. Active—Wiley B. Allen Co.'s Fine New Department—Sherman, Clay & Co. Pushing the Victor Line—Other News Items of the Month.

(Special to The Talking Machine World.)

San Francisco, Cal., Aug. 28, 1909.

August has brought considerable improvement to the talking machine business in San Francisco and the larger cities in other parts of the Coast, but business is still very quiet in most of the smaller towns, as the country people are now very busy taking care of the crops, and will not have the leisure to take much interest in amusements for another month. Even in the cities the improvement has been rather less than was expected, but the end of the vacation season has brought in a good deal more inquiry. The outlook is still very satisfactory, and unless all indications are misleading next month will bring conditions fully up to normal.

The Pacific Coast department of the Columbia Phonograph Co., through the Portland, Ore., office, has just closed another large deal, which is similar in magnitude to the transactions recently carried out in California. By the new arrangement the Eilers Piano House of Portland, and the Eilers Music House, successor to the D. S. Johnston Co., of Seattle, become distributors of the Columbia line of talking machine goods, covering practically the entire territory of Oregon and Washington. The Eilers houses have branches at almost every place of any importance in the territory, giving them one of the greatest distributing systems on the Coast, and it is believed that they can handle the line to great advantage. The Eilers interests have placed orders with the Columbia Phonograph Co. amounting to \$50,000, the goods to be delivered in two shipments, one to Portland and one to Seattle, and are expected to arrive within a few weeks.

W. S. Gray, coast manager for the Columbia Phonograph Co., reports a very satisfactory wholesale business all over the Coast, and has no complaint to make about the retail trade in this city, though the local end is expected to make a much better showing as soon as the store

can be opened downtown. No permanent location has been secured yet, however, and some time is likely to elapse before the move can be made. Mr. Gray returned about two weeks ago from a vacation in southern California. He found the southern business in fine condition, and says that the Southern California Music Co., which is handling the Columbia goods in that end of the State, is having great success with the line, and reports a very encouraging outlook for Fall trade. Kirk, Geary & Co., the Columbia distributors in northern California, are sending in orders all the time, and are enjoying a satisfactory business.

E. Scott, local manager for the Columbia, returned from a vacation at Los Angeles and Santa Catalina this week.

Fishing and hunting appears to be the order of the day in talking-machine circles. Eldridge R. Johnson, president of the Victor Talking Machine Co.; B. G. Royal, of the Universal Talking Machine Co.; Leon F. Douglass, of the Victor company, and Peter Bacigalupi the prominent talking machine-man, of San Francisco, have just returned from a deer hunt in the wilds of Mendocino County. On their return they made a visit in an automobile to Hotel Del Monte and the Santa Cruz big trees. Messrs. Royal and Johnson have returned to New York via Los Angeles, and Mr. Douglass will leave Sept. 9 with his family for a visit to the East. This will be his first trip to the Atlantic Coast in three years, during which time he has been recovering his health at his home in San Rafael, Cal.

Mr. Bacigalupi finds the Edison business greatly improved, both in wholesale and retail departments. He states that the orders he is getting from dealers in all parts of the country show increased confidence, and certainly better business than they have had for the last month or two. The new Cymnet horn, he says, is attracting great attention all over the Coast, as it takes up so much less room, and gives greater satisfaction generally than the old horn. Mr. Bacigalupi has had quite a rush on the Zonophone ten-inch records, a large lot of which he recently purchased from Kohler & Chase, and which he is selling at 25 cents.

C. M. Jones, of the Pacific Phonograph Co., is making preparations for a big run of business next month, and counts on a steady increase from now till the end of the year. He states that when Kohler & Chase's new building is occupied, about the first of December, the entire wholesale stock will be brought to this side of the Bay. The samples of the new Edison ma-

chines and horns have been received, and Mr. Jones believes they will be good sellers. The stock will be put on sale September 25, but a large part of the first shipment will be taken to fill advance orders.

The Wiley B. Allen Co. are devoting the Sutter street side of their new store to the talking machine business. The department was opened on August 14, at the formal opening of the store, and has been very busy from the start. It is in charge of James J. Black, who has for some time been conducting the department of the Oakland store with great success. On the ground floor are three large demonstration parlors, one for Victrolas and two for Victor machines. In the basement is a large display room for Victor and Edison machines and goods, and ten special rooms for the demonstration of Victor and Edison records, with the most approved arrangements of stock for convenience in demonstrating. Some work is still being done on the store, but it is practically finished, and the stock has been complete for some time. A talking machine display is also placed in the large windows of the Kearny street front.

Sherman, Clay & Co. are making an extra display of Victor goods and Victrolas in their windows since the opening of the Wiley B. Allen Co.'s department, and there is considerable retail competition between the two establishments, though both expect to gain by the concentration of business. Mr. McCarthy reports continued heavy sales of the new Victrola machine, as well as the older models, and notes considerable improvement in both wholesale and retail departments.

G. O. Heine, the old-time piano man, says that he is seriously considering the installation of a talking machine department when he opens his new store on Stockton street.

Clark Wise states that his talking machine department is going as well as usual, and he has had a large demand for the new model Victrola. He finds, however, that for some reason there is less buying by people from out-of-town than in former years, and believes that this side of the business will be much better after the Portola celebration.

It is announced that hereafter testimony at coroners' inquests at Los Angeles will be recorded on a commercial talking machine instead of being taken down by shorthand. The coroner recently made application for an appropriation to purchase one of the machines, which he believes will save a great deal of time and trouble.

CONDITIONS IN LITTLE ROCK, ARK.

S. M. Field & Bros. Preparing for a Record-Breaking Business—Public Showing More Appreciation of Talking Machines—Want Higher Grade Outfits.

(Special to The Talking Machine World.)

Little Rock, Ark., Sept. 1, 1909.

S. M. Field, of S. M. Field & Bros., of this city, in a chat with The World correspondent regarding trade conditions, said: "We cannot be discouraged in our effort to prepare for a record-breaking fall and winter business. While our work this summer has not brought unusually good results we will not complain, in view of a most promising future condition. It is our opinion that the public have awakened to the fact that talking machines are wonderful instruments, not mere toys, and this must in due course make the buying of higher grade machines the rule instead of exception."

PHONOGRAPH FOR HIGH SCHOOL COURSE.

(Special to The Talking Machine World.)

Windsor Locks, Conn., Sept. 5, 1909.

The board of education, through Superintendent of Schools Daniel Howard, will introduce in the high school course this next fall the teaching of languages by the phonograph. This is the first high school in this part of the country to adopt the phonograph in instruction. The course has been rearranged and in connection with the grammar course this year French and German will be taught.

THE ROCKFORD BOOKCASE CO., has now taken over the line of cabinets made by the Rockford Cabinet Company, in order to better handle the enormous business worked up on this line of goods.



The question of storing record and sheet music cabinets is getting more important every day and this season our cabinets are being illustrated with 6 different interiors. Our catalogue will show you what we have put into the line, and you should have it on file for emergency. Most dealers place stock orders to be shipped during the season.

Write to

**Rockford
Bookcase Co.**

1801 18th Avenue
ROCKFORD, ILL.



What are you going to do this year?

Certainly a great, great deal more than last. The tariff has been settled, thousands are being daily put to work, the crops of the country are the greatest in its history, and there will be a liberal letting loose of the coin of the realm.

From now on we experience the real golden days of the Victor selling season, so be the WISE dealer and place your order for machines and records at the earliest possible moment—AT ONCE.

This is the time to do a lot of thinking. The question of ordering your machine and record stocks is now under consideration. And the question demands your immediate thought, and EXECUTION.

We are here to help you with one of the finest machine and record stocks in the country, and our famous PERFECT SERVICE insures your orders receiving the promptest and best attention possible.

With pleasure at your service.

St. Louis Talking Machine Co.
1012 OLIVE ST.,
ST. LOUIS, MO.

The Only Exclusive Victor Distributors
in Missouri

NEWS FROM THE SAINTLY CITY.

Steady Improvement Noted in Trade as Fall Approaches—St. Louis Talking Machine Co. Make Preparations for Busy Season—Preparing for Centennial Celebration—Columbia Store Reports Good Business—Union House Furnishing Co. to Move—Their Big Talking Machine Department.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 5, 1909.

The talking machine business for the month of August has been generally quiet, but the latter part of the month showed a good improvement, which presages a good trade for the month of September. All indications point to a good fall and winter trade, and all the dealers believe that they will have it.

The St. Louis Talking Machine Co. are most sanguine that everything points to a fall trade of unusual magnitude, and have made preparations accordingly. This firm by its splendid example of optimism has infused and inspired in their dealers a spirit of buoyancy and faith in the immediate future that promises great returns. Already a splendid increase in out-of-town orders is noted, and from all sides they are receiving the assurance of the hearty co-operation of their dealers to make this the banner fall business in the history of the talking machine trade.

O. A. Gressing, manager of the St. Louis Talking Machine Co., has just returned from a ten days' visit with his sister in Milwaukee, where he went to recover from an attack of malaria that took possession of him on his last trip south.

S. H. Johnson, of the St. Louis Talking Machine Co., is spending ten days visiting his mother in Ypsilanti, and also calling on old friends in Detroit.

Miss Converse, also of this firm, returned from her vacation and expresses herself as more pleased with the heat of St. Louis than the cold of Lake Michigan.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., is on a prolonged trip through southwest Arkansas and Oklahoma and will be on the road about a month.

Recent trade visitors to the St. Louis Talking Machine Co. were T. J. Keith, Summerfield, Ill.; R. A. Gray, manager the A. Sellner Co., Quincy, Ill.; W. W. Fisher, Murphysboro, Ill.; Dr. J. A. White, New Franklin, Mo.; C. N. Buchanan, Cairo, Ill.; Samuel M. Field, Little Rock, Ark., and Thomas B. Anderson, Memphis, Tenn.; C. E. and E. F. Brokaw, Queen City, Mo.

The Centennial Celebration, which extends from Oct. 3 to 9, will be a great affair, and the St. Louis Talking Machine Co. are extending to all their dealers a hearty and cordial invitation to make their headquarters with them while in the city.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their August trade was considerably better than a year ago, and that everything points to an excellent trade from now on. Mr. Walthall, accompanied by his wife, returned, Sept. 6, from a two weeks' vacation, which was spent at his old home at Horse Cave, Ky. This concern recently sold one of their symphony grand cabinet graphophones to the members of the Merchants' Exchange here, who purchased it as a present to the new United States Cruiser St. Louis. F. G. Cook, formerly retail manager of the retail department of the Chicago office of the Columbia Phonograph Co., has succeeded W. S. Byrd as traveling salesman for the local office. He has just returned from his first trip after establishing a number of new dealers throughout this State.

W. A. Brenner, of the Koerber-Brenner Music Co., returned, Sept. 6, from a vacation of nearly two months, which was spent in Colorado. This firm report that their business is picking up nicely and that they will have a good fall and winter trade.

D. K. Myers, the well known Zonophone dealer, reports that trade is improving right along with splendid prospects from now on.

Marks Silverstone, of the Silverstone Talking Machine Co., reports good prospects and that trade is picking up.

W. H. Allaire, who succeeded Mr. Klohr as traveler for the National Phonograph Co., throughout this State, was a recent visitor here.

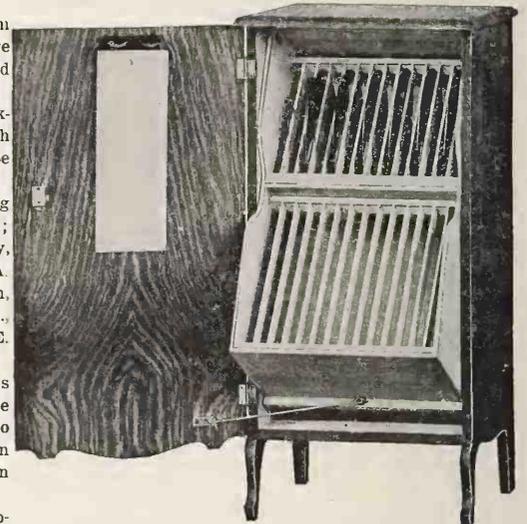
The Thiebes-Stierlin Music Co. report that their talking machine trade for August was up to expectations, and that they consider the prospects for the fall and winter to be first class.

Mr. Knight, of the Knight Mercantile Co., reports that everything looks very bright for a good fall and winter trade.

The Union House Furnishing Co. will remove to their handsome new store at the northwest corner of Seventh street and Washington avenue on Oct. 3. They will occupy several floors in the Lind building at the southwest corner of Seventh street and Lucas avenue, which is right back of their new building. The fourth floor of the Lind building will be used for their talking machine business exclusively and on which will be two very large handsome sound rooms. The seventh floor of this building will be used for a talking machine recital room exclusively, and concerts will be given frequently. The room is 140 x 60 ft. M. S. Kopf is manager of this department, and states that while the firm's talking machine business has been good it will be largely increased in the new location. They have taken on the Edison, and will now sell both the Victor and Edison machines. They will also add two more salesmen.

POUPLAR ROCKFORD CABINET STYLE.

One of the popular styles of cabinets made by the Rockford Cabinet Co., Rockford, Ill., is that illustrated herewith. It is finding a rapid sale



by reason of its convenience, finish and appearance. It can be sold at a price which will afford a profit to the dealer "pushing" talking machine cabinets.

O. Heineman, general manager of the Carl Lindstrom & Co. plant, one of the largest talking machine factories in Germany, Berlin, sailed from New York, August 24, on the "Kaiser Wilhelm der Grosse," the North German Lloyd express steamer, for Bremen. He has been here for a month, more on pleasure than business, and expects to come back in the early fall. P. Kretschmer, manager of Lindstrom & Co.'s American branch, went to Europe August 14, on the "New York" of the American Line. He will also return later.

Two special big hits—"I've Got Rings on My Fingers," No. 5737 (Blanche Ring in "The Midnight Sons"), and gems from "The Beauty Spot," by Victor orchestra, No. 31,745, were specially announced by the Victor Talking Machine Co. to go on sale with the September supplement on August 28. These two numbers are said to be enormously popular.

Thousands of People

would purchase Talking Machines were it not for the racking noise, the scratch and deterioration of records.

FIBRE NEEDLES alone can and will bring these customers to you.

These Needles possess a charm of reproduction unknown and unobtainable by any other means.

They produce *PURITY, SWEETNESS* and *ELEGANCE* of tone and quality.

They cannot injure the records and are absolutely *NOISELESS* and *SCRATCH-LESS*.

Why not reach out for your share of these thousands?

“B.&H.” Fibre Manufacturing Co.

33 W. Kinzie Street

CHICAGO, ILL.



Let us fill your Fall order

You can be sure that every item you call for will be in the shipment, and that the goods will be shipped on the same day that we receive your order.

There's no need for you to worry and fret over some jobber you can't depend on, for fear he won't send your stock on time.

We have large quantities of everything in the Victor line right here in our warehouse—Victors, Victrolas, Victor Records, cabinets, horns, fiber cases, needles, accessories and extra parts—we never have to "send to the factory" to finish an order.

More than that. We handle nothing but Victor goods. We know our business thoroughly. Our employes are all quick, skillful and accurate. Therefore we very seldom make a mistake.

Whether your order amounts to a hundred dollars or ten thousand dollars, it will have our best attention. We count every one of our customers the "biggest." You won't be charged an extra cent for all the care and thoughtfulness which we give to your order, either. We couldn't do it even if we wanted to.

What we want to do is to prove to you that our service is better than what you thought was best. And we know that if you once order from us, you won't leave us in a hurry.

We guarantee promptness, accuracy and perfect satisfaction to you.

Write to-day for our catalogues, particularly our handsome booklet, "The Cabinet That Matches." And ask us for suggestions about your Fall stock, if you care to. We'll be glad to serve you in every way possible.

New York Talking Machine Co.
83 Chambers Street
New York

Successors to
Victor Distributing and Export Co.



INDIANAPOLIS HAPPENINGS.

Jobbing Business in Indiana Shows Marked Improvement—Columbia Machine Used in Automobile Advertising at Races—Indiana Phonograph Co. Report Good Edison Demand—What Records Are Selling Best—Close Moving Picture Shows on Sunday—Talking Machine Cures "Cussing"—Other Items of Interest Worthy of Record Here.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 2, 1909.

The talking machine business remains about the same in Indianapolis as to volume. Some dealers report that the jobbing trade throughout the State is getting better and others say that it is the retail trade in the city that is improving. But be that as it may business is remaining about the same.

The Overland Automobile Co. put out a unique advertisement during the week of the automobile races at the Indianapolis Speedway. The advertisement was presented with the aid of the Columbia Phonograph Co. and Gertrude Hassler, of Detroit, who has a fine contralto voice. She sang a song entitled "Overland My Overland" to the tune of "Maryland, My Maryland" and made a record which was placed in a Twentieth Century Columbia. The machine was then placed on an automobile and the record was played for the crowds out at the speedway. The record was clear and entertaining. Many who heard it expressed the opinion that Miss Hassler could do worse than take up record making.

The Indiana Phonograph Co., who handle Edison machines, are enjoying a better jobbing business out in the country, but there has not been much improvement in the city business, the proprietors say. The best selling records last month with this company were "Blue Feather," a duet, and "I Will Sing of My Redeemer," a quartette.

The Indiana Co. are having the best run on the Home machines, which sell at \$40. There is not such a demand now for expensive machines and cabinets.

Mr. Devine, manager of the Columbia Co.'s store, reports that the best selling records last month were "Pony Boy" and "My Wife's Gone to the Country." The demand for Fonotopia records keeps up at the Columbia Co.'s store. "The artists who make the records for the Fonotopia Co. are eminent in their respective domains," said Mr. Devine, "and the public is gradually finding this out."

Indianapolis talking machine dealers are getting ready for the state fair. The Columbia Co. will have one of their new library table Columbias on display at the fair.

The Kipp-Link Co. are fully settled in their new home in East Washington street, and are taking care of a satisfying jobbing business.

W. H. Frame will open a moving picture show at 35 South Meridian street, and will use a Twentieth Century Columbia on the outside.

Moving picture shows of Indianapolis were closed for fair on the last Sunday of August. Some time ago the Pure Milk Commission made arrangements with the three Sutherland theaters and the Orpheum to have an educational series of pictures run for the benefit of the babies. One of the stipulations was that these shows were to be allowed to remain open on Sunday. On the last Sunday in August, however, nearly all of the moving picture shows were opened. The mayor was out of the city on his vacation, so Jesse Pavey, his secretary, heard of it and ordered the police to close all of the places. There was no refusal on the part of the moving picture showmen, and H. E. Shaw, manager of the Sutherland houses, said it was not probable that there would be any attempt to open the theaters on Sunday. "I cannot understand though," he said, "why the police should discriminate between the five-cent theaters and the saloons. The people seem to clamor for the five-cent theaters."

One of the strangest talking machine stories

that has ever reached the trade in Indianapolis has just floated in from Vincennes, the oldest city in the state, or at least about the oldest. It is a story of James H. Adams, a Vincennes newspaper man. As the story goes, and some of the best known men in Vincennes vouch for the truth of it, Adams was much discouraged last fall when Congressman James E. Watson was defeated for the governorship in Indiana by Thomas R. Marshall, now Governor. Mr. Adams had in his office a talking machine which he used for dictating letters. When he heard that Watson had been defeated he opened up the machine and began to cuss. He cussed up two or three records and then he put the receivers up to his ears and listened to the phonograph do his cussing. He liked it pretty well. But after he had listened to it two or three times he thought maybe he had better quit cussing. Then he got another record and dictated a statement into it that he would never lose his temper again and would never utter even a small cuss word. Then he locked the records up where his stenographer could not find them. A few days ago he dug up the records and called in some of his friends and let them listen to the performance. Then he burned the records.

THE VICTOR TRADE-MARK.

A Most Convenient Vehicle for Illustrators for the Daily Papers.

The famous Victor trade-mark "His Master's Voice" has furnished more ideas for the caricaturists than any other single trade-mark in the world. It has been used in almost every possi-

TO-DAY THEY HEAR THEIR MASTER'S VOICE



ble way and now it has even been Harrimanized.

When Harriman returned to these shores last month a clever Mail and Express artist sketched the above in order to portray the market conditions when the great railroad manipulator reached these shores.

CROMELIN TAKES CHARGE IN LONDON.

J. B. Cromelin, recently appointed as general European representative of the Columbia Phonograph Co., General, succeeding Frank Dorian, with headquarters in London, Eng., is spoken of as one of the brightest men in the business. He is a son of R. F. Cromelin, deceased, one of the pioneers in the trade, as an associate of Edward D. Easton, president of the company, and a nephew of Paul H. Cromelin, vice-president, and is only thirty years of age. J. B.'s first experience was as typewriter in the Washington, D.C., office of the Columbia Co.; in succession he became private secretary to President Easton; then located in an important position at the company's Bridgeport (Conn.) works; assistant to Frank Dorian, when a manager of one of the domestic branch offices, finally becoming connected with the branch in Berlin, Germany, four years, two of which he was assistant to his uncle, Paul H., in charge at the time.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

The Talking Machine Trade Is Steady but Rather Quiet Except the Demand for the Cheaper Products—Future Prospects Excellent—Increase in Disc Record Demand—New 200 Thread Record Saves Cylinder Business—Improvements Looked for Soon in Disc Records—Copyright Question Still Being Warmly Discussed—Associations Pass Resolutions on the Subject—New Clarion 200 Thread Disc—400 Thread Hinted at for the Future—Fraud Charged in Floating of Sonogram Stock—What the New Record Lists Have to Offer—A New Hornless Machine—Growth of the Colonial Trade—Fast Mails Help Business—Caruso's Successful Tour—French Government Buys Edison Machine for Use in the Sudan—Other News.

(Special to The Talking Machine World.)

London, E. C., Sept. 5, 1909.

Talking machine business has been fairly steady during the last few weeks, but quiet for all that, especially in the cheaper class products. With the passing of August, however, it may safely be said that the future holds nothing but good prospects for the season which should open up in real earnest towards the end of September. What the possibilities are for any particular class line of product cannot be foretold with any degree of accuracy, but there certainly is a strong leaning over towards the reliable and better class goods, which is more than demonstrated by the closer care exercised by traders in excluding articles of an unknown quantity. In the record field the disc is an ever-increasing factor against the cylinder sales, which during the last few months have been at a very low ebb, and indeed if it was not for the 200-thread records we should say this side of the business was on its last legs. The popularity of these wonderful records, however, has saved the situation, and without doubt they will monopolize the greater part of the cylinder trade of next season. We shall then have on the market three makes—the Amberol, Crystal and Ebonoid, retailing at different prices, which here at any

rate is the essence of competition outside the value of artists.

Improvement in Disc Records.

The disc record seems to offer equally unlimited scope for improvement as witness the remarkable issue of a 200-thread, phono cut, five-minute, double record, referred to elsewhere. The extraordinary even tracking of the sapphire in such confined sound grooves is almost beyond comprehension, and the beautifully natural tone obtained reflects a perseverance and inventive ability demanding our heartiest congratulation to the officials of the Clarion company. This record marks a new era for the disc industry and no one can question that it is the greatest and best achievement the talking machine trade has seen during the past ten years or more.

Indestructible Cylinder Record a Factor.

The Indestructible cylinder record is to be a factor in this season's trading and there can be no question that a bright future is in store for a good indestructible record, combining smooth surface, quality of tone and the right kind of selections.

Musical Copyright the Issue.

Like every other question, this one of a suggestion to levy a tax upon talking machine records and perforated music rolls is not without its just view from either side. On the one hand the publishers claim that by the issue of copyright music on records their sales of sheet music suffer and as a consequence the copyright committee is in conference to determine the equity of these demands. On the other hand, we claim as representing the interest of the talking machine and record trade, that sheet music sales rather benefit than otherwise by the wide publicity given through the distribution of records, and therefore the attitude adopted by the publishing fraternity is of a sentimental nature only.

In support of our contention one of many facts stands out prominently and it is this: If harm to the publisher is really the outcome of the issue of a particular record, why in the light of common sense do these publishers continually send copies of each month's issue of music to

the record makers? The object is obvious, they want the benefit of talking machine publicity to popularize their music or songs. It is even being done now. Only last week the firm of J. E. Hough, L., received six pieces of music from a large publishing house, with a letter requesting early publication on records. In the face of this and many other instances I could quote, does it not seem like an attempt to extort money under false pretenses? To finally and definitely settle the distinct issue whether or not the issue of records is beneficial or harmful to copyright owners, Mr. Hough, as reported last month, has made the following valuable suggestion to the copyright committee: "That the Gramophone Co. be asked to supply the committee with the names of songs sung by such eminent singers as Caruso, Melba, Patti, etc., and the dates they were issued to the public in the 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." Here we have a close challenge which the other side, who are so strongly represented on the committee, have as yet failed to take up.

The following important resolution was passed at a recent conference of the councils of the Pianoforte Manufacturers' Association, L., and the Music Trades' Association of Great Britain: "That this conference is opposed to the creation of monopolies in respect of copyright in player music rolls and gramophone discs. That a copy of this resolution be sent to the London Chamber of Commerce, and to Lord Gorel, representing the Board of Trade. A further extended sitting of the Board of Trade Copyright Committee was held at the beginning of August when many further witnesses representing both sides were examined. President Dyer probably gave evidence, as was his intention, but we cannot obtain definite information on this point.

Beka Co.'s Opera Records.

Ever to the fore with all the latest, the Beka company in their October list promise records from the three popular comic operas, "Our Miss Gibbs," "The Arcadians," and "The King of Cadonia," two selections from each.

A Clarion Triumph!

One of the new departures by the Premier Manufacturing Co., as foreshadowed in my last report, will arrive at a state of finality by the time these lines appear. For some time past we have heard of an impending 200-thread disc and Mr. Seymour has even hinted at the possibility of 400 threads to the inch, but that by the way. What we are most concerned with at present is the forthcoming issue of a Clarion 200-thread phono disc—double-sided. The first list contains 12 selections, many of a high class character, some of which are "Soldiers Chorus from Faust," "La Reine de Saba," "Excelsior," "Dollar Princess," "The Moon Has Raised Her Lamps Above," "Sunday With the Troops," "By the Suwanee River," etc. These records are 10-inch, double-sided and each selection plays for five minutes. The price is not yet decided, but the figure is to be a very competitive one. Complete songs are given on many of the records. As regards volume of tone it is slightly less than the ordinary record, but this is a good advantage. The tonal quality of the instrumental selections is excellent, while the vocal records are characterized by clear and distinct enunciation. This new Clarion record represents a distinct triumph for the Premier company, and is an achievement of quality never before obtained in this industry.

New Sound Boxes a Necessity.

A seasonable word will perhaps not be out of

TEN MINUTES

THIS IS THE ACTUAL PLAYING DURATION OF THE NEW

"EBONOID,"

TEN INCH DOUBLE SIDED DISC RECORD
(PHONO CUT)

Read What the "World" Has to Say About Them

(PRICE TO SUIT ALL POCKETS)

(Ready September)

Clarion Cylinders

(2½ minute)

Ebonoid Cylinders

(5 minute)

Clarion Discs

(2½ minute, double sided)

MACHINES TO PLAY ALL TYPES
DISC and CYLINDER

The Premier Manufacturing Co.

THE POINT, WANDSWORTH, LONDON, S. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

place here, and it is this: The sale of phonocut discs has in the past and is now suffering very materially from the lack of the necessary means whereby to play them. There are suitable sound boxes on the market and interchangeable connections, but somehow or other we don't hear much of them—probably because they are not much advertised. It is useless to put the cast before the horse and we trust those most interested will bear this more in mind than was the case last season.

In Trouble Over Sonogram Co. Stock.

David John Rees answered a summons at Bow Street Police Court on a charge of having made a certain false statement in a statutory declaration relating to the floating of the British Sonogram Co., L., of which he was a director and secretary. For the prosecution, Mr. Travers Humphreys said the minimum subscription on which the company would go to allotment was fixed at £5,000, payable in cash. The list of applications remained open until April 15, 1907, and on that date the defendant reported at a board meeting that applications had been received for the minimum subscription of 5,000 preference shares, and it was therefore agreed that the allotment should be made. As a matter of fact only £136 had been received by that date in respect of 1,360 shares, and the defendant allotted to himself and his nominees the necessary number of shares to make up the 5,000. He afterwards, said Mr. Humphreys, filed a statutory declaration to the effect that the conditions required by law had been complied with and that he himself had taken 1,000 shares, in respect of which he had paid an amount equal to the proportion paid by the other subscribers. As a fact, however, he had paid nothing. Upon that declaration a certificate was granted by the registrar, entitling the company to start business. The defendant afterwards drew £91 10s. of the moneys of the company for his salary, which

he never would have been entitled to draw except for the false declaration.

It was also alleged that the defendant obtained by false pretences £300 paid to the company by Harry Walsh-Lee. Mr. Arthur Newton, who defended, intimated that the defendant would elect to be tried by jury. The proceedings were then adjourned.

New Piano and Moving Picture Combination.

Max Olitzki has just patented an invention which is arousing great interest on the Continent. It is a device whereby a combination of the film and piano recording is effected. Thus any selection recorded on a perforated music roll will also, as on a bioscope, show the exact movements of the player's hands and body. By this ingenious invention enthusiasts can in their own home now see and hear their favorite composer perform his own works. Wonderful indeed!

End of Universal Talking Machine Co.

The Universal Talking Machine Co., L., of London, has been wound up.

Some Fine New Clarion Records.

Some fine records obtain in the September list of Clarion cylinders. Those to hand are "El Capitan," by the Premier Military Band; "Ciribiribin" waltz, and "Cinderella," by the Bijou Orchestra; bagpipe solo, "The Cock o' the North," by Major Forsyth; Xylophone solo, "Let 'im Go," by George Lennox; Bell solo, "Noontide," by Will Hopkins; "Take a Pair of Sparkling Eyes" and "My Dreams," both sung by Vincent Hards; "Sweet Adeline"; "Save a Little One For Me," and "Boiled Beef and Carrots" are two good comies by Mr. Denton; "Bonnie Leezie Lindsay," by Jock Walker.

Selfridge's in Hot Water Over Price Cutting.

Messrs. Selfridge's, the great new Americanized store in Oxford street, London, are getting into hot water with the pianoforte trade owing

to price-cutting. A number of dealers recently visited the store to ascertain the names of all the piano firms there represented, and these firms the dealers have decided to sever business relations with. We have every reason to believe, however, that the standard talking machine prices are well maintained.

Parliamentary Report on Cinematograph Bill.

The cinematograph bill dealing with the enforcement of safeguarding methods against fire has passed through committee. Objection was taken to the name by Mr. T. M. Healy, who remarked that some ass ten years ago took a word from the Greek and gave the name to this abominable instrument. He thought the House had some other more important business on hand than to pass this fancy sort of thing; it was a jackassing business!

New Model Eufon Hornless Machine.

A new model of the Eufon homeless machine was recently shown to me by Mr. Vogel. It is styled the "Eufonette," and being smaller than the Eufon, sells at four pounds fifteen shillings, in either oak or mahogany. The Eufonette is now supplied with tone arms to play vertical, and hill and dale cut records, according to requirements.

Possibilities of Colonial Business.

Mr. Edgar Samuel is due home this month from South Africa. The principal trade centers were visited and much new ground has been opened up. Messrs. Barnett Samuel & Sons, L., report that the trip was altogether a success and their representative found that many firms who had hitherto dealt elsewhere, were only too pleased to confine their trade to the mother country on proof of satisfactory demonstration that goods of the right description and style at competitive prices were to be had for the asking. Messrs. Barnett Samuels are showing a keen desire to meet local requirements in all our col-

A Special Line for Colonial and Foreign Traders

Favorite Records

10-inch Double Sided, sh: 2/6 & 12-inch Double Sided, sh: 4/-

Write for our SEPTEMBER list. Exclusively 12 inch D.-S. Records

Selections from the leading grand operas played by the Banda Municipale, Verona (44 Musicians) and the Favorite Concert Band.



Astonishing Value
Better Than Ever



Latest Songs—Best Artistes—Best Bands

ASK FOR CATALOGUES (GRATIS)

INTERNATIONAL FAVORITE RECORD CO.

Incorporated with H. Lange's Successors, Ltd.

Teleg.: Langius

58a Wells Street, Oxford St., London, W., Eng.

Telephone: 8522 & 12239 Central

FROM OUR LONDON HEADQUARTERS—(Continued.)

onies and in this direction I am able to advise Canadian traders that a representative will shortly visit the principal towns of the Dominion with the object of surveying the ground to study local conditions and generally interest Canadian dealers in B. S. & S. products. The Australian market is also to receive close attention and other countries will be visited in turn.

We wish this worthy example of enterprise would be emulated by other English houses, since there is ample evidence that the bond of relationship between the mother country and her colonies becomes closer as time goes on in both a political and commercial sense, and it is with the utmost confidence that we recommend a moderate outlay in publicity through the columns of this journal as one of the best means to build up a good colonial trade. The business is there, but you have to seek it!

Gramophone Records for September.

The new September gramophone records comprise the usual varied selection of good titles and are as follows: "Country Dance, No. 4" (Cowen), and "Ballet Egyptian, No. 4" (Luigini), by the Band of H. M. Coldstream Guards; "In the South," overture (Elgar), La Scala Symphony Orchestra; under concert music, "The Death of Nelson," a spirited rendition by John Harrison; "Love, Could I Only Tell Thee," and "Love in Her Eyes Sits Playing," by Mr. Evan Williams; "Young Tom o' Devon," and "The Gilded Popinjay," by Mr. Peter Dawson; "How Lovely Are Thy Dwellings," by Miss Percival Allen; "O Don Fatale" ("Don Carlos"), Verdi, and "Mon Coeur S'ouvre a Ta Voix" ("Samson and Delilah"), Saint-Saëns, are two especially fine airs well sung by Mme. Kirkby Lunn; while "The Children's Home" is sympathetically rendered by Miss Palgrave Turner. There are two humorous songs by popular artists, "Jean McNeil," by Harry Lauder, and "Both Laugh," George Robey. Of instrumental we have several good selections—violin "Chant de Veslemoy" and "Norwegian

Dance," both on one record, by Miss Kathleen Parlow, who also plays another delightful record entitled "Moto Perpetuo" (Paganini); cello, "Chants Sans Paroles" (Tschaikowsky), by Louis Hamburg; piano, "Paraphrase de Concert" ("Rigoleto"), Verdi-Pachmann, executed with considerable credit by Herr Vladimir de Pachmann, who plays Chopin's "Etude" in an equally impressive manner; and last, but one of the best is "Eu Cadinant" (D'Ambrosio), by the popular Renard Quartet, which completes an exceptionally good list that all traders should interest themselves in.

Some Special Gramophone Offerings.

A batch of new literature is just to hand from the Gramophone Co., which announces the issue of a number of interesting records from "Our Miss Gibbs," "Dashing Little Duke," "Persian Princess," "The Arcadians," and lastly, but not least, four new records by Madame Tetravzini—two of Tosti's songs and "Ah! Non Credea" from La Sonnambula, and "Cavatina" (Les Pêcheurs de Perles). These records make an opportune appearance in view of Madame Tetravzini's forthcoming concert tour throughout the Kingdom.

A 300 Mile Motor Trip

Was the experience recently of Mr. Hallet, the popular sales manager of the Premier Manufacturing Co. Starting from London, Mr. Hallet touched all the principal towns en route to Norwich and back. He found this the most practical way of reaching the various centers, and visiting traders, especially those located on the fringe or outskirts of good towns. The journey from a business point was highly lucrative.

Caruso's Successful Tour of the Provinces.

Signor Caruso is on tour throughout the provinces and is meeting with a very warm reception. In Dublin it is said fancy prices were paid to hear him.

Zonophone 12-Inch Records Well Received.

The first list of Zonophone 12-inch records has

met with a splendid reception from the trade generally and as forecasted last month the quality and tone is all that could be desired. The new Zonophone sound-box with machine is also selling freely. Another season's novelty is a new 10-guinea Zonophone Grand. This is an interior horn cabinet machine, solid oak, 40½-inch high, new Zono sound-box attached, Gibson arm, with high grade double spring motor, etc. The machine is handsome in appearance and presents wonderful value for the money.

London to Berlin Telephone.

The British and German governments have under discussion the possibility of direct telephone communication between London and Berlin via either Holland or Belgium. Telephone lines are definitely arranged for between Madrid and Bordeaux, while the negotiations for a through telephone between Madrid and Paris are well advanced. When the Franco-Spanish communication has been established it may be possible, though with difficulty, to speak from London to Madrid.

Faster Transmission of American Mails.

An appreciable saving of time is noticeable since the mails from New York by the Cunarders were landed and despatched from the new port at Fishguard. The company announce that in future all their homeward bound steamers from New York after September 11 will call at Fishguard, as well as Queenstown. The mails will be carried by special trains direct to London, by which means a saving of quite six hours, if not more, will be accomplished.

Prices Maintained on Favorite Records.

An important announcement is made this month by the International Favorite Record Co. in regard to their September list of records to comprise the issue of 12-inch double sided discs only at the usual price of 4/ per record of two impressions. That the ordinary figure stands speaks well of the high value offered, since the

ROYAL APPRECIATION

of the



To H. M. the KING OF ITALY



BY APPOINTMENT To H. M. the QUEEN



To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

The Patent "Flex" Diaphragm

More Music—Less Scratch

The Loudest and Most Natural
Reproduction Yet Obtained



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



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

Patent Needle Tension Attachment

For "Exhibition" Box
Makes all Needles Louder
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This little Attachment is most
simple and effective and involves
no alteration to the sound-box
whatever. Detached in a few seconds. Decidedly increases volume
and detail of reproduction. Specially good with Fibre Needles.

Testimonials and Repeat Or-
ders from the World Over.

Particulars free from **DAWS CLARKE**

5 Longford Place, Longsight,
MANCHESTER, ENGLAND

**TRADE
SUPPLIED**

orchestral selections in this list are all operatic music by the Banda Municipale Verona (44 musicians) and the Favorite Concert Band. Such a list should be in the hands of every live trader.

Beka Co.'s Comprehensive List of Records.

For good music, with plenty of variety, dealers cannot do better than obtain the monthly Beka lists, which contain selections to suit every class of customers. In this direction the Beka current issues are particularly characteristic. The general quality is first rate and I would recommend the following for stock: "Sullivan Memories," selection 1, introduces the "Mikado," "Pirates of Penzance," "Patience," and "Iolanthe"; selection 2: "Yeoman of the Guard," "Princess Ida," "Iolanthe," and "Gondoliers"; "The Chancellor" and "La Victoire" marches, played by the Beka London Orchestra; "Love the Pedlar," Miss Mabel Gregory, "Green Isle of Erin," Miss Emily Moss; "An Evening Song" and "I Know of Two Bright Eyes," Philip Ritte; "My Old Shako," Harry Thornton; "Only an Old-Fashioned Cottage," James Hudson; two splendid violin solos, "Variations Hongroises" and "Austrian Hymn," by Mr. Wm. Henley; "I Want You to See My Girl" (comic), Bert Alvey. There are in addition two of the famous melster records, 12-inch, double-sided, "I Think," and "Tell Her I Love Her So."

To Tour Empire With Choir of 200 Voices.

With a British choir of 200 voices Dr. Henry Coward, the famous conductor, is expected to make a six months' tour of the British Empire, covering Australia, New Zealand, Canada and South Africa, etc. The date of departure is not yet fixed, but probably it will not be for some time ahead.

The September Zonophone List.

The September Zonophone list contains the usual goodly fare, the following records being

especially worthy of mention: Tenth Grand Opera Record, the stirring scene from Act II of "Faust," is sung by a full operatic chorus, accompanied by orchestra, while the Black Diamond Band gives another excellent selection from the same opera; "Vision of Salome Waltz" by the Bohemian Orchestra; "Take a Pair of Sparkling Eyes," Ernest Pike; "The Bandolero" and "The Village Blacksmith," Peter Dawson; "Watchman, What of the Night?" duet, Ernest Pike and Peter Dawson; "The Referee," Harry Lauder; "Way Down in Alabama," Collins and Harlan; "Sleep and Forget" (cornet), C. White; "The Follies" (concertina), Alexander Prince.

Phonograph for Workhouse Infirmary.

Braintree Board of Guardians are to purchase a phonograph for use in the workhouse infirmary. One of these instruments recently presented is said to have produced in some cases successful "music cures" by brightening the hours of the patients.

The October "Twins" List.

The October "Twins" list is one of the finest yet issued.

Universal Tempo for Waltz Music.

At the second congress of the International Union of Dance Teachers, held at Scheveningen, Holland, it was unanimously resolved that the universal tempo for performing waltz music for dancing shall be sixty beats to the minute. It is hoped this will settle the disputed point as to what is the proper time at which waltzes should be danced.

Edison Machines for the Soudan.

Through the Paris office of the National Phonograph Co., the Colonial Office of the French Government were recently supplied with a "Home" phonograph, accessories and a quantity of blank records. This outfit was intended for use in a political expedition to the Soudan (West Africa), undertaken by Governor Monsieur L. Richaud. The results of this enterprise have been much paragraphed in the French newspapers and we are pleased to be able to publish a copy and translation of Monsieur Richaud's letter, in which he expresses his satisfaction at the excellent results obtained from the Edison phonograph:

"The Governor Léon Richaud
"Head of the Mission of Delimitation Franco-Libérienne.

"To the Director of the Compagnie Franc, du
Phonographe, Edison, Paris.

"In reply to your letter of June 29th, which I received through the Colonial Office, I have the pleasure to inform you that the Edison Phonograph furnished to the Franco-Libérienne Mission has given every satisfaction.

"In spite of the articles being badly handled in transport and the changes of temperature, the apparatus and cylinders have nevertheless worked perfectly.

"We have been able to make some records in the course of our travels, which I have sent you, so that you can convince yourselves of the results obtained.

"Yours very truly,
"(Signed) L. RICHAUD."

The records which Governor Richaud secured are composed of speeches by the chiefs of the native tribes, expressing their submission to the government, orchestral selections by native bands played with different instruments made of ivory, wood, etc., brass cymbals, etc., manufactured by the natives themselves. There are also native songs and instrumental solos which to the uninitiated do not appear to be especially harmonious. Although the recording is done on ordinary Edison blanks, the various items reproduce with marvelous fidelity. The reason for this, as Governor Richaud explained to the writer, must be attributed to a great extent to the silence and the excellent acoustics pervading in the large forests of that country.

Governor Richaud will hold a conference about his expedition at the Geographical Society in Paris during this month and will give an exhibition of the records he has made, which doubtless will prove highly interesting.

Summer Enterprise.

Most residents in towns where the great piano firm of Crane & Sons, L., have an establishment are familiar with the presence, among other window decorations, of the symbolic models of a full-sized crane, standing erect in all the pride of its height and stately attitude.

The Birmingham establishment in the Old Square have utilized these models in a very smart manner during the last few weeks in the preparation of a special window show of "Twin" records.

The window is dressed with a full assortment of the "Twin" records and "Twin" show cards and literature, and in the center stand two of these tall cranes, representing twin birds, holding in their beaks a length of ribbon, on which is suspended a Twin disc record.

The effect is excellent and is duly appreciated by the crowds who gather daily outside Messrs. Crane & Sons' emporium.

Popularity of Stroh Violins.

A musical novelty which has for some years past received the support of eminent musicians is the "Stroh" violin, the invention of Mr. H. Stroh, the prominent scientist, now manufactured solely by Mr. Geo. Evans of 94 Albany street, London.

In conversation with your representative Mr. Evans emphasized the growing demand and usefulness of the Stroh violin for many purposes. It is largely used for recording and on account of its extraordinary properties of tone and quality it has claims upon amateurs and professionals alike which cannot be ignored. The tones are rich, mellow and deep, and its volume is at least three times that of the ordinary violin.

Talking Machines, Records

and
Accessories of Every Description

WHOLESALE, RETAIL and EXPORT TRADER
On Cash Lines at Close Market Prices

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

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

OUR SPECIALTIES ARE

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

Lists and all particulars free on demand.

"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.

The
**STROH
VIOLIN**

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

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

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

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

FROM OUR LONDON HEADQUARTERS—(Continued).

An illustration of this invaluable instrument is given elsewhere. Record makers and musical instrument dealers interested can have a free descriptive booklet on application to Mr. Evans.

AN INTERESTING DECISION

Handed Down by Supreme Court of Germany to the Effect That Talking Machine Records Do Not Infringe Rights of Composers.

A very interesting copyright decision has been handed down by the Supreme Court of the German Empire, being to the effect that talking machine records do not infringe the rights of the composer in any sense. This decision, coming as it does from the highest court in the empire, cannot but prove of interest to the talking machine trade throughout the world.

Under section 1 of paragraph 22 of the German copyright law of June 19, 1901, which is still in force, the reproduction of copyrighted musical compositions is permitted when made by means of discs, cylinder, music rolls and similar parts of mechanical musical instruments. The freedom of reproduction is given, whether the parts are interchangeable or made a permanent part of the instrument. Section 2 of the same paragraph makes a distinction, however, between different instruments, and the freedom to use copyrighted music is denied where the performance, in so far as loudness, duration of tone and rhythm are concerned, can be reproduced in the manner of a personal interpretation. At the time the law was passed it was clearly understood that this exception did not relate to talking machines, but referred exclusively to those piano-playing devices where a personal interpretation was possible.

Nevertheless, suit was entered some time ago in Germany against the German Graphophone Co., of Berlin, by the owner of the copyright and performing rights to all compositions by Rudolf

Waldmann, the complaint particularly covering what was alleged to be the unlawful use of the composition "Sei gegrüsst du mein schönes Sorrent" (poem by Heise) and of the music of the light opera "Incognito." The plaintiff demanded discontinuance of the manufacture and destruction of all records made besides damages to the extent of 3,000 marks. The Court of First Instance (Landgericht) decided in favor of the plaintiff. The Court of Appeal (Kammergericht) dismissed the complaint, overruling the decision of the Landgericht, and now the Supreme Court of the Empire (Reichsgericht), to whom a final appeal was made, has affirmed the decree of the Kammergericht, holding that the phonographic reproduction is purely mechanical, and is, therefore, not a violation of the rights of the copyright proprietor. The court in a lengthy decision discusses the various phases of the case. It holds that the phonographic record cannot be considered other than a mechanical reproduction, so far as variation in rhythm, duration and strength of tone are concerned. The style of the record is fixed by the artist who makes it, and as long as the matrix remains in existence the reproduction from the record made will be as made in the first place. The bill was dismissed and the plaintiff ordered to pay the costs of the proceedings.

TO SAVE TIME ON EUROPEAN MAIL.

Letters for Outside City to be Sent from Liners Direct to the Depots.

(Special to The Talking Machine World.)

Washington, Sept. 3, 1909.

An important change just made in the ocean mail transfer service in New York harbor will result greatly in expediting foreign mail to its final destination in the United States. An order has been issued by Postmaster-General Hitchcock to have clerks on the liners separate all

bags of mail for the interior of the country from those labeled "New York City." Hereafter two transfer tenders will meet each incoming liner at Quarantine. One will take all bags labeled for the interior and rush them direct to the various stations, and the other will handle the bags for New York City.

Under the old arrangement all the bags were transferred to one tender and taken to New York.

EDISON GREATLY PLEASED.

Over the Discovery of the North Pole by an American—Descants on the Great Scientific Discoveries Made During the Past Year—Discusses Other Subjects.

Thomas A. Edison, the inventor of the phonograph and grand master of electrical invention and research, was as pleased as a schoolboy who had secured an unexpected holiday, over the discovery of the north pole by an American, and exclaimed, "Well, well! That's a great thing. And the best of it is an American is the discoverer. Isn't it wonderful what this country can do? Peach of a country, isn't it? You bet it is, and the man who doesn't think so ought to be kicked out."

It was in the congenial environment of Briarcliffe Lodge during his recent visit that the Wizard of Menlo Park expressed the opinions above quoted, and discussing the scientific sensations and discoveries of which all the world is now talking, he said further:

"This year has certainly been a very good one from a scientific point of view. Look at what it has witnessed in the successful employment of the aeroplane, the dirigible balloons, the improvement in wireless telegraphy and other things that must seem marvelous to those not engaged in scientific research. Yet these things

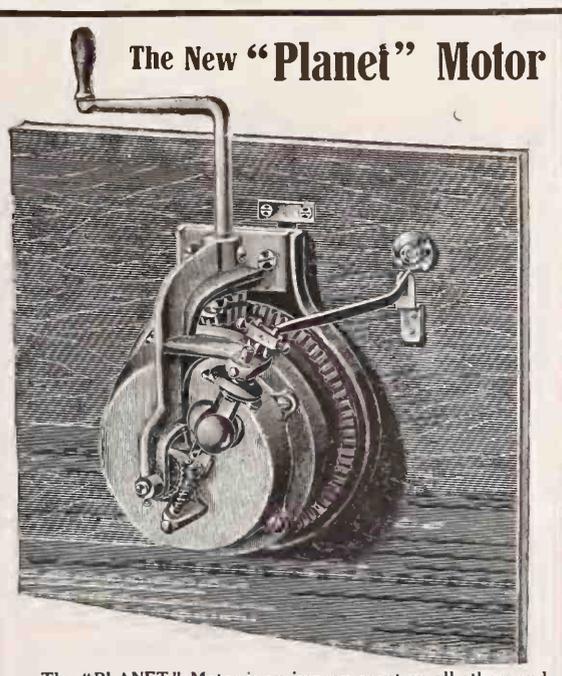
The **"RENA"** MACHINES



"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8 1/4 in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickelled Aluminum TAPERED TONE ARM. Improved Sound Box, fitted with Patent 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 encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. 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. 5a, £8 8s.

Cabinet: Solid Mahogany, with Inlay, size 16 in. by 16 in. by 8 1/4 in. Fitted with "PLANET" 24-minute Motor. Self-regulating SPEED INDICATOR. Nickelled Aluminum TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

"The Machine With the Guarantee."

Manufactured by **THE RENA MANUFACTURING CO., Ltd.**

27 Worship Street, Finsbury Square, London, E. C., Eng.

Cables and Telegrams: TALKINGDOM, London.

Telephone 5642 London Wall

WRITE FOR FULLY ILLUSTRATED LISTS.

"The Motor That Runs In Grease."

are not marvels. They are the merest trifles in comparison with what we ought to have accomplished, what we hope some day will be accomplished.

"Notwithstanding all we have done, we are in the infancy of our power to fathom the depths of nature and to learn her secrets. We are groping, but although in the dark we shall unravel, little by little, the mysteries of the unknown.

"The trouble is our senses are limited to five. Oh, that we had one hundred! At present we cannot comprehend one-millionth part of the hidden resources of nature. We never discover anything until the force that is responsible for it has come in contact with something that has produced light, or heat, or sound, or something we can either feel, or see, or hear, or taste, or smell.

"That accounted for the discovery of the Roentgen ray, which in turn led to the discovery of radium.

So far as concerns the discoveries and evolution of scientific projects that have been witnessed this year, undoubtedly the most important up to date is the conquest of the air. But, although many forms of aerial machinery have been devised, aviators have a long road to travel before they attain perfection. Until they have learned the secret of the vulture they cannot say they have mastered the art of flying.

Buzzard May Reveal Great Secret.

"When I was in Florida last year I noticed these turkey buzzards, or vultures, perform all kinds of evolutions in midair without the quiver of a feather or the assistance of any breeze. They rose and fell, floated or glided at pleasure, apparently without exertion. How they did it I don't know, but I do know that until the secret has been learned by man the conquest of the air will not have been completed.

"Still the fact remains that the aviators have forged the first link in the chain that will hold the key to this problem. I am convinced that in the near future some form of aerial machine will be employed for commercial purposes. It doesn't

take long after an invention has once been made public for persons other than the inventor to improve on it. Progress from that point is extremely rapid. Probably the first use of the aeroplane will be the carrying of the mails.

"Taking that into consideration—the rapid advance in aviation—it is well, perhaps, for the honor and glory of the mariner and the terrestrial traveler that Dr. Cook captured the pole when he did. Otherwise the prize would probably have been wrested from them by a navigator of the air.

"Although this year has been noteworthy in respect of scientific progress, that progress, it must be borne in mind, has been more spectacular than solid in its results. The great and really useful inventions are yet to come. These will take the form of discoveries that will lift the 'submerged tenth' to the level of his fellow man. In other words, they will 'jack up' the workingman by providing automatic machinery that will perform all the menial tasks and thus compel him to fit himself for something better. Other inventions will provide pleasant and sanitary homes for the rental that is now paid for an unhealthy, dirty, dark tenement. Still others will reduce the cost of decent living to a minimum by detecting fertilization that will make fifty crops grow where one is yielded now.

Thinks There Is a Surplus of "Highbrows."

"Too little attention is paid to the elevation of the workingman. Our present condition of society is topheavy. We are overburdened with 'highbrows.' We have too many lawyers and professors and academicians. We have too much of the so-called 'higher education' and too many unread libraries. Nothing delights me more when I cross the ferries than the sight of the large number of workingmen reading newspapers. The newspapers constitute the great democratic library from which most of us can derive our education.

"The workingman doesn't want charity or professional philanthropy. That's all punk. He wants to be, and he has a right to be, as indepen-

dent as the proverbial 'hog on ice.' The moment you offer him something for nothing he becomes suspicious. I know that because I am a workingman myself. Give him value for his money, but don't build a house at a cost of \$3,000 and sell it to him for \$1,000. That's punk, too. Build a house at a cost of \$1,000 for material and labor and sell it to him for \$1,200, so that the builder gets a reasonable profit and the purchaser gets the worth of his money.

"In that connection I may say that I have almost finished my mold for a cement house that can be rented at less than is paid for the cheapest of flats in the crowded tenements of New York."

"Why not pour cement warships?" asked one of Edison's cronies jokingly.

"Why not?" retorted the inventor, with a twinkle in his eye. "They would be much cheaper than steel, and if they were lost all you would have to do would be to pour a few new ones. If you are going to war why not have twenty or a dozen molds and pour out a cement fleet whenever you needed one? But, joking aside, cement is going to be a much greater factor in the affairs of life than it is at the moment."

Cook Shows What American Pluck Can Do.

Reverting to the discovery of the pole and the inventions of the year, Edison said:

"I do not know that Cook's work has any particular value from a practical and scientific viewpoint, but it has great value as a demonstration of what American pluck and energy and brains can accomplish, and as a stimulus for others to do something that will make their names as famous and aid their fellow man.

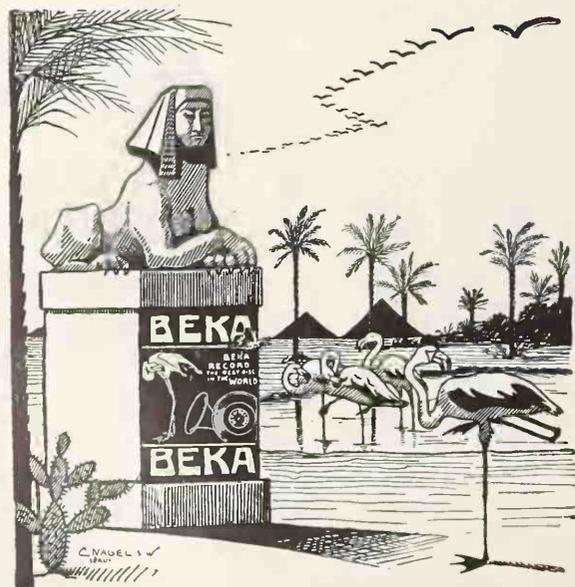
"Aren't we Americans great people? We call ourselves Americans, but as a matter of fact we are not. We are a lot of crossbreeds, and in that lies our power. We are a mixture of the best of Europe, for after all it is only the man who has pluck and determination and brains that decides to emigrate to a country wherein he believes he can improve his condition.

"And doesn't this country afford him the best

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in



German	Croatian	Siamese
English	Bohemian	Abyssinian
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Russian	Turkish	Burmese
Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
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Danish	Kiangnanese	Tarsi, and 15
Jewish	Cantonese	other dialects.
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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.

chance to do that? Isn't it a wonderful country? I remember when I was a peanut conductor on a railroad out West I used to see immigrants from Sweden and Norway who looked as if they never could be assimilated. Yet in comparatively few years I saw the sons of those men become Senators with every trace of their foreign extraction apparently wiped out.

"Is there any other country on the face of the globe could do that? Isn't it a peach of a country?"

CARUSO'S VOICE CHARMS MOUSE.

Judge Pardee of Atlanta, Ga., Has Interesting Experience Illustrating Effect of Music on Rodent—Mouse Risks Life to Hear Certain Selections.

A mouse that risks its life every evening, in order to hear Caruso sing, inhabits the home of Judge Don A. Pardee, on Ponce de Leon avenue, Atlanta, Ga.

One of the judge's sources of pleasure after the labors of the United States circuit court are ended for the day is a Victor Victrola, and among the valuable records he has collected there are half a dozen or more which reproduce the marvelous tones of the famous Italian tenor in solos from grand opera. There are also records of the voices of Scotti and Farrar and Campanari and other noted stars of the grand opera stage, but it is the Caruso records alone that attract the musical mouse.

The mouse was first observed drinking in the melody of this voice one day last week. The judge's family and several neighbors were gathered about the Victrola when one of the circle noticed the little rodent peeping from a crack in the corner of the fireplace. Caruso was then singing through the machine, but the significance of this fact did not occur to the observer at the time. A moment later, however, when the great tenor ceased and Madame Schumann-Heink began with the opening bars of "Knowest Thou the Land," the mouse instantly withdrew into the seclusion of its hiding place and remained there until Caruso sang again. Then the observer called the attention of the others to the listening attitude of the mouse in the corner, after which several experiments were tried with the result that the little fellow appeared only when Caruso sang.

When it was clearly established that the mouse's musical inclinations centered solely upon the Italian tenor, other experiments were tried to determine which one of the songs suited him best. "Celeste Aida" was put on the Victrola, but the mouse remained merely listening; then "Heaven and Ocean" was played with the same result. Finally, however, when the superb solo,

"Gentle Spirit," from the opera "La Favorita" was put on, the mouse darted from the corner and came squarely out before the assembled crowd. It sat up like a trained dog, cocked its ears forward and gave an excellent imitation of a cultured person enjoying high class music. This experiment was repeated time and again with the same result, so that the party witnessing it was convinced the mouse at Judge Pardee's is infatuated with Caruso's voice and will risk its life any moment to hear him sing "Gentle Spirit."

R. E. Sevre, manager of the talking machine department of the Elyea-Anstell Co., Atlanta, who sold Judge Pardee the outfit, vouches for the truthfulness of the story.

HOW BEST TO ATTAIN RESULTS

In the Sale of Talking Machines or Any Other Product—This Subject Discussed by an Expert in This Line.

A well known traveling salesman, in discussing the methods whereby he best attained results, remarked as follows:

"In all my experience of selling to the trade I have found but few that were not ready to say 'No' as soon as I introduced myself. I think that the less introducing a salesman does with himself the better success he will have. I believe in getting busy as soon as I can get the dealer's attention and drive away at my proposition. The dealer knows that his store is the most up-to-date and that his town is the most prosperous west of Chicago. What a salesman wants to do is to sell goods and not be a booster for a Promotion Committee.

"I have always found the plan of having something new a good idea. In handling the line most every dealer when I told him that I had something new would say that he knew the contents of the line, but when I would draw out a new sample from my pocket and get him interested it would give me an opening for the balance of the line. When he had seen the entire line he would say with surprise that he always thought that it consisted of a cheap line of goods. It goes to show that half the dealers think they know more about a line than the salesman who is handling it, and unless a salesman uses tact he will get turned down in most cases, and will be unable to present the dealer the full value of his line."

There is meat in this for talking machine men, as well as all others engaged in developing business.

DITSON CO.'S HANDSOME DEPARTMENT.

The interior decorations of the talking machine department of Charles H. Ditson & Co., New York, are not only in excellent taste, but very handsome. The pea green color scheme with a border of silver and the rich, dark mahogany woodwork and old ivory effects are in elegant contrast. The decorative work was finished last week, and when the new Persian rugs were placed on the floors of the roomy demonstrating booths the other day the general appearance of the department was greatly admired.

Opportunities are going by all the time. Keep your eye out for such as you can use in your business and nab them.



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

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

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

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

WHEREVER there is a talking machine there are wanted perfect loud, medium, or soft reproductions.

Wherever there is a talking machine there are ladies, and where there are ladies, are needed sewing needles and pins.

All these needs are joined in:

Jos. Zimmermann's

Famous Needle Cabinet

PUT IT IN THE WINDOW AND COIN THE ORDERS

SOLE MANUFACTURER

JOS. ZIMMERMANN
Needle and Pin Works

AACHEN ————— GERMANY

TRADE IN CINCINNATI.

Opening of Fall Welcomed by Talking Machine Dealers—Salesmen Enthusiastic—Cool Weather Aids Record Sales Materially—Piano Players Said to Hurt Sale of "Talkers"—Cheaper Machines Expected to Disappear from the Market—Better Machines Mean More Record Sales—Red Seal Records in Demand—Some Handsome Window Displays—Milner Co. an Active Concern.

(Special to The Talking Machine World.)
Cincinnati, O., Sept. 6, 1909.

September 1 was greeted with a great deal of satisfaction by the talking machine dealers in Cincinnati. The month of August is, undoubtedly, the most unsatisfactory month in the year, from the standpoint of the talking machine dealer. There is hardly a home in the entire city, except in the poorer districts, where at least a part of the family is not absent on a vacation, and it is almost impossible to interest new prospects, except to take advance orders for September delivery.

These orders are now coming due, and a number of talking machine salesmen expect to do more in the first ten days of September than they did during the entire month of August.

The pace they set during the first two days was a very fast one, and if it can be kept up September will certainly be a record-breaker. Every train is bringing in crowds returning from the summer resorts, and conditions will very soon be normal, enabling the dealer to close the large amount of business that had accumulated during the summer.

Talking machine dealers did not expect the season to open until about the 15th of September, but it now looks as though it will start with a rush from the very beginning of the month.

The weather has been so cold that outdoor amusements have not been very attractive, and with indoor amusement the order of the day, the Victor has been in big demand.

As a consequence, record sales have increased very materially, and a large number of machine sales are being made. The instalment trade, which in the past was the backbone of the business, is again coming into evidence, and this with the tremendous new field on the Victor Victrola, will guarantee a busy season to the talking machine dealers.

There is a well defined opinion among talking machine dealers of this city, that the piano player and the player-piano are injuring the trade to some extent. Among all talking machine owners is cultivated a taste for musical entertainment, that they have proven to be good customers for the piano player. A piano player representing, as a general rule, many times their outlay on a talking machine, naturally receives more attention, and as a circulating library can be patronized at an extremely low rate, the talking machine is very often entirely neglected.

Many dealers have expressed the hope that the very cheap talking machine will gradually disappear from the market, as they find that the greater the investment in the instrument, the greater the interest of the owner in same, and the more probability of his proving a record customer. It stands to reason that the \$25 machine will be relegated to the storeroom a great deal quicker than a Victor Victrola.

The Rudolph Wurlitzer Co. report a most satisfactory sale on Red Seal records. Their first floor salesrooms have proven themselves to be the very thing and are being patronized very extensively. It is a common thing to see every booth occupied by Red Seal buyers, and this in spite of the fact that this firm is doing a large business in selling records on the approval basis, whereby the customer has the opportunity of trying them in his own home without any trouble or extra expense, as the records are delivered and called for by representatives of the talking machine department.

Very attractive window displays are being made by this concern and their newspaper advertising has been very extensive. Their retail department is being attended to by seven salesmen, everyone of whom are old talking machine men, and equipped with a thorough knowledge of the business. As a result that store is enjoying a very good business and is known throughout the Middle West and South as one of the headquarters for Victor and Edison goods.

One of the busiest spots in Cincinnati is the store of The Milner Musical Co., on Sixth street between Vine and Race. This firm has just started on its third year of successful dealings with the music-loving people of this city. They handle everything known in the music line from pianos to talking machine needles. At the time the writer called everyone was busy selling goods; in fact, Raymond Strief, the general manager, had just finished selling a Victrola and a good sized bunch of records to one of Cincinnati's wealthy citizens. The entire sale amounted to over \$300 and Mr. Strief had the cash before the outfit was delivered. He is very enthusiastic over the sale of the new Victrola and speaks highly for the future of the talking machine business. The Milner Co. are jobbers of the Victor and Edison lines. Their store is so equipped that one saleslady can handle five record customers at the same time. They have seven individual record salesrooms for the sale of Victor and Edison records, thereby assuring the customers privacy in the selection of their records.

HE CUT PRICES IN VICTOR GOODS.

Max Goldberg Haled to Court by Victor Co.

Max Goldberg (said by the jobbers to be only one of the names by which he is known in the talking machine trade), hailing from the mysterious East Side of New York, was brought into the Circuit Court of the United States, that city, Friday, August 13, to explain to Judge Hough why he should not be punished for contempt of court, and also why a restraining order should not be issued enjoining him from selling Victor machines and records at less than the prescribed price. Counsel for the defense asked for an extension of time, as he had been brought into the case only the previous afternoon. The request was peremptorily denied, with a few caustic remarks by the judge relative to the attitude and peculiar actions of Goldberg in the matter.

Counselor Pettit, for the Victor Talking Machine Co., stated to the court that a number of attempts to serve Goldberg with the papers had been ineffectual. Finally, when the case was called before Judge Lacombe two weeks before, the defendant had appeared in court in person and

without an attorney and declared he did not understand a word of English. The court then granted Goldberg an adjournment for two weeks in which to engage counsel and set the hearing down peremptorily for August 13. Judge Hough was not disposed to be lenient, granting the injunction on the main petition, and adjourning the hearing on the contempt proceedings until the next motion day, namely, August 27. Judge Hough also ordered that notice to defendant by mail would be sufficient. On that date the hearing was set over to September 3, and again to September 17 on account of pleaded sickness.

FRANK DORIAN ARRIVES FROM EUROPE.

On August 30 Frank Dorian, recently manager of the European interests of the Columbia Phonograph Co., General, in Europe, with offices in London, Eng., got into New York on the "Campania," of the Cunard line, with his family. Later he called at the executive quarters in the Tribune building, visiting the various departments under the guidance of Paul H. Cromelin, vice-president of the company.

The laboratory premises formerly occupied by the American Record Co., 241 West 23d street, New York, have been leased for the same purpose by the Sonora Phonograph Co. Geo. K. Cheney is in charge.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, who went abroad with his family in June, is now at Carlsbad, Austria, drinking the waters. He will be home next month.

RECORD TRAYS FOR SALE

For Sale—1,500 unused, best quality Syracuse Record Trays. Half price if taken immediately.

THE COLUMBUS PIANO CO., Columbus, O.

BUSINESS FOR SALE.

Victor and Edison Phonograph Business For Sale.—Established 5 years in choice residential section of New York city; all salable goods; no cut-out records; mailing list 1,000; facilities for serving four customers at once. Parties wanting to do business here please reply. Job lot buyers keep off; good reason for selling. "Value," Talking Machine World, No. 1 Madison avenue.

EXPERT RECORDER DESIRES POSITION.

Can make "hill and dale" discs and all cylinder work; galvano room work thoroughly understood; pressing and all laboratory work; making of machines, etc; not a cheap man, but good; trial if required. Address, "Expert Recorder," Talking Machine World, 1 Madison avenue, N. Y.

POSITION WANTED AS MANAGER.

Position as manager of talking machine department wanted by young man who has had several years' experience under one of the best men in the business. Address, "Manager," care of Talking Machine World, No. 1 Madison avenue, New York.

SALESMAN WANTS POSITION.

EXPERIENCED SALESMAN, energetic and capable, wants good opening; experienced as salesman and manager; highest recommendations. BOX 750, Talking Machine World, 4 Madison Ave., New York.

FRITZ PUPPEL, G. m. b. H.

**BERLIN, S. O.
BOUCHÉ ST. 35**

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our "Elite" 9 Machines One of the Best.



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

F. L. DYER RETURNS FROM EUROPE.

The President of the National Phonograph Co. Receives Hearty Welcome—Chats With the World Regarding His Attendance Before the Board of Trade Copyright Commission.

Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., arrived from Europe September 9 on the "Deutschland," of the Hamburg-American line, looking greatly improved by the trip and the rest. He has been abroad with his family since early in July, sailing immediately following his attendance, with Thomas A. Edison, at the banquet given in connection with the annual convention of the National Association of Talking Machine Jobbers in Atlantic City, N. J., July 6 to 8.

At the pier to welcome Mr. Dyer were the officers of the National Co., heads of departments, etc., including the subjoined: Peter Weber, de-nuded of his whiskers and appearing fifteen years younger, superintendent of the Edison works;



PRESIDENT FRANK L. DYER.

Wm. Pelzer, vice-president; C. H. Wilson, general manager; F. K. Dolber, sales manager; Walter Stevens, manager of the export department; L. C. McChesney, manager of the advertising department; Nelson C. Durand, manager Edison business phonograph department; John Pelzer, of the Edison kinetoscope department; E. J. Dodge, manager, and Wm. Butler, of the Edison storage battery department. Mr. Dyer, looking pleased and contented, was accompanied by Mrs. Dyer and his son Jack, Jr., having come back alone two weeks before.

After everybody had cordially greeted Mr. Dyer and told him how fine he was appearing and how pleased they were to see him with them again, he had an interesting chat with The World, who was also present to bid him welcome home, regarding his attendance upon the Board of Trade's special committee in London, Eng., appointed by government suggestion, to investigate and report upon the present condition of copyright affairs and legislation helpful thereof, and to the various interests in connection therewith. Mr. Dyer expressed himself substantially as follows:

"Yes, I attended a meeting of the Board of Trade's copyright commission at their special invitation when in London, to explain the new American law and express my opinion in connection therewith and cognate matters. Many questions were asked me by members of the commission during the two hours I was before them. They were favorably impressed with our copyright act, and as the result of their investigations and deliberations will devise and report a bill of a similar nature with their recommendation for its passage. The contemplated measure will thoroughly protect the writers' and composers' right.

"It was evident to me at once that the commission are hostile to reproduction privileges as viewed by the phonographic and other automatic

instrument people, the same as the Patents Committee of Congress. They are not quite clear as to how a monopoly in copyright music could be prohibited or prevented. Whether this would be accomplished by means of a minimum royalty charge and thereby creating an open and free market for copyrights, subject to the action of the owner, or in some other way, the commission were not prepared to state.

"The commission do not question the legality of our method. As to the constitutionality of a law like the American statute in this respect, you will remember that Great Britain is not governed by a written constitution, but by precedent and general or accepted usage. Therefore, Parliament is supreme, and such laws as that august legislative body passes are final in a sense of their legality. The courts are subordinate to Parliament, and there is never any question raised as to an imperial act.

"While the commission will recommend a copyright bill of some kind, and give it their unequivocal indorsement, I cannot say what Parliament will do with it. Of course the Government will take up the bill, endorse and urge its enactment; in fact, that is the only way any legislation can be passed. It requires unanimous consent to pass a new law. My impression is, however, that a copyright bill of some kind will be enacted.

"As to business, though I was on the Continent as well as in Great Britain, I paid little attention to trade affairs. I know that business over there is improving. The recovery from the financial slump is much more rapid than with us. I should say the talking machine business was very good and getting better from what I saw and heard. I had a splendid trip going and returning, had a most enjoyable time abroad and never felt better in my life."

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1909.

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

AUGUST 11.

Bangkok, 8 pkgs., \$175; Cardiff, 50 pkgs., \$225; Chemulpo, 8 pkgs., \$307; Havana, 2 pkgs., \$111; Havre, 59 pkgs., \$492; Hong Kong, 43 pkgs., \$970; La Paza, 4 pkgs., \$114; London, 11 pkgs., \$306; 145 pkgs., \$3,559; Manila, 31 pkgs., \$701; Rio de Janeiro, 34 pkgs., \$2,239; San Domingo, 4 pkgs., \$55; Santa Marta, 2 pkgs., \$100; Shanghai, 1 pkg., \$100; Sydney, 1,735 pkgs., \$19,255; Trinidad, 12 pkgs., \$188; Valparaiso, 20 pkgs., \$435.

AUGUST 18.

Antofagasta, 11 pkgs., \$726; Berlin, 13 pkgs., \$310; Buenaventura, 7 pkgs., \$589; Buenos Ayres, 10 pkgs., \$445; 38 pkgs., \$1,028; Colon, 3 pkgs., \$178; Guayaquil, 6 pkgs., \$128; Havana, 18 pkgs., \$189; 3 pkgs., \$166; 14 pkgs., \$619; La Union, 5 pkgs., \$160; London, 5 pkgs., \$673; 583 pkgs., \$4,247; Mazatlan, 3 pkgs., \$296; Montevideo, 16 pkgs., \$2,785; Para, 5 pkgs., \$428; Porto Barracas, 2 pkgs., \$123; Rio de Janeiro, 11 pkgs., \$214; St. Johns, 82 pkgs., \$178; Tampico, 9 pkgs., \$666; Trinidad, 5 pkgs., \$121; Vera Cruz, \$108 pkgs., \$2,506.

AUGUST 25.

Berlin, 17 pkgs., \$248; Cartagena, 6 pkgs., \$711; Colon, 5 pkgs., \$123; Havre, 1,007 pkgs., \$5,474; Liverpool, 6 pkgs., \$750; London, 5 pkgs., \$737; 5 pkgs., \$614; Mombasa, 2 pkgs., \$500; Montevideo, 2 pkgs., \$180; Rio de Janeiro, 8 pkgs., \$639; Tumaco, 2 pkgs., \$111; Vera Cruz, 218 pkgs., \$5,931.

SEPTEMBER 2.

Berlin, 4 pkgs., \$173; Buenos Ayres, 118 pkgs., \$8,972; Cienfuegos, 15 pkgs., \$1,228; Hamburg, 40 pkgs., \$962; Havana, 5 pkgs., \$195; Hong Kong, 37 pkgs., \$838; London, 3 pkgs., \$583; 838 pkgs., \$8,634; Melbourne, 1,662 pkgs., \$17,004; Rio de Janeiro, 5 pkgs., \$156; Tampico, 6 pkgs., \$480; Vera Cruz, 92 pkgs., \$5,384.

Why not Kill two birds with one stone?

It is becoming a regular thing for the heretofore exclusive talking machine dealer to take on a line of small musical instruments.

The two lines make an ideal combination.

As the profit on musical merchandise (100 to 300%) is even greater than on talking machines, you are able at a single expense for doing business, to make more than a double profit.

A surprisingly small investment is required to start a musical instrument department.

If you have never handled the line, we can be of great assistance to you. We will gladly give you the full benefit of our 53 years' experience, and start you in right so that you cannot fail to succeed.

With this in mind, we have arranged schedules of stock, suitable for cities of various sizes, which will give you an exact idea of the size of the stock you will require, its cost, etc.

We suggest that you write for these schedules, and a copy of our large wholesale catalog, and look into the matter a little.

A good fall and winter trade is ahead, and you will make no mistake to act at once.

If you already handle musical goods and do not have our catalog, write for it. We can positively save you money.

The
Rudolph Wurlitzer
Co.

Cincinnati and Chicago

Jobbers of Victor, Edison and Regina goods. Manufacturers and Importers of Musical Merchandise.

THE COLUMBIA GRAFONOLA LINE.

Important Announcement Showing the Columbia Plans for the Fall—Unique and Handsome Creations Which Will Attract Critical Buyers or We Are Mistaken.

There is a big bunch of Columbia news in this issue of The World and there are announcements which will keep the trade guessing for some time.

The Columbia people have been doing things in the past year and this latest announcement, in the early fall, of the Grafonola line, coming as it does on top of another series of Columbia



THE GRAFONOLA "REGENT."

moves, will keep the trade tongues wagging at a lively pace.

The Columbia Phonograph Co. have now entered the field with an entirely new line of concealed horned graphophones.

These are in cabinet form and retail for \$200 and \$225.

The Grafonola "Regent," an illustration of which is shown herewith, is certainly a unique creation.

It combines with a dainty library table a complete graphophone equipment. This is cleverly concealed in the body of the table.

The "Regent" Grafonola is adapted for library use, and its field outside is quite extended, as it



THE GRAFONOLA "DE LUXE."

lends itself to varied surroundings in a charming way.

The "Regent" certainly marks an innovation in cabinet talking machines.

Then there is the Grafonola De Luxe, a strikingly handsome cabinet provided with the graphophone equipment, which may be combined with the Regina attachment at the option

of the purchaser at \$200 or \$225, the latter price including the Regina attachment.

The Columbia dealers will see at a glance that with such an addition to the Columbia line it means at once added selling force—it means that the Columbia people are now specializing in a manner which makes their product more attractive from every viewpoint.

BOSTON'S BUDGET OF NEWS.

Great Activity in Trade—Grand Opera Records in Demand—Grafonola "Regent" Being Taken Up by Furniture Houses—Graphophone for Battleship Salem—Eastern Co.'s Big Victrola Business—Cook Likes Victor Line—Ditson's Cheery Report—A Pretty Romance at Eastern Talking Machine Co.'s.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 9, 1909.

Judging from the record of sales of talking machines and records in Boston so far this month, this business is trying to put itself up on a sort of North Pole altitude, only in this industry there is no controversy as to who did the trick, for everybody just now is so busy doing the trick that he hasn't time to make comments about the other fellow. Almost without exception every talking machine dealer and jobber in this city states emphatically that the volume of business done in September will be more than double that done last month, and far ahead of that of last September.

"We are going to have an enormous talking machine business this winter," is heard at every store, and the present indications bear them out.

Of course, one strong factor in the development of the business this winter will be the opening of the new grand opera house, where Constantino, Alice Neilson and the other favorites will be in almost daily evidence. One result already seen is a great impetus to grand opera record sales. Interesting in this connection is the greatly increased sale of Anselmi records, since this great artist has been so widely advertised by the newspapers over here. All the retail stores are "playing up" the grand opera records, the Eastern Talking Machine Co. having a novelty idea by the side of their door. It consists of a portrait of Caruso, in a frame on which is printed the question, "Which Is Which?" When the record is being played inside the question is obvious.

Several new things have been sprung on the local trade by the Columbia Phonograph Co. this month. Chief of them is the new Library Table graphophone, which bids fair to create a sensation here. It combines not only a handsome and useful household article, but is an improvement on the principle of an enclosed, hornless machine in that it is so arranged that all noise of the motor is eliminated. Already seven big furniture stores in the city of Boston have taken these instruments to add to their line of furniture. Manager Erisman of the local Columbia store is making good advertising use of the fact that the company have recently sold 100 of these machines to the Lewis Publishing Co., of St. Louis, for their chapter houses. This library table graphophone marks the biggest advance in the talking machine business since the Victrola was brought out.

The Columbia Co. are also expecting later in the month their new upright instrument. Another new thing just brought out here is the new indestructible record reproducer for Edison machines, in which the point is made smaller than usual, thus doing away with the surface scratching, and giving a clearer, fuller tone.

The Columbia Co. are making good advertising use of the enormous photographs taken of the

officers and crew of the Battleship "Salem," when the citizens of Salem presented them, on July 27, with a beautiful Columbia Symphony graphophone and a silver service. During the visit of the battleship fleet here late last month, the salesmen sold six of these big instruments to six of the submarine boats, so that now the Columbia is being played under water as well as on top.

At the Eastern Talking Machine Co., the report is that "Everything points to a tremendous big fall business because it seems as if everybody had regained confidence. The association of the men in the store will begin its fall sessions the last Thursday of this month with a banquet at one of the hotels. Manager Taft is going on a business trip the week before this, but promises to get back in time to attend. The Victrola business here is very big, particularly on the XVI and the Victrola XII. In fact, the increased sales of these instruments are fairly convincing that the coming instrument in popular demand is the hornless one.

An interesting feature in connection with the Eastern Talking Machine Co.'s business is that everything sent out by the firm bears its trademark, which is becoming very well known now. It is a very attractive design, the work of Mr. Freeman, head of the sales force.

William A. Pike, whose stock was badly damaged by fire a short time ago, has not resumed business as yet, but he says that when he does he will put in a more complete line of Victors than before, and will also strengthen his Edison line materially.

Manager Sylvester at the C. S. Osgood Co. is enthusiastic over the big increase that has been made in the Victor sales, and there is a great rivalry between the salesmen, one of whom regards himself as the Columbia "pusher" and the other the Victor "rusher." The Columbia department is keeping up to the hot pace without much trouble. Amberol records take the lead in the Edison line. At the present time there are very few two-minute records being sold. Manager Sylvester declares that he is heartily in accord with the ruling of the Victor company regarding jobbers sending Victor records out on approval.

Iver Johnson Co. are distinctly up-to-date, for they are now making excellent use of the street car advertising, and the window displays are unusually attractive. This company sell a great many small instruments to campers and canoeists.

All the boys in Boston are glad to hear of the promotion of W. K. Henderson to the management of the Philadelphia store. He formerly made weekly trips through here.

By some slip, either of memory or typewriter, it was stated in last month's World that the Jerome H. Remick Co. here has a full line of Victors. They carry the Columbia, not the Victor, and as an example of how good business is with them it is only necessary to state that about the first order taken at their Tremont Row store was \$40 worth of records to one man.

A neat bit of local business-getting-instinct has been shown by Manager Erisman of the Columbia store, who has secured Prof. Albert Edmund Brown, supervisor of music in Winchester and Reading schools, to make records of three very popular songs, and these are being "whooped up" all right here, because Mr. Brown is very well known and popular. Another straw showing that Mr. Erisman is fully alive to 1910 ideas is the distribution of the Columbia's new foreign catalog, in different languages, each decorated with the flag of the nation among whose representatives in this country it is purposed to send them.

Harry Rosen, the School street dealer, declares that business is developing amazingly well and he is sorry he did not begin earlier.

J. B. Cook, who handles the Victor, says that

MONTENEGRO-RIEHM MUSIC COMPANY, LOUISVILLE, KENTUCKY

EDISON JOBBERS

WHOLESALE EXCLUSIVELY
We Follow the Golden Rule in all
Our Dealings

VICTOR DISTRIBUTORS

C. A. RAY, Mgr., TALKING MACHINE DEPT.

he is very glad he put the line in as an adjunct to his piano business.

At George L. Parker's the new Victor room is worth its weight in grand opera records, for it helps sell instruments. The little Victor dog, however, is entering a protest. He says he is put out on the sidewalk and in the doorway so much that he is catching cold, so now Mr. Parker puts him in the window. That dog is a great "purp."

In the big display window of Oliver Ditson Co. this week is a fine showing of high-class musical instruments, and occupying the place of honor is a Victor-Victrola, in a beautiful mahogany case. The Victrola is the star boarder at the Ditson Co., for the volume of business done with that instrument is big in the course of the year. The Ditson Co. have the benefit of the highest class of custom—people who really know and understand music—and who recognize the value in a Victrola. Manager Winkelman said this month that it has all along been very difficult to get sufficient from the factory to supply orders. Grand opera records seem to have the popular call here.

A pretty, little romance which is to culminate in the marriage of George Theissen, the head shipper of the Eastern Talking Machine Co., to a former stenographer of the force, Miss Janet L. Brundage, has just come to light. Mr. Theissen is a very popular young man in the neighborhood where he resides and particularly so in the social circles, being a member of the Dedham Boat Club and other equally well known organizations. His bride is a brunette and possessed of more than the ordinary amount of charming personality. After the honeymoon, which will consist of a trip through the New England mountains, the couple will reside in Melrose. The employees will attend the wedding, which occurs to-day, September 9th, to wish them a happy future and to receive the advice along the matrimonial lines from one who knows.

DAVEGA'S FALL CAMPAIGN.

S. B. Davega, of the S. B. Davega Co., recently returned from a visit to the Alaska-Yukon Exposition, Seattle, Wash. He was accompanied by Mrs. Davega. Later, his son, Harry, made the same trip, getting back last week. L. Kaiser, director of the company's talking machine department, enjoyed a three weeks' vacation at Lake Champlain. Mrs. Kaiser, who has been in Europe for a couple of months, arrived home on Sept. 4.

Now that vacations are over the S. B. Davega Co. have started in on the trade campaign for fall and winter. Already, as a result of their active policy, they are booking some excellent business, which proves that things are again assuming old time activity. In another part of this paper, page 13, the S. B. Davega Co. have a very important announcement in which they are featuring a special list of 150 extra fine Edison records. This is something entirely unique, and an offer which should appeal to dealers, who are virtually guaranteed a line of actual sellers—a line which must increase their trade and make money for them.

GEO. W. LYLE IS OPTIMISTIC.

Views the Business Future with Confidence—Columbia Prepared for Active Campaign.

"Business," remarked George W. Lyle, general manager of the Columbia Phonograph Co., who returned from a little outing last week, "promises to be of the right quality and the right proportions this fall if I read the signs correctly.

"We have, as doubtless you know, made preparations for an active campaign and I believe that the talking machine trade all over the country will realize that the Columbia policy is a correct one.

"With our new Grafonola products our line is certainly complete and can satisfy every taste and every pocketbook.

"We are receiving splendid orders and it looks to me as if the Columbia fall would be a good one from every viewpoint."

LANDAY OFF TO PACIFIC COAST.

Leaves To-day on Selling Trip for Talking Machine Supply Co.—Will Visit Every Trade Point of Importance—Landay Bros. Saratoga Store Has a Big Summer Business—Victor Publicity Comes in for Complimentary Words from Manager Louis F. Geissler.

As The World comes off the press for its September issue Max Landay, of the Talking Machine Supply Co., leaves New York for an extended selling trip through the Middle and Far West, going to the Coast before turning eastward again. Max starts September 15, and will be away until the middle of November. The Talking Machine Supply Co.'s line of needles, of which they have several new kinds, ranging from a cheap yet reliable grade to the very best made—bar none, every one alike, according to Mr. Landay's frank estimate of the excellence of his goods, to which many leading dealers give their unequivocal endorsement. "While our specialty is needles," remarked Mr. Landay, "our line of springs, on account of a new factory, are the equals of any in the market; and our parts are known to be of the very highest grade. I shall



MAX LANDAY.

not only call upon the trade in the Middle West, on the Coast and through the Northwest, but shall also go through the South and into Canada."

"Landay Bros.' store in Saratoga, N. Y., next to the United States Hotel, on Broadway, had a fine trade during the season, and we shall keep it open until October 1. During the summer we had a page advertisement daily in The Saratogian, for we are firm believers in advertising. This fall and winter we have contracted for double the space we occupied in the New York daily papers last season. It has paid us handsomely. You will see some clever ads from Landay Bros., written by the best experts in the advertising business, as we have just made arrangements to that effect." Regarding their advertising in general Landay Bros., under date of August 31, addressed the following letter to the Victor Talking Machine Co., Camden, N. J.:

"Your favor of the 27th inst. to hand in regard to local newspaper advertising, and contents noted. No doubt this letter was not intended for us personally, as same must have been a copy that was sent out to all distributors alike, as your company is probably aware that we have been the most consistent newspaper advertisers in this city, that we have appropriated from \$5,000 to \$10,000 annually for newspaper advertising. For the past twelve months the New York Times has carried our advertisement daily, and copies of a full page advertisement that we held in the Saratogian this summer, no doubt you have received.

"We are great believers in newspaper adver-

tising, and we hope to redouble our efforts on this line this coming fall. We claim the distinction of being the first to demonstrate newspaper advertising in this city, and we hope to continue along this line right along. If you will refer to your own advertisement in the New York World for the past three months you will find our advertisement alongside in each issue. We cannot speak too highly of newspaper advertising for the Victor line, as it certainly has been the leading factor in building up our business."

To which Louis F. Geissler, general manager of the Victor Co., replied:

"We have noticed your liberal advertising and were very favorably impressed by it, and we think that your own experience will verify all that we had to say in our former letter. As you say, that letter was one on general advertising subjects and did not fit your case, if you inferred therefrom that we thought you were doing no advertising. The fact is, that it all of our distributors had done as well as your house, our business would be doubled.

"We should be pleased to receive the copies of the papers containing your advertisements, and are quite sure that every dollar spent in Victor publicity will bring you adequate returns, for, as stated in our previous lengthy letter, we are quite sure that our distributors have not succeeded up to date on connecting up properly and effectively with the factory advertising, and we shall appreciate your efforts in that direction."

NEW VICTOR DEALERS IN CHICAGO.

The P. A. Starck Piano Co. and the Healy Piano Co. to Open Victor Departments—The Spigel House Also Has the Victor.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 13, 1909.

Some important Victor moves were consummate here to-day. The P. A. Starck Piano Co. have decided to take on the Victor talking machine and will open a special department devoted to these instruments on the third floor, of this building with Harry Berger in charge, with Harry Berger in charge.

The Healy Piano Co. are also establishing a Victor department. This means much because Raymond Healy made a big success of talking machines with the old Healy Music Co.

The Spiegel Furniture House, hitherto Columbia dealers exclusively, have also taken on the Victor in addition.

The Talking Machine Co., of this city, sold the stocks to these concerns in each instance.

GOOD TIMES ARE HERE!

Talking Machine Men Report Business Improvement All Over—L. F. Geissler's Great Report of Increasing Orders for Victor Goods—Some Figures Which Tell the Tale.

Trade with the Victor Talking Machine Co., Camden, N. J., has assumed old time proportions, and Louis F. Geissler, general manager, is greatly pleased over the outlook. An idea of the activity which prevails may be gleaned from a chat which Mr. Geissler had with The World on Monday last, when he said: "Our orders for August were double those of any two months of the year, and orders for the first ten days of September were greater than for the entire month of August. Our pressing plant is now as busy as can be turning out records, and I would impress upon dealers the necessity of placing orders for records with their jobbers at once."

This is gratifying news indeed, and is in line with the reports received of business progress received from correspondents in widely separated sections of the country.

DEATH OF HOMER A. CAMPBELL.

Homer A. Campbell, in charge of the talking machine department of W. J. Dyer & Bro.'s store in St. Paul, Minn., died recently at the home of his brother in River Falls, Wis., where he had gone to spend his vacation. He was 25 years old.

TRADE FABLE

No. 1

There was once a talking machine salesman who through a magnetic personality had the trade in his territory cinched, and whose main occupation after the factory whistle blew seemed to be to put back into circulation the large fat bankroll he received every Saturday. This latter he managed to accomplish with such success that he delighted the hearts of the neighboring bartenders and cabbies and caused strange and deep felt envious remarks to be coined by his brother salesmen from competing houses.

Nightly this star pluggler for the talking machine house could be observed at a certain gilded palace on the Gay White Way entrenched behind a battery of fizz containers, expounding the merits of his product to some jay from the hills.

Probably the most remarkable thing about our hero was his extraordinary gift of gab. He could spill out a line of Sheephead Bay French that would make a Brighton Beach bookmaker hand him the palm without argument.

One time this smart salesman languidly stepped from a Pullman and looked around to see where he was. It happened to be the hottest little town in the world and the cockles of the salesman's heart grew warm as he anticipated the pleasure he would have in calling on his trade; all of whom were more or less sportily inclined. Reaching his hotel, he rapidly wiped his Litholin with a damp towel, and lighting a cigar, made for the firing line.

"If you want to cast your optics on something classy from a stable that's on the level," said the salesman to a thin emaciated buyer, sucking on a cigarette, "just train your glimmers on this collection of brain children." "Hold on now," continued he, "you are about to slide me the Cook shoulder and tell me you're stocked up to the hilt. If you mean to admit that you are playing to crowded houses in the stock room with other machines, let me tell you that your

business discernment needs polishing up a bit. Every machine in the world but mine is in comparison like a lame pup to a King Lud. Fire away now, kid, and let me get busy with my Dixon."

At this point the buyer, who had been holding himself in restraint, slowly rose and straightened out, revealing a physique of unusual solidity and strength.

"Dog," said the buyer, "for some few minutes I have been an unwilling audience to a knocker. Of all the men I despise the knocker is I-T. Under ordinary conditions I might have let you wander out and disseminate some more of that egotistical flow of gab to the rest of the trade here, but you seem to have such an incurable desire to knock that I am going to thrash you. Put up your dukes."

Three weeks afterward a tottering figure with a bandaged head was seen emerging from the local hospital and hasten to the railroad station in time to catch the outbound train.

Moral.—If you must knock use a hammer.

BIG SPURT IN BUSINESS.

The Leading Talking Machine Men Are Optimistic Over the Opening of Trade for September.

With the opening of September business with talking machine jobbers, distributors and dealers appears to have taken on a new lease of life. Reports from local houses are of this encouraging nature, and from outside concerns—East and West—the advices are of the same pleasing tenor. It also appears that the Southern trade will roll up a new record in respect of sales.

L. Kaiser, of S. B. Davega Co., New York, said: "Business in our talking machine department has improved very much indeed, recently. Dealers are showing an interest that has been lacking for months. The outlook for the fall season is very bright."

G. T. Williams, general manager of the New York Talking Machine Co., said: "Yes, indeed,

trade is looking up. September is very much better than for several weeks past. We are preparing for a good fall season, and our dealers talk in the same way."

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, said: "Sales are increasing and the wholesale department has truly made a very satisfactory record considering general business conditions. We are in good shape now, and our jobbers and dealers are convinced a big trade is before them this fall. Candidly speaking, however, while September has opened up fairly well, still business should be better than it is. In a week or so things will be moving right along."

Chas. H. Ditson & Co. said, "Our talking machine department's business is growing rapidly, and during the summer our sales went away beyond our expectations. September so far is keeping up this pace, and we feel assured of a strong trade this fall, wholesale and retail."

The Eilers Piano House, Portland, Ore., have always been Edison dealers and not jobbers in that territory. They have always done an excellent business with the line, and there never have been any differences between the two companies, as may have been inferred from an item that appeared concerning them in the August issue of *The World*. It was one of those semi-official mistakes that will occur with the best regulated intentions, and for which *The World* is entirely blameless.

The first meeting of the creditors of the Leeds & Catlin Co., bankrupts, was scheduled to be held yesterday at the office of William Allen, referee in bankruptcy, 67 Wall street, so all concerned may attend, prove their claims, appoint a trustee, examine bankrupts and transact other necessary business.

Don't think because you have heard someone say, "It is useless to devote time and money to window displays," that it is true; they put up a poor argument when cornered; try a thing and argue from experience.

ROYAL CROWN NEEDLES



Showing a fac-simile of the patented box ready for use. Always printed this way

EVERYBODY is anxious to get the most perfect and natural tones from their talking machines, and same are only to be obtained by using **ROYAL CROWN NEEDLES**

WE PACK THE GENUINE ROYAL CROWN NEEDLES

IN BOXES CONTAINING

- 300 needles to a box
- 400 needles to a box
- 500 needles to a box
- 800 needles to a box
- 1000 needles to a box

We manufacture these needles in all the various tones, as follows: Soft Tone, Medium Tone, Standard Tone and Loud Tone.

We supply to jobbers only; if your dealer cannot supply you, write direct to us.

W. H. BAGSHAW
LOWELL, MASS., U. S. A.

Oldest and Largest Manufacturer in America

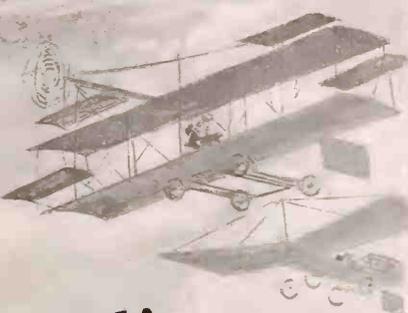
THEY ARE MADE FROM THE BEST SHEFFIELD STEEL

The workmanship in the Royal Crown Needles is the finest known, and guaranteed superior to all others.

We warrant the Royal Crown Needles to play any Disc Record made, without variation.



You cannot lose a needle when closed

**North Pole Discovered!
Magnetic South Pole Discovered!
Flying Machine Races a Fact!
Telephones Now Without Wires!**

But most wonderful of all: Sembrich,
Caruso, Scotti, Journet, Severina
and Daddi singing the Sextette from
"Lucia" in your own parlor!!!



Gentlemen:

This is an age of red-blooded men with but small space and meager reward for the loiterer.

We Think:

The Talking Machine Company of Chicago, since its entrance into the exclusive wholesale branch of the Talking Machine business has, by its unswerving allegiance to the cause of better service, to the cause of the dealer and the cause of Victor Talking Machines, made for the up-lift of the Talking Machine business not only in our own city, but generally throughout the country.

A New Era in the Talking Machine Business has been created. The jobber of to-day is working for the dealer of tomorrow. The initial order is not sought for now as of old. The steady, enduring business of the dealer is what we all strive for. Our wholesale attitude makes it possible to aid the Dealer in a retail way. Our efforts are all on Victors. This concentration of purpose gives us a definite, tangible path to work on.



Mr. Dealer:

If you could buy Victor goods in sufficient quantity to anticipate your Winter business and be rid of the terror of paying for them before the returns have started to come in, would you do it?

We have a plan of easing the load and paving the way to a profitable season. In your business lack of capital is a handicap, but not an unsurmountable difficulty.

In the name of good service, ambition, aggressiveness and liberality, we solicit your business.

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



After they are reproduced in the laboratory of the Edison Company at Orange, they will be placed immediately upon the market. This will be within a couple of weeks, as the work on them will be rushed, in order to have the records on sale in the United States and Mexico in time for the meeting of the presidents in October.

"The President, by his selection of the Edison phonograph for the recording of his voice, has shown his recognition of the genius of Thomas A. Edison, the inventor of this great instrument, which stands in a class by itself, being, in fact, a machine on which records can be made at home at any time. As a teacher of languages, as well as a provider of home entertainments, this marvelous creation of the brain of Edison stands unrivaled among all other phonographs in the world to-day."

Ridgway With Lyon & Healy.

L. B. Ridgway, who for three years traveled on the Coast for Sherman, Clay & Co., and knows the wholesale game from start to finish, has joined the traveling forces of the talking machine department of Lyon & Healy.

SALTER CO.'S NEW CABINET.

Introduce a Number of New Styles Notably One to Match the New Victrola No. 12.

(Special to The Talking Machine World.)

Chicago, Ill., September 4, 1909.

The Salter Manufacturing Co., of this city, are just introducing a cabinet to match the new Victrola XII machine. It is an extremely handsome piece of cabinet work made in solid mahogany, with rounded corners, and carved capitals and feet. The interior arrangement embodies the Salter system of horizontal wood shelves, felt lined, one shelf to a record, and which has come into great popularity with the wide distribution of the double-faced record. There are two tiers of shelves, one for ten, and the other for twelve-inch records, both, of course, suitable for the ten-inch. The cabinet holds 160 records and will retail for \$45. A plainer style of the same size and holding capacity retails for \$30. A molding around the top keeps the machine from slipping off the cabinet when winding the spring. The company also have several other new styles of disc cabinets, all equipped with the felt lined shelving and the top molding. A new catalog illustrating and describing the company's entire line of disc and cylinder cabinets is now on the press and will be ready for distribution about September 15. An important announcement from this concern appears on page 54 of this issue.

Dead stock means dead capital, and dead capital is ruinous to successful advertising.

Col. F. B. T. Hollenberg, president of the Hollenberg Music Co., is spending the "hot days" at his summer home in Wisconsin.

Otto Steigmare, of O. K. Houck & Co., of Memphis, spent a few days in Little Rock recently.

GEISSLER HOME FROM COAST TRIP.

General Manager of Talking Machine Co., Chicago, Returns from a Sojourn of Several Weeks in Various Western Cities—Impressed With the Growth of San Francisco—Something About the Great Music Houses—Prosperity Prevails, People Have Money and What is More Important Are Ready to Spend It—Has Interesting Chat With World.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 5, 1909.

Arthur D. Geissler, general manager of the Talking Machine Co., returned on Wednesday of this week from his annual trip to San Francisco, his former home. He spent several weeks among his old friends in Frisco and Los Angeles and spent a day or two at Salt Lake City on the way home. Incidentally, he visited most of the talking machine dealers and jobbers. "It is a fact,



ARTHUR D. GEISSLER.

backed up by statistics, that more talking machines are sold on the Pacific coast in proportion to the population than anywhere in the world," remarked Mr. Geissler. "The house of Sherman, Clay & Co. is in itself an immense factor. They have branch stores all up and down the coast and confine their entire efforts to the Victor. The new San Francisco is the most beautiful city that I have ever seen. Practically, the entire business district is new and the buildings are just as clean as the day they were put up. San Franciscans, like the citizens of Baltimore, realize that the fire is the best thing that could have happened to the city. The coast is prosperous and the people are spending money as freely as the easterners. It is interesting to note the character of men in the talking machine and music trade, and the interest they take in political and public affairs. Byron Mauzy, head

of the well known music house, made a gallant fight for the Republican nomination for mayor against Crocker, who was supported by the Business Men's Association, of which Andrew McCarthy, treasurer of Sherman, Clay & Co., is chairman.

"Phillip Clay, vice-president of Sherman, Clay & Co., is head of the committee on arrangements having in charge the carnival to be held in October in honor of Gaspar Di Portola, the first Governor of California.

"There is a vast amount of building activity among the talking machine and music concerns. Kohler & Chase are putting up a magnificent building, which will be finished in December. Clark Wise & Co. are in their fine five-story building, which is located on the main shopping thoroughfare, and they are attracting great crowds by demonstrating an Auxetophone from a second-story window. Wiley B. Allen Co. have in their new building one of the most beautiful talking machine departments that I have seen. The finish is in white enamel and mahogany and the equipment is superb. They also have ten record-demonstrating rooms in the basement.

"I received the surprise of my life when I went with Ferd Stevenson, secretary of Sherman, Clay & Co., to a deer barbecue at the camp of the Lagunitas Rod and Fishing Club in the mountains in Marin County. It was strange enough to see magnificent five-pronged bucks which had just been killed in the vicinity and great hampers of beautiful trout, and all within two hours' ride of Frisco. I hadn't been at the camp fifteen minutes before I ran into a party consisting of President Eldridge R. Johnson and Leon F. Douglass, chairman of the board of directors of the Victor Co.; B. G. Royal, president of the Universal Talking Machine Co., and Peter Bacigalupi, the big San Francisco jobber. Messrs. Johnson and Royal had been visiting Mr. Douglass at his home in San Rafael, and the three came into camp for the barbecue after a very successful deer hunt.

"At Los Angeles I had the pleasure of inspecting the new talking machine department of the Fitzgerald Music Co. The department manager is Mr. Andrews, formerly talking machine manager for George J. Birkel Co. The Southern California Music Co., are doing an immense business and Edward Geissler, managing partner of the George J. Birkel Co., looks forward to the largest fall business in the history of the house.

"At Salt Lake City I made a hurried call on the Clayton-Daynes Music Co., who have recently been made Victor distributors and on the new Daynes-Beebe Music Co., who have fine Victor retail warerooms."

Here is a good definition of a gentleman. "A man that's clean inside and outside, who neither looks up to the rich nor down on the poor, who can lose without squealing and win without bragging; who is considerate to women, children and old people; who is too brave to lie, too generous to cheat, and who takes his share of the world and lets other people have theirs."

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., 426-28-30 Twenty-Ninth St. CHICAGO, ILL.



“The Harvest Is Ripe”

Splendid crops in the Middle West mean that a great amount of money will be spent this fall for Talking Machine Equipments.

Are You Prepared

to garner your share of the abundance?

☐ The cool evenings mean indoor entertainment and the Talking Machine is recognized as the greatest of home entertainers.

☐ These facts, Mr. Dealer, mean money in your pocket if you are in position to take advantage of your opportunities.

☐ Let your townspeople know that you supply the best in machines and records: that you can fill their wants promptly and satisfactorily.

☐ Your ability to carry out your promises is unquestionable if you place *your* orders where they will receive proper and painstaking attention.

☐ Our Talking Machine department is the acme of efficiency; no order of yours is too small to merit our best efforts.

☐ Dealers handling both Victor and Edison machines and equipments will appreciate the saving in freight costs, and quickness of delivery, made possible by buying from a concern that can supply both lines. Our stock is complete in every detail.

☐ When you deal with us you are dealing with a house almost half a century old, an insurance of right treatment.

Take Advantage

of our new, special machine offer and acquire a representative stock for your Fall trade.

Write for Particulars Regarding this Special Offer



CHICAGO

OUTING OF WURLITZER EMPLOYEES.

The Chicago Branch of the Wurlitzer Co. Held Their Second Annual Outing on Labor Day—A Most Enjoyable Time at Dellwood Park—General Manager Uhl Umpire.

(Special to The Talking Machine World.)
Chicago, Ill., Sept. 7, 1909.

The employees of the Chicago branch of the Rudolph Wurlitzer Co. enjoyed their second annual outing on Monday of this week, Labor Day. The scene of the outdoor festivities this year was Dellwood Park, a beautiful resort near Joliet. The trip was made over the Chicago & Joliet electric, a train having been chartered by the company. It was a regular basket picnic, and tables were spread on the green sward in the natural part of the park. The great feature of the day was the baseball game between the single men and the married men teams. The final score was 18 to 14 in favor of the benedicts. The feature of the game was the clouting of the married men, who made ten runs in one inning. The umpire was General Manager E. H. Uhl, and it is hardly necessary to state that his decisions were unquestioned. Honors are now even. Last year the single men won. In the afternoon a big program of athletic events was pulled off, ending with a tug of war between two picked teams, selected by Assistant Manager F. A. Siemon and T. P. Clancy, manager of the automatic department. Siemon's team won. After the distribution of the prizes to the winners of the various contests, dancing, chute shooting and the various concessions of the park were indulged in until 7 o'clock, when the cars were taken on the return trip to Chicago.

CLOSING A SALE BY TELEPHONE.

A Story Which Proves That Milwaukee Is Thoroughly Up-to-Date in Selling Machines.

Wafted on the malt-laden breezes from Milwaukee comes the following, which intuition teaches one, is probably the effort of the fertile brain of A. D. Herriman, manager of the Columbia branch in the city of beer and beauty:

A. N. Francis, who enjoys the distinction of selling more Symphony grand graphophones than

any other member of the selling staff of the Milwaukee branch of the Columbia Phonograph Co.'s store, reports a novel experience in closing a sale by telephone.

Mr. Francis had an appointment to make a demonstration at a customer's home (using customer's machine), at which time the prospective buyer was to be present. The hustling salesman was on hand with a good supply of Fonotopia records, and while waiting for the buyer to put in an appearance the machine was turned loose, much to the enjoyment of the assembled guests and neighbors, who seated themselves comfortably on the lawn.

The telephone rang just as Bonci started his "Questa o Quella"; the party at the other end was the prospective customer, who wanted to be convinced that grand opera was possible "in your own home," and called up to say that he would be unable to keep his engagement. "I Love My Graphophone, but Oh You Telephone." Bonci kept on singing, and Mr. Buyer heard not only Bonci's voice over the wires, but Constantino, the new tenor, put one over, and Kubelik fiddled some.

Thus ends all good stories. The man said send the outfit up, the hello operators enjoyed the songs and music, and last, but not least, the moral: Use every means possible and there will be no dull days.

WHAT SALESMANSHIP MEANS.

Something More Than Mere Selling of Goods—Aggressiveness and Persistence Two Necessary Factors.

There is a saying, "I would rather have five complaints as to my prices being too high than to have one complaint of the poor quality of my goods." That is a good line of argument for salesmen to use.

Salesmanship means the selling of goods at a profit. Aggressive salesmanship means all of that and with it everlastingly keeping at it, for it is the insistent, persistent plugger that is the aggressive salesman, whether selling goods to you as a dealer or whether selling goods over the counter. Aggressive salesmanship means, furthermore, that the man selling the goods should go after the things that the other fellow is waiting for. The aggressive salesman is the reaper, not a gleaner.

It is the salesman who keeps the smoke belching out of our millions of smokestacks from coast to coast and from Canada to the Gulf. Success does not come by trying to undersell your competitor, but rather in upholding prices so that the highest profit can be obtained by all. That is a fundamental principle of good merchandising and good salesmanship. Anyone can sell goods on a concession basis. Anyone can sell goods like a slot machine—any kind, any price—but the successful salesman and the successful firm has quality goods at quality prices. The man who has only price in his selling argument is not a salesman, never was, and never will be. All people are not looking for the cheapest place to buy. They want good goods, good service, good treatment. Many sales are lost because the customer never knows when the salesman who has the habit of cutting prices, has struck his bottom price. Cutting prices is not only a dangerous method of doing business, but nearly always it is a ruinous method and it is one a good salesman never employs.

MORE CARE IN PACKING GOODS.

The railroad traffic managers are co-operating in all parts of the country in an endeavor to educate shippers to pack their goods with more care and to look more carefully after the directing and tagging of the same. It is said that the hardware men of the country are in as much need of reform in these matters as are those in any other line of trade. Goods packed in frail crates, or in boxes of insufficient strength, will almost inevitably be subject to loss and damage in transit.

The chairman of the St. Louis Traffic Association sees an improvement already as a result of the agitation of this subject. He says: "The two greatest sources of claims on the railroads for damages are improper marking and improper packing. Shipment should be started out right in the beginning. It pays the shipper to do so, as he is not only saved the annoyance and correspondence incident to shortages or damage, but his shipments arrive more promptly, in better condition, and his customer is pleased. This seems a self-evident fact, but few seem to realize it.

"The recent rules for marking shipments have had a most marked effect. One line which had found it necessary to operate a warehouse for the disposition of unmarked articles is about to abandon its warehouse for lack of business. The saving in claims, to say nothing of the saving in friction between the road and its patrons, is simply incalculable."

TO TRANSFER BANKRUPTCY CASE.

Creditors Petition to Have Leeds & Catlin Case Transferred from Connecticut to New York Court—Receivers Fail to Qualify—Petition Will Be Granted as Matter of Form at Hearing Which Will Occur Later.

A petition to transfer the bankruptcy case of the Leeds & Catlin Co., talking machine and record manufacturers, Middletown, Conn., from Connecticut to the District Court of the United States, southern district of New York, was heard August 23 before Gustaf B. Carlson, referee in bankruptcy, at Middletown. The petition states that "Theodore H. Taft and Thomas S. Brown were appointed by the United States District Court for the district of Connecticut as temporary receivers of the assets and effects of said bankrupt, but have failed to qualify as such; that seventy-five per cent. of the creditors of said bankrupt are located or have their principal offices in the City of New York; that the books and officers of said bankrupt are located in the City of New York; that it is in the interest of creditors and for the benefit of the estate generally that the proceedings be consolidated and that the proceedings in the State of Connecticut might be stayed and that the entire and further administration of the estate be relegated and transferred" to the New York federal court. As this is a matter of form, the petition will be granted, and the sale of the factory property and other assets of the bankrupts at Middletown will be disposed of under order of the court.

It is said the defendants in the "dubbing" case, in which Judge Chatfield gave them that awful "swat," had orders on hand for 200,000 records.

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The Missing Link



WHICH ?

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

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



IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

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

Kreiling & Company
Inventors and Sole Manufacturers
1504 NORTH 40th AVENUE
CHICAGO, U. S. A.

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THE FAMOUS

Beka Disk Records

of Berlin, Germany

Can now be obtained in this country

I carry a large stock of the Beka German, Polish, Greek, Italian, Roumanian, Russian and Hebrew double faced 10 and 12-inch records—loud, distinct records, superbly recorded. The best native artists.

I am the only Beka jobber in the United States.

Write me for catalogs, prices and dealers' discounts.

B. OLSHANSKY
1302 S. Jefferson St. CHICAGO, ILL.

"TALKER" CONDITIONS IN FOREIGN COUNTRIES.

Discussed by J. O. Prescott, Who Is a Close Observer of Developments in the Talking Machine Fields of European Centers—Business Improving Abroad—The Vertical Cut Disc Coming—Pathe Freres in the American Market Soon—His Interesting Experiences in Russia, China and Japan and Observations Thereon—Russia and Japan Are Preparing for Second War.

About a month ago—on August 19 to be exact—J. O. Prescott, formerly with the American Record Co., defunct, and at one time manager of the export department of the Universal Talking Machine Mfg. Co. when in New York, came back to this country from a trip around the world. He sailed May 19 on the "Lusitania," of the Cunard line, at a moment's notice, as it were, expecting to return in three weeks; instead of that it was so many months. In a prefatory way it may be said that Mr. Prescott is a brother of F. M. Prescott, one of the best known figures in European talking machine circles a few years ago, but now retired at Summit, N. J., on a comfortable fortune made in the business, and who, by the way, is across the water. J. O. and F. M. Prescott, in the early history of the trade, were large exporters of the National Phonograph Co.'s product.

From this recital it may be inferred that Mr. Prescott's acquaintance with trade affairs is pretty wide and thorough. What he prides himself upon especially is his mechanical knowledge of talking machine devices and processes, and of which he is also an inventor. In addition he is a thoroughly educated man, a close and intelligent observer, has traveled extensively and can speak fluently several languages besides English. Consequently what Mr. Prescott saw when abroad on his last trip and his deductions therefrom may be accepted as coming from one as far from prejudice as human nature will permit a man to be who has been "through the mill," knows what he is talking about and has a keen sense of humor. Over and above this he is now engaged in a totally different line of business, and therefore such time as he devoted to inspecting European talking machine plants, talks with trade authorities there, and the opinions he derived therefrom are purely those of a disinterested traveler. His informal chat with the World follows:

"As you know, when I went away in a hurry my stay was expected to be brief; in fact, I almost figured in catching the same steamer back on its second trip out. Instead of that I went across Europe, into Russia, from there, via Siberia, to the eastern Pacific Coast, down through China, Manchuria, Corea, over into Japan, thence to San Francisco and across the continent to New York—literally around the world. Though out of the business for good and all still I could not shake off so many years' connection entirely, so I was interested enough to see what was being done, what was going on and the general conditions of the trade in Europe, especially as to new devices, methods and goods.

"Let me say I found business in excellent shape, the majority of the manufacturing companies having about all they could conveniently attend to, and that is not describing the situation too strongly. Possibly I may have been too much impressed with what I saw, but that is only a matter of opinion. One thing that came under my observation that could not be ignored is the growing popularity of the vertical-cut sound wave on disc records. I believe it is the coming record, and that its introduction in the United States by the present large companies is only a question of time, and short at that. I am convinced, from what I saw and heard, that manufacturers here will have a vertical-cut disc on the market inside of a few years.

"What convinced me of its coming strength was my visit to the establishment of Pathé Frères in Paris. Emil Pathé showed me some really wonderful records—twenty inches or more across—playing twenty minutes with a sapphire reproducing point. You know a steel needle, no matter how carefully made, could not stand this wear; that is the reason the American records are made of the present size. As I talked French

like a native, of course M. Pathé found no difficulty in explaining things, and he did not hesitate to show me practically all the new ideas his firm had worked out and in the process of completion. The sound reproduction of their vertical-cut records was most perfect. The notion that true effects cannot be attained by use of the undulating sound line is wrong. With a hunt or round sapphire point gliding easily over the up-and-down cut—no sharp angles or points to encounter—just smooth waves, so to speak, the results were most gratifying and the effects were reproduced with great fidelity.

"Pathé Frères expect to place their vertical-cut discs on the American market within a year. Of course, I know they have a branch house now devoted exclusively to the moving picture proposition, but when they come to New York this time they propose to be in right and will go after business in no uncertain way, as you know they have ample capital. Yes, I am aware that in the past they have been flirting with the idea of putting out their line in this country and even establishing a factory. Perhaps they got 'cold feet' or were afraid of the patent situation. Whatever the cause, however, they did not materialize. The volume of their current business is so enormous that it is impossible to give this proposition—for it is a big one—the necessary time or attention to perfect plans for its development along successful lines.

"My experience in Russia was peculiar and not free from excitement. A traveler, no matter if he is an American, is not permitted to pass through the empire wearing a masonic or any other kind of secret society pin or other device exposed about his person or on his watch. They must be concealed. No cameras are allowed and the subterfuges we employed to mislead and confuse the Russian soldiery while a few harmless pictures of scenery and characteristic oddities of the people we saw here taken were amusing to say the least.

"As a matter of fact Russia is straining every nerve in making preparations for a second war with Japan, and it is bound to come within a few years. Hence the officials are fearful of all kinds of pictures that might give the slightest information as to the troops that are being constantly drilled, or of fortifications and military depots erected for the storage of arms and ammunition. The Russian common people are extremely poor. They are taxed to the point of poverty and therefore precious little money is being spent for talking machines, excepting perhaps of the very poorest kind.

"Think of undertaking a railroad journey of fifteen days! This is what I did, going from Moscow to Vladivostok on the Sea of Japan. The Trans-Siberian Railroad, thousands of miles long, is a great achievement, but, as was proven during the late Russo-Japan war, it was totally inadequate for the express purpose for which it was built. The Russians are now double-tracking the road and when it is completed preparations for the second war with Japan will be pushed forward rapidly. Every effort with that end in view is being strained.

"In Japan I found the same feeling. The Japanese are also on the job, and they, too, are gathering war material, ships, money, strengthening and enlarging their fortifications, erecting new ones and taxing the people to the limit. Japan is a small country and the population is poor, but they nevertheless realize why they are called upon to 'give up' and therefore they 'come across' more or less cheerfully. War with the United States? No, far from it. Japan is eager to avoid any difficulty with us. Because outside the extremely friendly relations with this country they could not survive the strain of two wars in succession.

"But excuse me from permanently living in

Japan. The beautiful pictures we see there of entrancing landscapes—the land of the chrysanthemum and the lotus flower—are on postal cards only. Attempts to manufacture imitation American talking machines and records have been made but they do not amount to much. No matter how cheap these goods may be Japan is a poor market, as nobody has any money excepting the very rich, and they are comparatively few in the teeming millions of ordinary Japs. Of the rice, it is a popular saying among the foreigners that the Japanese eat their own crop year in and year out. But as Kipling says, that is another story.

"China is in bad shape financially. The 'American panic,' as the disturbance of 1907 has been termed by Europeans, has just about struck China, and business is almost at a standstill. Money is scarce and tight. Moultrie & Co., of Shanghai, the greatest compradors or merchants on the coast, and who have handled large quantities of talking machine goods for all the great American manufacturing concerns, told me the outlook at present throughout the Orient was dismal. I heard of the Victor goods everywhere. Coming across the Pacific from Yokohama to San Francisco in the 'Nippon Queen,' a Victor Victrola was installed in the cabin and 'Red Seals' were in demand."

TO HANDLE THE COLUMBIA LINE.

McMurry & Becker, New Dealers in Schenectady, Will Also Handle Hallet & Davis Pianos in Addition to Talking Machines.

(Special to The Talking Machine World.)
Schenectady, N. Y., August 31, 1909.

The new music dealers, McMurry & Becker, of this city, who open their store the first of next week, have become Columbia dealers, and will handle that line exclusively. They placed a good sized initial order for machines and records, and their talking machine department will be managed by an experienced man. The Hallet & Davis pianos will be their leaders in the instrument line, and they will also carry a substantial stock of small goods and sheet music. The firm are composed of enterprising men, with a complete knowledge of the business, and their success is assured.

NEW RECORD EXCHANGE PLAN.

A new permanent record exchange proposition, that became effective Aug. 15, has been formulated by the Columbia Phonograph Co., General, wholesale department, the particulars of which are embodied in the appended letter that was sent the trade:

"To the Trade: All instructions prior to this date relative to the exchange and return of records, cylinder and disc, wholesale and retail, are hereby cancelled, and the below made effective as of August 15, 1909. No retail exchange authorized—even exchange wholesale:

"Until further notice our exchange of cylinder and disc records will be confined to Columbia cut-out records, which now or later appear in our current catalogs, said exchange to be made semi-annually. Our first exchange on this basis will be made February 15, 1910, six months from August 15, 1909, to cover records the cutting out of which may be announced on or before that date. Full particulars, together with all necessary order forms and blanks to cover this exchange will be prepared and placed in your hands early enough before that date to enable all dealers to make the necessary preparations.

"Under the present plan of issuing new records each month it will be necessary from time to time, in order to keep our list of records limited to a reasonable number of selections, to drop certain selections from our catalog, and we have decided upon the above course to protect our trade (Columbia dealers) against the necessity of carrying an unreasonable large catalog."

When a clerk grows too big for his position someone is going to find it out, and he will advance because he cannot be kept down.

MILWAUKEE'S NEWS OFFERINGS.

Wisconsin Talking Machine Dealers' Association Organized With H. W. Krienitz as President Due Largely to Lawrence McGreal's Earnest Efforts—General Meeting Called for September 17—Local Association a Proven Success—Big Fall Business Looked for by Dealers—Wholesale Trade Rapidly Increasing—McGreal Sells Out Piano Stock—The New Library Table Graphophone—Victrola Sales Booming—Saak Leases Additional Quarters—Entertaining an Ambassador—Personal Notes of Interest—Other Trade Items of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 7, 1909.

The movement started in Milwaukee some months ago by Lawrence McGreal and other leading talking machine dealers, for the organization of a State talking machine dealers' association, has at last materialized. A short time ago dealers of Milwaukee and a few from surrounding towns met at Mr. McGreal's place of business and organized temporarily the Wisconsin Talking Machine Dealers' Association. Harry W. Krienitz was elected president, Miss Gertrude F. Gannon secretary and C. C. Warner treasurer, all of Milwaukee.

It was arranged at this meeting to call a general meeting of the dealers throughout the State Sept. 17, at 3 p.m., at the McGreal establishment, 174 Third street, Milwaukee. Miss Gannon, secretary, has sent out letters to all dealers of the State apprising them of the coming meeting, and already many replies have been received, indicating that the attendance will be large and that there is plenty of interest in the matter. Attention is being called to the fact that the special meeting for organization is to be held during the week of the Wisconsin State fair in Milwaukee, and that it is also on the day that President Taft is to speak in Milwaukee. President Taft speaks in the morning and the special meeting will be held in the afternoon, so it is expected that this extra attraction will be the means of inducing a large number of dealers to attend the meeting. Permanent officers will be elected at the meeting and a general discussion on all subjects pertaining to the trade will be brought up. Dealers have been asked to make a memorandum of any matter which they would like to bring before the association for discussion, and a particularly valuable and interesting gathering is expected.

The attention of dealers has been called to the fact that several States have organized local and State associations and that these are operating with the greatest possible success. The Milwaukee Talking Machine Dealers' Association, organized some months ago, has proved of especial value to dealers of this city, and it is the feeling that a State association will be of vastly more importance. The idea is for the dealers to meet annually, or more often if necessary, for the purpose of taking up and discussing such matters as may be of interest to the talking machine trade, and pass such resolutions as they may deem wise to lay before the National Association of Talking Machine Jobbers, who in turn will bring them before the manufacturers. Dealers themselves feel that nearly every branch of trade has its local and State associations and the conviction has grown among the dealers that they should get together for self-protection. Practically every dealer approached believes that great good can be accomplished by united action, and that many abuses can be remedied through the medium of a State association.

Expect Big Fall Business.

One of the biggest fall businesses in the history of the Wisconsin talking machine trade is expected by practically every dealer in the State. General conditions have improved, money is becoming more plentiful and confidence seems to have at last returned, with the result that people are more inclined to indulge in luxuries. Dealers say that the retail trade has displayed

vast improvement, even at this early date, and there is every indication that trade throughout the remainder of the year will be of the very best.

The Milwaukee wholesale talking machine trade has been increasing by leaps and bounds until the present trade is exceeding all expectations of jobbers. Indications are that dealers were never lower on stocks than at the present time, and now they are hurrying to order before the later fall rush overtakes the trade. One wholesale representative who left Milwaukee recently sold \$2,000 worth of stock in one day.

McGreal Disposes of Piano Interests.

Lawrence McGreal has disposed of his piano interests in order that he may devote his entire time to the talking machine business. His stock of Strohber, Hoffman and other pianos has been sold to the Gimbel Bros.' piano department, which is now carrying on a special sale of the instruments. Mr. McGreal added the piano line to his business a few months ago more in the nature of an experiment than anything else, believing that perhaps a side line made up of the excellent pianos, manufactured by the Smith, Barnes & Strohber Co., at their North Milwaukee factory, might prove to be a profitable venture. The well known talking machine man still believes that his piano line was entirely satisfactory and that a good live side line is all right for the average retail dealer, but that the average jobber and retailer should devote his entire time to his talking machine business.

Alfred Hille Optimistic Over Fall Outlook.

That the fall talking machine business will be more than satisfactory is the opinion of Alfred Hille, manager of the talking machine departments at the Joseph Flanner Music house, Milwaukee. Mr. Hille reports some good sales in both the machine and record lines.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., has just returned from a special trip to Winnipeg, Can., where he called upon leading jobbers and retailers.

Library Table Graphophone Liked.

The Library Table graphophone, the new model of the Columbia, has made its appearance at the Milwaukee branch of the Columbia, and Manager A. D. Herriman reports that it is creating something in the way of a sensation. Several orders for immediate delivery have already been received. The machine is built on artistic lines, and when closed represents what the name implies, a beautiful piece of parlor furniture, a library table, standing 33 inches high and with the top measuring 29x46 inches. Dealers are interested in the announcement that this latest output of the Columbia factory is a creation of W. C. Fuhr, district manager of the company at Chicago. The machine has spacious accommodations for records and accessories, concealed horn and other features which seem to be proving popular with the Milwaukee trade.

Ambassador Schmidt's Prediction.

William Schmidt, Victor representative of Wisconsin, was in Milwaukee a few days recently after a most successful trip about the State. Mr. Schmidt predicts that the fall and winter trade is to be a record breaker. Mr. Schmidt has just returned from a visit to the Victor company's factory at Camden, N. J.

McGreal's New Victrola Room.

The business and private offices at the establishment of Lawrence McGreal have been moved to other quarters on the main floor, and the former office space has been made into a large and handsome Victrola concert room. An especially fine trade in the Victrola line is being experienced by Mr. McGreal and other dealers of Milwaukee.

H. C. Smith, Edison and Victor dealer at Whitewater, Wis., was a recent Milwaukee visitor.

Henry Saak Still Expanding.

Henry Saak, the new Milwaukee talking machine dealer, handling the Columbia lines exclusively, recently established by A. D. Herriman,

reports business exceptionally good. When Mr. Saak was interviewed by the representative of The Talking Machine World he was busily engaged in instructing a force of workmen at work enlarging his Vliet street store. Since opening his store in May of this year Mr. Saak has found it necessary to enlarge his floor space, and has secured the lease of the adjoining building, which he is now having reconstructed to accommodate his rapidly growing business. Private demonstration booths are being built and the work so far advanced gives promise of a very up-to-date and well appointed talking machine establishment.

Before engaging in business for himself Mr. Saak was connected with the Columbia Co. for a period of four years and more, working for the Detroit, Philadelphia and Milwaukee branches as instalment manager, and his excellent experience and his pleasant personality fits him for his new undertaking and assures his success.

Wisconsin Music Co. Buys Out Devoe.

The Edison stock and good will of C. B. Devoe, of Richland Center, Wis., has been purchased by the Wisconsin Music Co., of Madison, Wis., which will conduct the Richland Center business as a branch establishment.

How Ambassador Zerkle Was Entertained.

E. O. Zerkle, the hustling traveling salesman from the Chicago office of the Columbia Phonograph Co., stopped off in Milwaukee recently while on his northern trip through Wisconsin and Michigan and was the guest of A. D. Herriman, Milwaukee manager of the Columbia. Mr. Herriman and Mr. Zerkle spent the evening at a local theater, the special feature of the evening's entertainment being the song, "My Wife's Gone to the Country." The artist rendering the song happened to be an old schoolmate of Mr. Zerkle's, and he reconstructed the verses of the song to the effect that Mr. Zerkle had started out again on a record-breaking trip and that the resulting commission would take the whole Zerkle family to the country for an indefinite period. Other verses, equally as interesting, were given, and the whole thing made a decided hit. The song also made a big hit with "Eddie" Zerkle, and he left Milwaukee with the renewed determination to make his September trip the banner one of the year.

Big Sales of Edison Business Phonographs.

Some big sales in both records and talking machines are reported by J. H. Becker, Jr., manager of the talking machine department of the Hoefler Mfg. Co. Mr. Hoefler reports some very good sales in the Edison Business phonograph line.

J. R. Boles Returns from Visit to Seattle.

John R. Boles, Edison dealer at Kiel, Wis., has just returned from an extensive trip through the West, where he visited the Seattle exposition and various cities along the coast. Mr. Boles owns a large ranch of several hundred acres in Montana and he spent a short time inspecting his property in that State. The well known dealer passed through Milwaukee on his return trip to Kiel.

Miss Marie Krienitz, sister of Harry W. Krienitz, the well known Milwaukee talking machine dealer, has returned from a trip to the western coast. Miss Krienitz visited the Seattle exposition.

The new Edison machine fitted with the Cygnet horn is proving to be a decided winner with the Milwaukee trade.

GETTING BACK TO BUSINESS.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who enjoyed his vacation at Lake George, N. Y., with his family, returned September 8.

Wm. Pelzer, vice-president of the company, takes a couple of days off occasionally in lieu of a regular vacation.

C. H. Wilson, general manager, has been on his farm near Saratoga, N. Y., and was at the factory again after Labor Day.

TRADE IN THE MONUMENTAL CITY.

Dealers Prepared to Handle Heavy Fall Trade—Holidays Hinder Business—August a Good Month—Numerous Sales of Outfits to Excursion Boats.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 6, 1909.

The local dealers are prepared to cope with the contemplated fall boom in the talking machine business which they expect to start soon after the middle of the present month. They say that every indication points to a big year in the sale of records and machines and that they have every reason to believe that the showing at the end of the winter will prove 1909-10 as a record-breaking year. The first part of September will probably be a bit slow, for the reason that many persons are still out of town, and, then, too, the dealers have observed Labor Day as a holiday, which makes the present week late in starting. They will also observe Old Defenders' Day on Monday, Sept. 13, and this will make business a bit slow for several days, but from that time on the dealers fully expect to be on the rush for the rest of the winter.

August, for the most part, proved rather a surprise for the dealers. This month is looked upon as the slowest in the year, but last month, according to the dealers, many excellent sales of machines were made, while the demand for records was every bit as good as the several preceding months. One reason for this was the same as that which kept up the sales during the earlier part of the summer, namely, the demand from Baltimoreans who are summering in the mountains and at quiet watering places. These demands were, for the most part, for the very latest popular hits, while there were also requests for some old songs and operatic selections.

The sales of machines were not so slow, either, for August. Albert Bowden, who looks after this end of the business for Sanders & Stayman, states that he disposed of quite a few high-priced

Victors and Columbias in addition to a big lot of records. James Mather, who handles Victor machines at 774 Columbia avenue, also stated that the sale of these machines in the southern and southwestern sections of the city was brisk during August, while his prospects for the winter are very bright. The other dealers make similar reports.

One notable feature of the sales during August was the orders for the use of these machines on excursion and other boats going out of this port. There has been quite a boom in the trade in this particular all during the summer, which would seem to indicate that the talking machine is gradually replacing the pianos and other musical instruments as a means of entertainment while on the water.

TELL YOUR CUSTOMERS

What You've Got—Enquiries Reaching the World Office Prove That Dealers Are Not Keeping Their Customers Acquainted With Latest Developments.

Dealers and jobbers would do well to impress upon their customers that complete orchestra parts for accompanying Victor records can now be procured. Within the past two months The Talking Machine World has received more than a dozen letters from people (not in the trade) who have made inquiries whether it is possible to secure orchestral accompaniments.

It is clear that the dealers from whom these parties purchased records have been neglectful in informing their customers of the fact that a goodly list of orchestral accompaniments have now been published which are available for accompanying Victor records.

The dealer should send out a special circular letter to his customers bearing upon this subject.

And this reminds us that the dealers, when they get their advance list of records, should make a special selection of say four or five of

the popular and classical numbers—that is records that have been carefully tried over by themselves, and then send out literature regarding these special records, inviting the customers to call and examine them. Or better still, express a willingness to call with them to the customer's house. These are days when it doesn't pay to wait to have business come to one; it is best to go after it.

SOME POINTERS FOR SALESMEN.

Get the Cheerful Habit—Reach the Personal Side of Your Customers and Make Them Feel at Home—Constant Study Helpful.

"It's easy enough to be cheerful when life flows along like a song," and after all it's not hard to be cheerful habitually if you take pains to get into the way of it. Get the habit.

The stronger personal hold you can get upon the customers of the store, the more money you will be worth to your employer.

Every clerk in a store is a link in the chain that holds that store's business. A chain is no stronger than its weakest link.

If you discover that customers don't like to have you wait on them, make up your mind that the days of your stay in that place are numbered.

You know how you feel when you go into a store and no one pays any attention to you. You think a long time before you go there again.

Study some branch of store work on the side. Learn to make sign cards, to write advertising, to display goods, to handle correspondence. It's a busy man who hasn't time to learn something.

Don't talk generalities about the goods you are describing to a customer. Get right down to the definite facts and specify and make plain every small point.

Successful salesmanship is based upon an intimate knowledge of human nature. Study your customers. Get acquainted with their individual characteristics and humor their fancies.



A FIRESIDE MACHINE equipped with a

LIN-O-TONE HORN

Makes a Perfect Combination

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 pleases 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 nicked 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, \$3.00

THESE JOBBERS CAN SUPPLY YOU :

- ALBANY, N. Y., Finch & Hahn.
- ALLENTOWN, PA., G. C. Aschbach.
- BANGOR, ME., S. L. Crosby Co.
- BOSTON, MASS., Iver Johnson Sporting Goods Co.
- BUFFALO, N. Y., W. D. Andrews.
- BURLINGTON, VT., American Phonograph Co.
- COLUMBUS, OHIO, Perry B. Whitstet Co.
- DES MOINES, IOWA, Harger & Blish.
- DUBUQUE, IOWA, Harger & Blish.
- GLOVERSVILLE, N. Y., American Phonograph Co.
- HOBOKEN, N. J., Eclipse Phonograph Co.
- KANSAS CITY, MO., J. W. Jenkins' Sons Music Co.
- MINNEAPOLIS, MINN., Minnesota Phonograph Co.
- MILWAUKEE, WIS., Lawrence McGreal.
- MOBILE, ALA., W. H. Reynolds.
- NEW HAVEN, CONN., Pardee-Ellenberger Co.
- NEW YORK CITY, N. Y., Blackman Talking Machine Co. Jacot Music Box Co.
- OMAHA, NEB., Nebraska Cycle Co.
- PHILADELPHIA, PA., Louis Buchs & Bro. Penn Phonograph Co. H. A. Weymann & Son.
- PITTSBURG, PA., Standard Talking Machine Co.
- PROVIDENCE, R. I., J. A. Foster Co.
- RICHMOND, VA., C. B. Hayes & Co.
- ROCHESTER, N. Y., Mackle Piano, O. & M. Co.
- SCHENECTADY, N. Y., Finch & Hahn.
- SPRINGFIELD, MASS., Flint & Brickett Co.
- ST. PAUL, MINN., W. J. Dyer & Bro.
- SYRACUSE, N. Y., W. D. Andrews.
- TROY, N. Y., Finch & Hahn.

PRESIDENT OF MEXICO MAKES EDISON RECORD

The Famous Soldier-Statesman of Mexico Consented at the Request of Thomas A. Edison to Make a Record for the National Phonograph Co.—The Interesting Communications Which Passed Between Them in This Connection—Record Will Prove of Great Interest in View of the Coming Meeting of President Diaz and President Taft and Will Have a Wide Popularity Among Spanish Speaking People the World Over.

In recognition of the genius of Thomas A. Edison, President Diaz, the soldier-statesman of Mexico, has made a record for the Edison phonograph, and to the Edison people now belongs the honor of having records by the presidents of the two great republics of North America. In view of the coming meeting of Presidents Taft and Diaz, this record should prove of great interest both in this country and Mexico, to say nothing of the Spanish-speaking world in general.

The signal success of the National Phonograph Co. in obtaining a record by President Diaz was largely due to the personal efforts of Mr. Edison, although the services of George W. Cook, one of Mexico's most prominent business men, enlisted in his behalf, were of no little value. George M. Nisbett, manager of the Mexican National Phonograph Co., distributors of Edison laboratory products throughout the Republic of Mexico, first realized the interest and importance of such a record, and at his suggestion Mr. Edison addressed a letter to President Diaz, as follows:

"Orange, N. J., July 8, 1909.

"My dear Mr. President:—Recalling the pleasure of my acquaintance with you in the early days of the electric light in New York, I wish to obtain, if possible, one or more phonographic records in Spanish of any matter that you may select, each preferably not over two minutes in length. These records, I am sure, would be eagerly received by your fellow citizens, and I have no doubt that they would create much interest in the United States, where your high character and distinguished services are so generally admired. Both President Taft and William J. Bryan have each made twelve records for us, which have been very favorably received by the public. If you would signify your willingness to oblige me, I will immediately take steps to have the records made in the best manner possible at any time and place that you may select. Accept, Mr. President, my best wishes for your health and prosperity, and believe me,

"Very respectfully yours,

"(Signed) THOMAS A. EDISON."

Complying with the above, President Diaz signified his willingness to have a record made. Regarding it the Mexican Herald of August 19 says:

"At the President's invitation, Messrs. Werner and Burt, experts from the recording laboratory of Thomas A. Edison, went to the castle of Chapultepec, where the records of the voice of General Diaz were made. The records thus obtained were extremely satisfactory, and the President expressed his pleasure at the successful conclusion of the affair, it being the only time that President Diaz ever spoke into a phonograph. By a happy coincidence, the records of the President's voice were made on the very same machine into which President Taft spoke when he made his famous series of speeches, prior to the late election.

"The records were shipped to the United States by a special messenger, who left the city last Monday evening over the National Railway. After they are reproduced in the laboratory of the Edison Company at Orange, they will be placed immediately upon the market. The work on them will be rushed in order to have the records on sale in the United States and Mexico in time for the meeting of the Presidents in October.

"The President, by his selection of the Edison phonograph for the recording of his voice, has shown his recognition of the genius of Thomas A. Edison, the inventor of this great instrument, which stands in a class by itself, being, in fact, the only machine on which records can be made at home at any time. As a teacher of languages, as well as a provider of home entertainments, this marvelous creation of the brain of Edison stands unrivalled among all other phonographs in the world to-day."

The President's reply to Mr. Edison's letter was in the form of a record, and this translation follows:

"Chapultepec, August 15, 1909.

"Thomas A. Edison, Orange: "

"Esteemed and Good Friend:—Referring to your kind favor of July 8, like your good self, I also remember with pleasure the time when I had the satisfaction of knowing you and your wonderful experiments. At the same time I



PRESIDENT DIAZ OF MEXICO.

shared your firm faith in the great future of the physical sciences.

"I was in your country in the early days of the electric light in New York, and at that time I foresaw in you, the hero of talent and conqueror through work, one who would later make the fire snatched from the heavens by Franklin submit to discipline, in order that it might perpetuate here on earth, through your wonderful phonographs, the dear voices of our loved ones, reproducing all the rhythm, all the accents and all the modulations of human voice.

"I am pleased to comply with your request, for I hold in the highest estimation the great benefactors of humanity, and you are one of these; for you have created new sources of happiness, of well being and of riches for the human race,

utilizing the most powerful forces known, light, electricity, labor and genius.

"Your friend, who grasps your hand with pride,

"(Signed) PORFIRIO DIAZ."

START IN "TALKER" BUSINESS.

Chase & West of Des Moines, Ia., Buy the Jones Piano Co. Stock and Become Victor and Edison Representatives.

Des Moines, Iowa, Sept. 4, 1909.

Chase & West, Incorporated, of this city, one of the largest and best known general house furnishing concerns in the middle west, have just started in the talking machine business on a large scale, becoming Victor jobbers. They have bought the entire Victor stock and rights of the Jones Piano Co., formerly Victor distributors. The stock invoiced in the neighborhood of \$15,000.

The retail department occupies commodious quarters on the first floor and includes a Victrola parlor, magnificently furnished, and two Victor and one Edison booth. The entire sixth floor is devoted to the wholesale stock and shipping departments, and the company have every facility for taking care of the needs of dealers in the best possible manner. They carry everything in stock that bears the Victor trade mark. J. W. Howard, one of the best known talking machine men in the State, has charge of the department. The company are confident of a very large fall trade and are making every preparation for it.

THE BATTLE AS CONDUCTED TO-DAY.

The face of the commander grew dark. The faces of the staff reflected their leader's anxiety. The correspondent of the great daily came a little closer. An aid rushed up. "General," he cried, "the enemy is advancing in force on our left wing!" The General's frown grew darker, and raising his field glass he peered long and earnestly toward the rear. "What in Sam Hill is detaining him?" he growled. "Are you waiting for reinforcements, General?" the correspondent somewhat timidly asked. "Reinforcements!" thundered the General. "Certainly not. I'm waiting for the moving-picture man, confound him!" At that moment the runabout bearing the picture machine whirled into position and the battle commenced.

A SALESMAN AND A CLERK.

A salesman is a person who takes the initiative in opening negotiations for an article sold. A clerk is one who is in charge of a stock of merchandise from which he fills the buyer's specifications.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

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

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

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

1866

1909

NYOIL

FOR

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

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



COLUMBIA WHOLESALE BUSINESS.

Reports of Strong Gains All Over the Country—
Getting Big Slices of Department Store Trade—
—Some Recent Connections of Note.

The Columbia Phonograph Co. are receiving big slices of the department store business these early fall days. Reports from the wholesale department in the Tribune Building indicate an activity along this line with a record of big results. Exclusive contracts with initial orders running well into five figures are tossed off as quite an ordinary occurrence in the list of transactions recently booked.

Orders of no mean amount are on hand from R. H. Macy & Co., New York; Denholm & McKay (exclusive), Worcester, Mass.; Howland Dry Goods Co., Bridgeport, Conn. (exclusive); Houghton & Dutton, Boston; Rhoades-Haverty Co., Savannah, Ga. (exclusive); Jones Bros. (exclusive), Richmond, Va.; and Spiegel, May, Stern & Co. (exclusive), Chicago. In the announcement of their decision to handle the Columbia line exclusively, Spiegel, May, Stern has issued a strongly worded statement commending the Columbia product.

A number of prominent music dealers have recently taken on the Columbia line.

The Southern California Music Co., of Los Angeles, one of the largest music houses in the West, recently ordered 30,000 Columbia double-discs as a starter.

An order lately received from Eiler's Music House, of Portland and Spokane, Oregon, foots up about \$25,000 in records and machiues.

Yeager Piano Co., Waterbury, Conn., one of the enterprising houses of the East, are now under the Columbia exclusive banner with an initial order of \$5,000, and are extending the sales of the Columbia goods to many other parts of the state, as are also E. E. Forbes Piano Co., Birmingham, Ala., and Hollenberg Music Co. (exclusive), of Little Rock, in their respective territories.

Porch Bros., of Johnstown, Penn., who have been allied with the Columbia line for some time, are now rapidly disposing of a \$5,000 order received a short while ago, and handle Columbia exclusively.

Out in Salt Lake City, the Daynes-Beebe Music House, "exclusive Columbia," has been doing business to the tune of \$10,000 in Columbia goods during the past month, and Durval Music Co., Bluefield, W. Va., has just closed an order for \$2,000 with exclusive rights.

August 23 John Macnabb, vice-president and general manager of the Universal Talking Machine Mfg. Co., Newark, N. J., went to Bradley Beach for a fortnight's vacation. Mac's family have been occupying a cottage at this pleasant Jersey coast resort for the summer, with the "head of the house" running in and out from business daily.

A BEAUTIFUL UDELL CATALOG

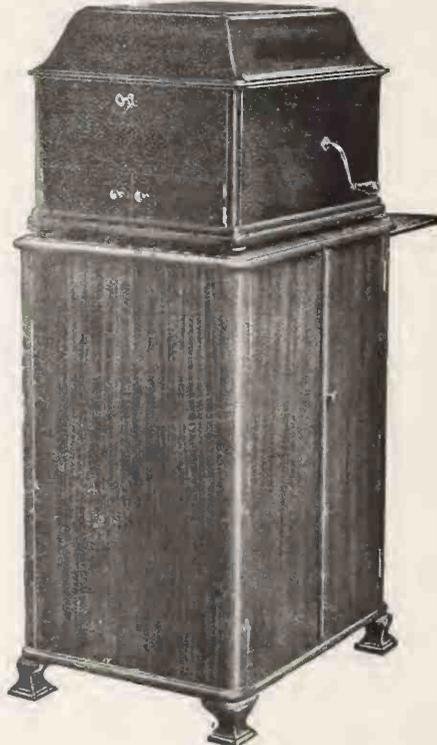
Is That Just Issued by the Udell Works, Indianapolis, Ind.—Contains a Very Complete Line of All Styles of Cabinets.

One of the handsomest and most satisfying catalogs ever put out by a house manufacturing cabinets is that just issued by the Udell Works, Indianapolis, Ind. it possesses many qualities that commend it, particularly the fine printing and paper used, and the manner in which the catalog is produced. The printing is of such a high order that an idea of the various woods used in the cabinets is clearly conveyed, although black is the only color used.

Then the construction of the volume merits praise in itself. It is divided into four sections, namely, "sheet music cabinets," "piano player roll cabinets," "cylinder record cabinets" and "disc record cabinets." Some very handsome designs covering all architectural schools are shown in each section. In fact, the styles are so complete and so varied as to satisfy the requirements of the most fastidious customer.

Among the designs illustrated is style 442, of which a cut appears herewith. This new cabinet is made to go with the new Victrola XII, and is superbly finished. It is 34 inches high, 24 inches wide, and 20 inches deep. It is made in mahogany. It will hold 190 12-inch disc records and matches in style and finish the Victrola XII.

The Udell Works have always been distin-



UDELL STYLE 442.

guished for the originality and attractiveness of their designs in cabinets, and we venture to say that no dealer can afford to look through this volume without placing an order. We would advise members of the trade whether dealing in pianos, music, or talking machines, to send for a copy of this new catalog, if they have not already received it. They will find an invaluable aid in satisfying the customers' demands for cabinets.

A rather unique feature of this catalog is the double cover, that on the outside being embossed, "The Udell Works, 1909-1910, Indianapolis, U. S. A." On the inside, within a very artistic border, appears the letter "U."

The Udell Works are entitled to the heartiest congratulations on the production of a volume so dignified and so complete as this. It gives not only an idea of the extent of their business, but is a veritable vade mecum to the talking machine dealer, or jobber, inasmuch as he is enabled by means of this volume to make a most comprehensive selection of stock.

The catalog is complete in every particular. Each style of cabinet is handsomely illustrated, tersely described, and a glance through the pages of the booklet will give either dealer or purchaser an excellent idea of the variety and beauty of the Udell products. The styles represented in the catalog tend towards simple elegance in practically every instance. In the cabinets for cylinder records fourteen distinct styles are shown, with different arrangements for holding records, in various capacities from 100 to 250 records. Seven of the disc record cabinets are fitted with clutches for holding the records in their original cartons, these styles being No. 512 to No. 519 inclusive. The other cabinets contain pasteboard pegs upon which the cylinders are placed after being removed from the cartons.

Thirteen cabinets are shown intended for the storage of disc records, including the new additions to the line, No. 442 holding 190 twelve-inch disc records and being finished in mahogany and Colonial designs to match the style and finish of the new Victrola No. 12.

CUTTING OUT BAD DEALERS.

Victor Co.'s Letter Defining Their Position in the Matter of Irresponsible Dealers—Eliminating the Undesirable Element—Helping "Live" Dealers.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 30, 1909.

A special letter was sent out by the Victor Talking Machine Co., Camden, N. J., to their distributors, Saturday, regarding their attitude toward unsatisfactory dealers throughout the country. The company state they have for some time been "cutting out" undesirable and irresponsible dealers—"dead ones," as they are termed—at the rate of about thirty-three and a third per cent. There have been months, the letter says, when as many as 200 to 300 of this class of dealers have been eliminated, and 150 or so live concerns substituted. The company, in directing the attention of Victor distributors to this effort on their part to vastly improve trade conditions—which has been accomplished by this drastic, yet polite procedure—urge upon them to be careful in signing Victor dealers that only reputable, responsible, progressive and aggressive merchants are selected. The company state they are making efforts to put the trade on a better and more beneficial basis as a pure business proposition, and it is their opinion their distributors should second and support this policy.

Leading distributors declare this is one of the best steps taken by the Victor Co. on their behalf, and that they will find themselves strongly supported. In other words, it is a good thing, and will be appreciated by every distributor in all parts of the country.

AN ADVERTISING POINTER.

A good method to insure satisfactory advertisements as to typographical makeup is to have the advertisements set up in some place where the equipment is right and the printer sufficiently skilful, and then mail proofs to the various papers in which the advertisement is to appear. Almost any printer can get good display if he has a diagram, even though the type in his office may not be the same as that shown on the proof. Good display depends more upon design, effects and the proper combination of the right sizes of type, than it does on any particular style or face of type. About nine times in ten one style may be substituted for another without seriously affecting the display.

BOUGHT BY DAVIDSON BROS.

Davidson Bros. have become proprietors of the Victor Talking Machine Shop, on Michigan avenue, Chicago, established by B. Feinberg, now on the wholesale traveling staff of the Columbia Phonograph Co., General. It is one of the finest equipped stores in the city, and the Messrs. Davidson are doing a nice business.

THE EVOLUTION OF A TRADE-MARK

Substitute the advertising department for the violinist, and in these six pictures you will have a very fair illustration of the successive processes through which the now familiar Columbia musical notes had to go before reaching perfection.

The original idea in the construction of this trade-mark was clear enough, but its working out

was not so easy as might appear to the dealer who is using the tandem notes to attract attention to his own local advertising.

The fact is, the two notes as they now exist embody the very points originally sought for. The musical note is an object as familiar to every reader as a capital A. This is a music

business, and it is music that is being sold. Therefore, the adoption of the musical notes in proper combination was an entirely legitimate and appropriate plan. Each of the first five musical note designs illustrated herewith were considered seriously before the sixth and present form was finally adopted. As it stands at present, these two Columbia musical notes have been widely commented on among advertising men as embodying a most striking combination of curves, vertical lines and angles—and the way these two notes project themselves from a newspaper page is evidence enough to anyone who has used them in his advertising that, for this purpose alone, their use as a trade-mark is well justified.



LINDSTROM & CO. ENJOINED

Against Infringing Berliner Patents—Action Brought by Victor Co. in U. S. Circuit Court.

Argument was heard Friday, August 13, on the motion to show cause why a preliminary injunction should not be granted against Carl Lindstrom & Co., New York, charged with infringing the Berliner patent by the Victor Talking Machine Co., Camden, N. J. The defendant appearing in the complaint was M. Boras, named as agent for Lindstrom & Co., in New York, known as one of the leading manufacturers of Germany, with headquarters in Berlin. The machine in suit was an exhibit, but an attempt to bring in a so-called mechanical feed device of another make was futile.

There appeared to be no great contention as to the similarity in operation of the Lindstrom machine and that of the Victor, the dispute being mainly as to whether Mr. Boras was an agent of his company in a sense that he could accept service of the bill of complaint. The defense, represented by Waldo G. Morse, held he was simply a selling representative, and therefore the complaint was technically faulty, and consequently should be dismissed. On the following day, Judge Hough, sitting in the Circuit Court of the United States, New York, granted the injunction, filing therewith the memorandum: "Order granted as to Boras individually and as agent of the company."

If there is absolutely no point upon which you can be enthusiastic about the store you're working in, find one with some symptoms of life about it and make a change.

VICTROLA AT CLUB RECEPTION.

A recent social function at the Nyassett Club, Springfield, Mass., owed a large part of its success to the fact that a Victrola recital was given, the latest red seal records being played. The outfit was furnished by Taylor's Music House, Springfield.

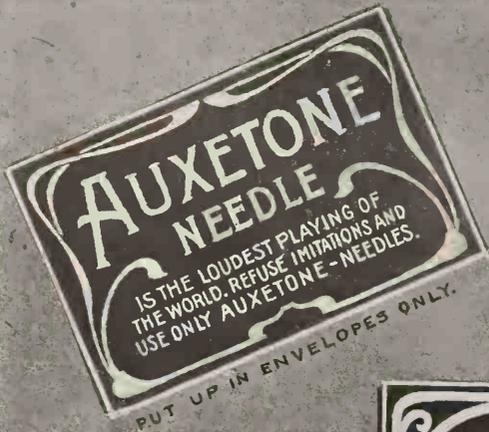
GRAPHOPHONE CO. MOVES.

The Graphophone Co., Albany, N. Y., jobbers for the Columbia line, have moved to handsome quarters at 123 Pearl street, that city, where they have a large and complete stock to meet fall demands.

Not to control, but to help others to control themselves—this is the fine art of managing men.

“NEEDLES”

MR. JOBBER: Have you investigated the merits of our Needles? Don't you know that Needles is one of the most important features of the Talking Machine business? Don't delay; get our samples and prices at once. Don't wait until the last moment. **GET IN LINE.**



NOTICE

We have built a large business in selling the best Needles.

WHY DON'T YOU DO THE SAME?



NOTICE

Get our prices on needles put up in your own Special Package with your own name on.

ADVERTISE YOURSELF



TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

RECORD BULLETINS FOR OCTOBER, 1909

NEW VICTOR RECORDS.

No.	ARTIUR PRYOR'S BAND.	Size.
5733	Sweetmeats Two-Step (Ragtime March)	10
31748	Gems of "The Prince of To-night" (Victor Light Opera Co., with orch.)	12
5735	Rondo from Serenade (Op. 525).....Mozart	12
31747	Winter-Marchen (Romanze, Op. 112).....Saro	12
58012	Songs without Words—The Cloud (Op. 53)	12
	SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH.	
5739	The Last Rose of Summer.....Moore	10
	DUET BY ELIZABETH WHEELER and HARRY MACDONOUGH WITH ORCH.	
5738	Gobble Duet from Mascotte (When I Behold Your Manly Form).....Audran	10
5734	The Passage Birds' Farewell.....Hildach	10
5740	Roosevelt and the Darky.....	10
5729	Helnie Waltzed 'Round on His Hickory Limb	10
	TWO NEW LAUDER RECORDS BY HARRY LAUDER, WITH ORCH.	
58013	Macgregor's Toast.....	12
58014	Safest of the Family.....	12
	WHITNEY BROTHERS QUARTET.	
31746	The Blue Bells of Scotland.....	12
31749	Holy Art Thou (Music of Handel's Largo)	12
5741	Ich liebe dich (I Love Thee)—In German.....Grieg	10
5737	I've Got Rings on My Fingers—From "The Midnight Sons".....Weston	10
31745	Gems from "The Beauty Spot" ("The Prince of Borneo," "Creole Days," "Ham-mock Love Song" and "Boulevard Glide").....De Koven	12

VICTOR DOUBLE-FACED RECORDS.

No.		Size.
16349	(a) Flower Girl—Intermezzo Two-Step	10
	(b) Love's Confession Waltz, Victor Orch.	10
16350	(a) Black and White Two-Step	10
	(b) The Land of the Swallows (Cornet-Flute)	10
16346	(a) "Red Head" Medley Two-Step	10
	(b) I'm Awfully Glad I Met You	10
16348	(a) More Love to Thee, O Christ (Doane)	10
	(b) Along the River of Time	10
16348	(a) Oh, You Lovin' Gal.....Collins-Iarlan	10
	(b) Zeb Green's Airship.....Jones-Spencer	10
16351	(a) Juanita (Norton).....Metropolitan Trio	10
	(b) Go Pretty Rose (Marzials).....	10
16352	(a) Sweetheart's a Pretty Name When It's Y-O-U (Leslie-Plantodos).....Peerless Quartet	10
	(b) Mr. Othello—From "The Candy Shop".....Ada Jones	10
16353	(a) Lily of the Prairie (Mills).....Murray and Harlan	10
	(b) Firefly Galop (Strobbe)—Zylophone.....W. H. Reitz	10

NEW RED SEAL RECORDS.

No.		Size.
92067	Lucia di Lammermoor—Reguava nel silenzio (Silence of All).....Donizetti	12
92068	Ballo in Maschera—Saper vorreste (You Would Be Hearing).....Verdi	12
92069	La Sonnambula—Ah! non credea mirarti (Could I Believe).....Bellini	12
61201	LEO SLEZAK, TENOR, WITH ORCH.—IN GERMAN. Sturm von Fortin Schlimmerlied (Shim-mer Song from "Massanello").....Auber	10
61202	Cavalleria Rusticana—Siciliana (Thy Lips Like Crimson Berries).....Mascaugl	10
61203	Lohengrin—Nun sei bedankt, lieber Schwan! (Thanks, My Trusty Swan).....Wagner	10
61204	Romeo und Julia—Ach geh auf, moech erleichen (Farest Sun, Arise!).....Gounod	10
61192	M. REUIS, TENOR.—IN FRENCH. Guillaume Tell—Bacchante "Accours dans ma nacelle" (Come, Love, in My Boat).....Rossini	10
61193	MIRIAM, ELLE ne croyait pas (I'me as a Flower).....Thomas	10
74143	GEORGE HAMILIN, TENOR.—IN ENGLISH. The Penitent.....Van de Water	12
64108	HERBERT WITHERSPOON, BARITONE, IN ENGLISH. Flow Gently, Sweet Afton (Afton Water).....Burns-Spilman	10
61194	SR. WELBARBA, BARITONE.—IN SPANISH. Alma de Dios—Romanza.....Serrano	10
61195	El Grumete—Despedida.....Arrieta	10
71045	WILHELM BACKHAUS, PIANIST. Prelude—Opus 28, No. 1; Study—Opus 10, No. 1.....Chopin	12
	FIVE NEW SHEET MUSIC ORCHESTRATIONS FOR ACCOMPANING VICTOR RECORDS.	
88003	Faust—Salut, demeure.....Sung by Caruso	
89005	Don Giovanni—La ci darem la mano.....Sung by Eames and de Gogorza	
88042	Aida—O patria mia.....Sung by Gadski	
88065	Good Bye.....Sung by Melba	
88102	Martha—Last Rose of Summer.....Sung by Sembrich	

EDISON STANDARD RECORDS.

10217	Oriental Dance.....Victor Herbert and His Orchestra
10218	My Wife's Gone to the Country.....Edward M. Favor
10219	Lonesome.....Byron G. Harlan
10220	A Passing Fancy.....Edison Concert Band

10221	Pay More Attention to Me.....Ada Jones
10222	Sweet Hour of Prayer.....Edison Mixed Quartet
10223	I'm Crazy When the Band Begins to Play.....Pete Murray
10224	Uncle Remus.....American Symphony Orchestra
10225	I'm Going to Tell on You.....Frederic Rose
10226	Under the Honey-moon.....Miss Stevenson and Mr. Stanley
10227	Parody on "The Old Oaken Bucket".....Nat M. Wills
10228	Lola Waltz.....United States Marine Band
10229	One Good Turn Deserves Another.....Josie Sadler
10230	Santa Lucia.....Whitney Brothers Quartet
10231	I Wish I Was in Heaven Sittin' Down.....Edward Meeker
10232	Two Old Songs.....Albert Benzler
10233	When the Meadow Larks are Calling Annie Laurie.....Arthur C. Clough
10234	Down at the Hanksin' Bee.....Collins and Harlan
10235	Modern Love.....Grace Cameron
10236	Grand Republic March.....N. Y. Military Band

EDISON AMBEROL RECORDS.

215	Selection from "The Red Mill".....Victor Herbert and His Orchestra
216	I Wish I Had My Old Girl Back Again.....Mannel Romani
217	Garden Melody.....Albert Spalding
218	I've Got Rings on My Fingers.....Billy Murray and Chorus
219	Turkey in the Straw Sketch.....Golden and Hughes
221	My Pony Boy.....Edison Concert Band
222	Dinah Dear.....Collins and Harlan
223	Seneca Waltz.....P. J. Prossini
224	I'll Go Where You Want Me to Go, Dear Lord.....James F. Harrison
225	Love's Old Sweet Song.....Whitney Brothers Quartet
226	Old Comrades March.....United States Marine Band
227	If I Only Had a Home Sweet Home.....Will Oakland
228	Cupid's Telephone.....Ada Jones and Chorus
229	Selection from "It Happened in Nordland".....Victor Herbert and His Orchestra
230	I Wonder if This Funny Little Boy Loves Me.....Grace Cameron
231	Scatter Seeds of Kindness.....Edison Mixed Quartet
232	Dream of the Tyrolienne.....Edison Venetian Trio
233	B. P. O. E.—Elks' Song.....Nat M. Wills
234	Opeeche.....New York Military Band

THREE AMBEROL RECORDS IN ITALIAN.

5001	Del tempio al limitar—"Pescatori di Perle" (Bizzet).....Francesco Daddi and Vincenzo Reschiglian
5004	Ah! lo vedi—"Cavalleria Rusticana" (Mascaugl).....Maria Avezza and Francesco Daddi
5005	Verranno a te sull'ancre—"Lucia" (Donizetti).....Maria Avezza and Francesco Daddi

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

A730	Lerhone et la Saone (Polka) (Roussel).....Banda de Artilleria
	The Mosquito Parade (A Jersey Review) (Whitney).....Columbia Band
A731	Dublin Daisies (Irish Ballad) (Wentz).....Vocal Quartet, Male Voices, orch. accomp.
	Sweetheart's a Pretty Name When It's Y-O-U (Plantodos)—Vocal Quartet, Male Voices, orch. accomp.Columbia Quartet
A732	If You've Won the Only One in All the World You Want to Win (J. Fred Helf)—Tenor Solo, orch. accomp.Henry Burr
	Longing for You (Morse)—Tenor Solo, orch. accomp.Byron G. Harlan
A733	When I Dream in the Gloaming of You (Ingram)—Tenor Solo, orch. accomp.H. Tally
	My Little Eva (Lowenbrith and Colman)—Tenor Solo, orch. accomp.Frank Reade

A734	It Is Hard to Kiss Your Sweetheart When the Last Kiss Means Good-Bye (Kerry Mills)—Baritone and Soprano Duet orch. accomp.Mr. Stanley and Miss Stevenson
	If I Had a Thousand Lives to Live (Solman)—Tenor Solo, orch. accomp.Harvey Hindermeyer
A735	Pipit and Thistle-Pinch (Kling)—Picollo duet, orch. accomp.M. Lufsky and V. Falvella
	Marche des Jolies Femmes (E. Carosio)—Orchestra Bells, orch. accomp.Charles Adams
A736	Abraham Lincoln Jones, or The Christening (Chris Smith)—Baritone Solo, orch. accomp.Arthur Collins
	But You'll Never Know Till You Get Married (Brookhouse)—Baritone Solo, orch. accomp.Bob Roberts
A737	I'm Going to Do What I Please (Ted Snyder)—Soprano Solo, orch. accomp.Miss Stelia Tobin
	Wild Cherry Rag (Ted Snyder)—Baritone Solo, orch. accomp.Eddie Morton
A738	El Veintitres de Infanteria Marcha (Alfredo Pacheco)—Princess Military Band
	Yacht Club, Pas de Patneurs (K. Eichfuss)—Royal Regimental Band
A739	The Homeland (Hauscom)—Contralto Solo, violin and piano accomp.Mrs. A. Stewart Holt
	Anchored (Watson)—Baritone Solo, orch. accomp.George Alexander

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

A5122	Sinn bliß Walzer (Luicke).....Prince's Orchestra
	Pres de Toi Waltz (Near Thee) (Waldteufel).....Prince's Orchestra
A5123	"Kiss Your Minstrel Boy Good-bye" (Opening Chorus) (Jean Schwartz; Solo by Arthur Collins with Quartet Chorus "When a Gal of Mine Steals a Gal of Mine"—Kerry Mills)—Minstrels, orch. accomp.Rambler Minstrels
	"My Wild Deer" (Opening Chorus) (Snyder; Quartet, "I Wish I Was in Heaven Sittin' Down"—Brown)—Minstrels, orch. accomp.Rambler Minstrels
A5124	My Dreams (Tosti)—Tenor Solo, orch. accomp.John Bardsley
	Roses (Stephen Adams)—Tenor Solo, orch. accomp.John Bardsley

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORD.

A740	Nozze di Figaro—Se Vuol Ballare (Mozart) Baritone Solo in Italian, orch. accomp.Giuseppe Campanari
	Nozze di Figaro—Non Più Andrai (Mozart)—Baritone Solo in Italian orch. accomp.Giuseppe Campanari

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

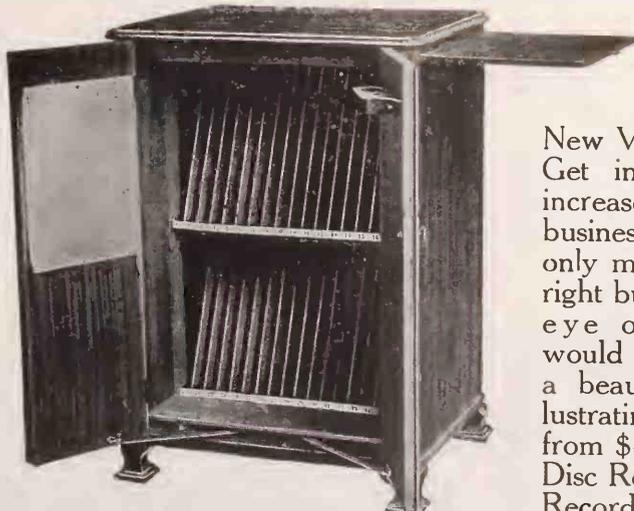
BARITONE SOLOS IN ITALIAN BY GIUSEPPE CAMPANARI, ORCH. ACCOMP.

A5125	Carmen—Canzone del Toreador.....Bizzet
A5126	Un Ballo in Maschera—Eri Tu.....Verdi
A5127	I Pagliacci Prologue.....Leoncavallo
A5127	Myosotis—Melodia.....Tirindelli
	Herodiade—Vision Fugitive.....Massenet
A5128	Il Barbiere di Siviglia—Largo al Factotum.....Rossini
	Tarantella Napoletana.....Rossini

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1166	Sons of the Brave March (Biggood).....Band
1167	He Was a Wonderful Man (Colman)—Soprano and Tenor Duet.....Ada Jones and Walter Van Brunt

JUST WHAT YOU ARE LOOKING FOR



A mahogany Cabinet that matches in style and finish the New Victrola No. 12. Get in on this and increase your Cabinet business. We have not only made the Cabinet right but the price is an eye opener. How would you like to have a beautiful catalog illustrating 96 Cabinets from \$4 to \$32.50 for Disc Records, Cylinder Records, Sheet Music and Piano Player Rolls.

No. 442, Cabinet Open. Goes with Victrola No. 12
Height 34 inches, Width 24 inches, Depth 20 inches. Mahogany
Will hold 190 12-inch Disc Records

THE UDELL WORKS,

INDIANAPOLIS, INDIANA,
U. S. A.

THE THING TO DO IS WRITE.

- 1168 Come Right In, Sit Right Down, Make Yourself at Home (Dixon)—Baritone Solo
- 1169 If Tears Were Pearls (A. Von Tilzer)—Baritone Solo
- 1170 Little Charmer (Laurendeau)—Orchestra
- 1171 Dublin Daisies (Wenrich)—Vocal Quartet, Male Voices
- 1172 When Other Hearts Have Closed Their Doors (Snyder)—Tenor Solo
- 1173 American Beauties March (St. Clair)—Band
- 1174 But You'll Never Know 'Till You Get Married (Malloy and Brookhouse)—Baritone Solo
- 1175 Baboon Bungalow (Jardon)—Baritone and Tenor Duet
- 1176 El Capitan March (Souza)—Stanley and Burr
- 1177 Mister Othello (Golden)—Soprano Solo
- 1178 Spring, Beautiful Spring—Lincke—Orchestra
- 1179 The Ninety and Nine (I. D. Sankey)—Tenor Solo
- 1180 Swanee Babe (Richards)—Baritone and Tenor Duet
- 1181 Das Yidische Heiz (Brody)—Minnie Epstein
- 1182 Rubenstein's Melody in F—Bohemian Band
- 1183 Blitz and Blatz's Discussion (Roberts)—Vaudeville Specialty
- 1184 Lonesome (Meyer)—Tenor Solo
- 1185 Mareia Reale Italiana—Royal Italian March Band
- 1186 Good-Night, Good-Night (Ball)—Tenor Solo
- 1187 Schooldays in Truckmuck (Original)—Vaudeville
- 1188 Father Has a Tender Heart (Kerr)—Tenor Solo
- 1189 A Georgia Barn Dance (Mills)—Band

NEW ZONOPHONE 10-INCH DOUBLE RECORD DISCS.

- ZONOPHONE CONCERT BAND.
- 5529 (a) A Jolly Good Fellow March—Clement
- (b) Top o' the Mornin' March—Kelly
- 5530 (a) Marche Indienne—Hindu March—Sellenick
- (b) Thelma Waltz—Kiefert
- 5531 (a) A Georgia Barn Dance—Mills
- (b) The African 400—An Educated Rag—Roberts
- ZONOPHONE ORCHESTRA.
- 5532 (a) Birds of Love—Three-Step—Acher
- (b) Waltz-Sinnbild—Lincke
- 5533 (a) Malcolm MacGregor's Collection of Virginia Reels
- (b) Maori—A Samoan Dance—Tyers
- MISCELLANEOUS INSTRUMENTAL SELECTIONS WITH ORCH. ACCOMP.
- 5534 (a) Sweet Violets—Intermezzo—Two-Step (Powell)—Xylophone Solo—Ed King
- (b) Just Noise—Two-Step (Stewart)—Banjo Solo—Vess L. Ossman
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- HENRY BURR.
- 5535 (a) True Eyes—Paulton
- (b) Then You'll Remember Me—From "The Bohemian Girl"—Balfe
- FRANK C. STANLEY.
- 5536 (a) The Old Cathedral Chimes—Grey
- (b) If Tears Were Pearls—A. Von Tilzer
- ARTHUR COLLINS AND BYRON G. HARLAN.
- 5537 (a) Oh! You Loving Gals—Drislane Meyer
- (b) Set Them Up in the Other Alley—Helf
- ADA JONES AND LEX SPENCER.
- 5538 (a) Zeb Green's Airship—Descriptive Ruble Sketch
- (b) How Kathleen Proposed—Irish Sketch—ADA JONES AND WALTER VAN BRUNT.
- 5539 (a) As in Days of Old—Coney
- (b) Just We Two—From "The Candy Shop"—Golden
- ALICE C. STEVENSON AND FRANK C. STANLEY.
- 5540 (a) Recipe for Love—Wenrich
- (b) Just Because It's You—A. Von Tilzer
- MISCELLANEOUS VOCAL SELECTIONS.
- 5541 (a) I Wish I Was in Heaven Sitting Down (Brown)—Arthur Collins
- (b) Don't Take Me Home (H. Von Tilzer)—Ed. Morton
- 5542 (a) Jesus Saviour Pilot Me (Gould)—Metropolitan Trio
- (b) Ring the Bells of Heaven (Roof)—Peerless Male Quartet
- 5543 (a) The Two Roses (Werner)—Peerless Male Quartet
- (b) Prayer, Oh! For the Happy Hour (Poster)—Metropolitan Trio

TO HANDLE COLUMBIA BUSINESS.

The Southern Talking Machine Co., organized especially for the purpose, have taken over the Columbia Phonograph Co.'s store at Memphis, Tenn. Besides purchasing the stock, furniture and fixtures, they also placed a substantial order for new goods. They will be exclusive Columbia jobbers in contiguous parts of Tennessee, Kentucky and Mississippi. P. F. Pfister, formerly manager of the Columbia Co., will occupy the same position in the new company.

The good clerk need not worry. If he is a business producer, other store owners will be after him. He is bound to find his level.

A CHAT WITH WALTER STEVENS.

Manager of Export Department of National Phonograph Co. Holds Forth Upon the Business Outlook—The Edison Trade in Australia—Bringing Back Master Records Made in Mexico.

Recently Walter Stevens, manager of the export department of the National Phonograph Co., returned from a very enjoyable vacation. In an informal chat with The World the other day he said:

"I find everybody optimistic about the fall trade. Our export business is improving rapidly, and the indications are we will have about all we can handle during the fall and winter. We have just received a report from Australia stating that the Edison business there has been



WALTER STEVENS.

the largest in the history of our company. You know we ship by the cargo to that part of the world.

"Messrs. Werner and Lee, who have been making records in Mexico since spring, get back this week, and they bring with them a large number of the best records they ever made; in fact, they are splendid and comprise selections of the best talent, vocal and instrumental. The work of these two experts improves more and more on every visit they make to Mexico. This time it is better than ever.

"You know the Mexicans are a musical people, and great attention is given this branch of study in their educational program. Every town has its band no matter how small, with the band-stand in the most prominent spot, where crowds gather every evening to hear the playing. Not a few of the musical organizations of Mexico have a world reputation, and in point of general excellence equal our own best known bands.

"It is the ambition—and a laudable one—of every man, especially in the middle class, to become a member of the local band. It is a great distinction, as these organizations are held in high esteem and socially they have the entree and are treated royally wherever they go. It is for this reason that Mexico is a great talking machine country, and records command a large and ready sale."

REMODELED QUARTERS OPENED.

The Columbia Co. Open Their Handsome Establishment in Philadelphia With Thos. K. Henderson in Charge—To Conduct Active Campaign for Fall Business in This Section.

(Special to The Talking Machine World)

Philadelphia, Pa., Aug. 30, 1909.

To-day the renovated, remodeled and redecored and furnished quarters of the Columbia Phonograph Co., 1109 Chestnut street, were reopened with Thomas K. Henderson, well known in the music roll business and more particularly from his connection as a traveler on the Columbia wholesale force out of headquarters in New York, as manager. He succeeds J. A. Gouldrup, who takes up other duties elsewhere in the company's service. Mr. Henderson, who will hereafter make Philadelphia his permanent home, has had the premises rearranged with a direct view of carrying ample stock for supplying dealers in his territory.

In fact, Philadelphia will be the distributing point for the trade of eastern Pennsylvania, and therefore particular attention was paid to providing facilities for this purpose, and the place is considered one of the best appointed in this respect in the country.

A POTENT RAINMAKER

Is Thos. A. Edison According to the Truthful Scribes of Winsted, Conn.

Thomas A. Edison had occasion to visit Winsted, Conn., the other day, and the moment he struck the town there burst upon the place the worst electrical storm known in that section during the summer. A dispatch which tells the story says: "For several weeks every one here had hoped and prayed for rain. It remained for Mr. Edison to break the drouth, and his entry into Winsted was a signal for a heavy downpour, accompanied by vivid flashes of lightning and terrific thunderclaps." Of course the simultaneous arrival of Mr. Edison and the storm was a mere coincidence, one having nothing to do with the other. But the humorists will have their joke and the great inventor will be hailed as a potent rainmaker. And in a less enlightened and more superstitious age there is no doubt that such an incident would have clinched a man's reputation as a worker of wonders.

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Your hardest competitor is not the man who undersells you, nor is he the man who underbuys you. But he may do both of these. The competitor you need most to fear is the man who uses brain plus energy plus system to keep things moving all along the line—always. Competition is no longer so much a matter of price as it is a matter of brains.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.) Washington, D. C., Sept. 10, 1909.

TALKING MACHINE. Fred Shaffer, Vandergrift, Pa. Patent No. 929,505.

This invention relates to an exceedingly simple and effective device whereby either disc or cylinder records may be used upon the same machine. Fig. 1 is an end view, parts thereof being

near approach to a pure tone has only been accomplished by sacrificing sound volume and vice versa.

In the present invention there has been devised a novel stylus supporting means and diaphragm securing devices whereby tone volume and tone quality have a direct relation one to the other and in which the stylus and its adjuncts may be manipulated as desired for a minimum or maximum volume while the tone quality is appreciably affected.

PHONOGRAPH. John C. Nernberg, Athens, Wis., assignor of one-half to Claude F. Hamilton, same place. Patent No. 930,683.

The object of this invention is to provide a simple and effective repeating attachment for disc phonographs, its construction and arrangement being such that when the swinging-arm of a phonograph has completed its travel in the reproduction of a record, the said arm is lifted by the repeating device, returned to the starting point upon the record, and then gently lowered in such a manner that the pin is set upon the record without causing any damage to the same.

In the drawings Fig. 1 represents a plan view of a fragment of a disc phonograph having attached thereto a repeating device embodying the features of this invention. parts being broken away and parts in section to better illustrate the details; Fig. 2, an elevation of the same with parts broken away and other parts in section to more clearly show the structural details; Fig. 3, a detail sectional view of the apparatus, the section being indicated by line 3-3 of Fig. 1; Fig. 4, a detail cross-section of the apparatus, as indicated by line 4-4 of Fig. 1; Fig. 5, a detail sectional view as indicated by line 5-5, showing an elevation of the repeater, motor and connected mechanism, and Fig. 6, a detail sectional view, as indicated by line 6-6 of the preceding figure.

FEEDING DEVICE AND BRAKE FOR SOUND-REPRODUCING MACHINES. Frederick Sheppy, Chicago, Ill., assignor by mesne assignments to Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa. Patent No. 929,253.

The chief objects of this invention are to provide a brake for talking machines that will automatically stop the record movement by frictional contact of the brake member therewith at the termination of the sound reproduction; to provide an automatic record brake for

talking machines that can be readily attached to the instrument without disfiguring the casing or marring the finish in any way, and to produce an effective automatic brake for the purpose stated that is so designed that it will be equally effective when applied to instruments of different sizes.

Fig. 1 is a side elevation of a talking machine with improved automatic brake attached thereto; Fig. 2 is a plan view with a portion of the swinging arm broken away to disclose the parts of the mechanism beneath; Fig. 3 is a plan view showing the brake-shoe in engagement with the periphery of the record disc, the stylus having been disengaged from the record groove; Fig. 4 is a front view of a sound-reproducing instrument showing method of attaching the automatic brake, and Fig. 5 is a perspective view of the clip for supporting the brake lever.

BRAKE MECHANISM FOR TALKING MACHINES. Guadelupe Buelna and Arthur E. Burson, Santa Barbara, Cal. Patent No. 930,038.

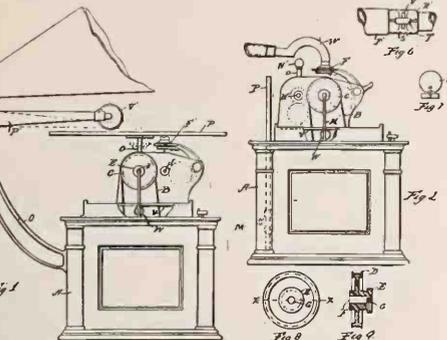
One of the objects of this invention is to provide an automatic braking mechanism for disc talking machines, which is actuable by the movement of the sound box carrier arm instantaneously upon contact, thereby to avoid destruction of the stylus by continued rotation of the disc, and all possible damage liable to be occasioned by the stylus following the path of the waves on the inside of the record, which waves or indentions are usually rough and coarse.

Another object of this invention is to eliminate all mechanism hitherto employed for this purpose for elevating the sound-box immediately upon the completion of the reproduction of a record, and to cause the brake to act on the rotating disc carrier synchronously with the completion of the travel of the stylus in the sound waves of the disc.

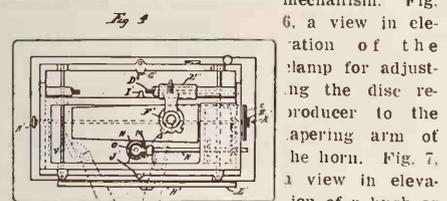
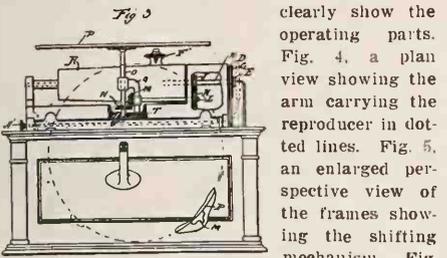
In the drawings Fig. 1 is a perspective view of this invention applied to a talking machine.

Fig. 2 is a fragmentary top plan view. Fig. 3 is a fragmentary detail showing the adjustable slide and spring for preventing same from slipping. Fig. 4 is a fragmentary detail partly in section showing the brake releasing stud in the guide preparatory to setting the same for actuation.

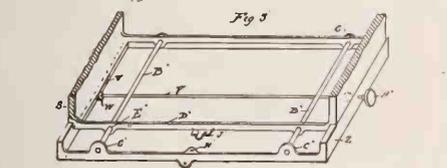
Fig. 5 is a similar view showing the position of the brake releasing stud after actuation by the sound box carrier arm. Fig. 6 is a fragmentary perspective showing the brake actuating spring and the position of the brake releasing stud after the brake has been thrown. Fig. 7 is a fragmentary vertical section on lines 7-7, Fig. 4. Fig. 8 is a perspective detail of the adjustable slide, and Fig. 9 is a fragmentary detail showing the position of the brake releasing stud preparatory to releasing the brake.



broken away showing the machine in position for playing disc records. Fig. 2, a similar view showing the machine in position for playing cylinder records. Fig. 3, a rear view of Fig. 1, parts of the machine being broken away to more



clearly show the operating parts. Fig. 4, a plan view showing the arm carrying the reproducer in dotted lines. Fig. 5, an enlarged perspective view of the frames showing the shifting mechanism. Fig. 6, a view in elevation of the clamp for adjusting the disc reproducer to the opening arm of the horn. Fig. 7, a view in elevation of a knob or shield to be placed at the end of the disc or cylinder



shaft. Fig. 8, a face view of the drive pulley, and Fig. 9, a section at the line X-X of Fig. 8.

SOUND BOX FOR RECORDING AND REPRODUCING MACHINES. William W. Zackey, Philadelphia, Pa., assignor of forty-nine one-hundredths to Chas. B. Hewitt, Burlington, N. J. Patent No. 930,715.

In sound boxes for recording and reproducing machines, as heretofore constructed, the regulation and control of the vibrating member or diaphragm has not been such as to insure the production of the clearest, purest tones and the reproduction of perfect articulation and the like, while at the same time maintaining a desirable volume of sound. Even a

Fig. 1

Fig. 2

Fig. 3

Fig. 4

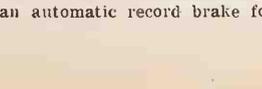
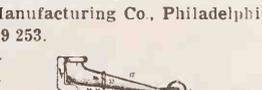
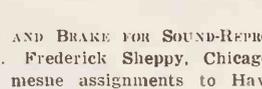
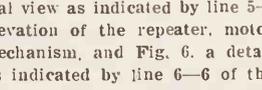
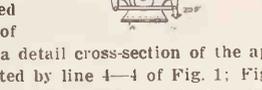
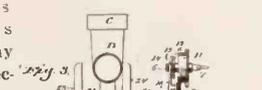
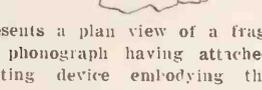
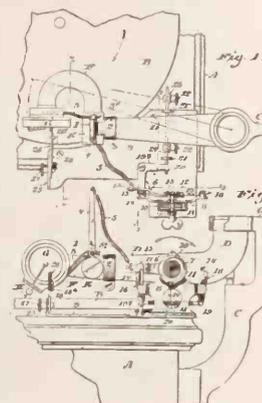
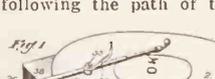
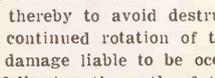
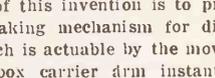
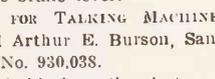
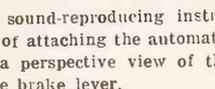
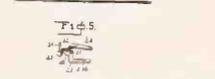
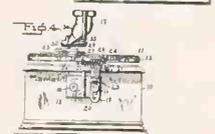
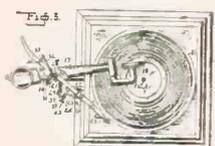
Fig. 5

Fig. 6

Fig. 7

Fig. 8

Fig. 9

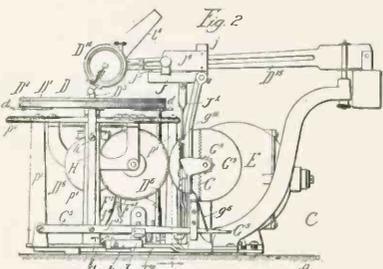
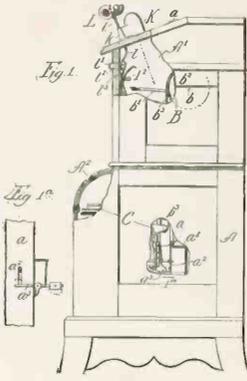


PHONOGRAPH MACHINE. Herbert S. Mills, Chicago, Ill. Patent No. 929,775.

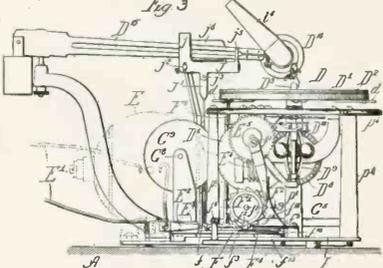
The primary object is to provide a machine wherein provision is made for winding the spring which serves to actuate the record of a phonograph by means of a motor which will operate for a predetermined period of time, when set in motion, thereby to give to the spring serving to actuate the record a predetermined tension.

In the accompanying drawings this invention is shown embodied in a combined picture-exhibiting and phonograph machine, the phonograph being of a well-known type employing a disc form record.

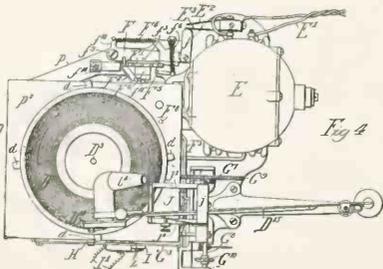
In the drawings Fig. 1 represents a side elevational view of an improved machine, portions of



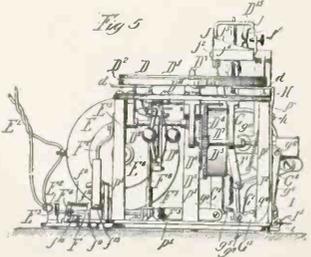
the casing being broken away to expose a part of the picture-exhibiting device and portions of the phonograph; Fig. 1a, a detail of a vibrative counteracting device employed in connection with



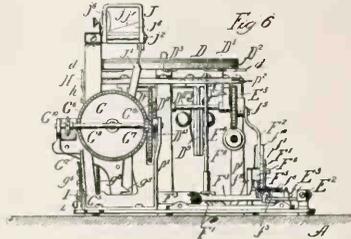
a stop-actuating lever, which lever may be actuated by a coin or in any other suitable way; Fig. 2, a side elevational view of the phonograph and the mechanism connected therewith, shown



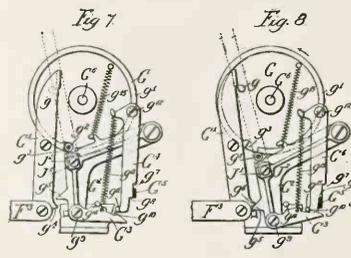
as removed from the casing; Fig. 3, a reverse side elevational view of the same; Fig. 4, a plan view of the same; Fig. 5, a front view of the same; Fig. 6, a rear view of the same; Fig. 7, a broken section taken as indicated



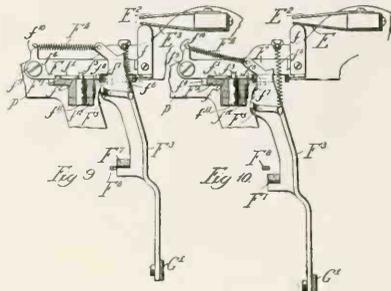
at line 7 of Fig. 2, showing a controlling wheel which serves to control the circuit of the electric motor shown and the stop-actuating lever mentioned, said view showing also the operative parts



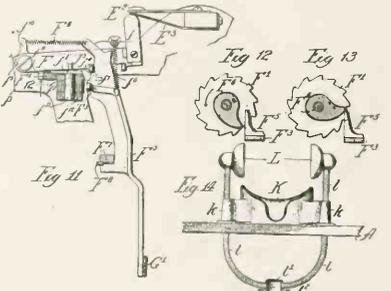
adjacent to said wheel; Fig. 8, a similar view showing a different position of the parts; Fig. 9, a broken sectional view taken as indicated at line 9 of Fig. 3 and showing the construction at



and adjacent to the contacts of the motor circuit; Fig. 10, a similar view showing the parts in a different position; Fig. 11, a similar view showing the parts in still another position; Fig. 12, a



broken section taken as indicated at line 12 of Fig. 11; Fig. 13, a similar view showing the parts in a different position; Fig. 14, a detail of the eye and ear pieces of the machine; Fig. 15, a bottom



plan view of the record-carrying disc showing the yielding stops thereon adapted to engage with the stop actuated by the lever mentioned above; Fig. 16, a detail of the record-actuating shaft;

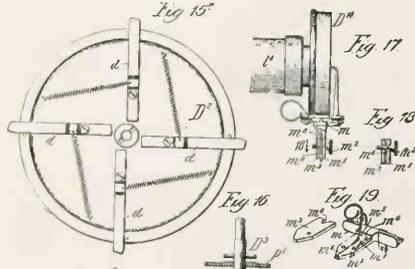
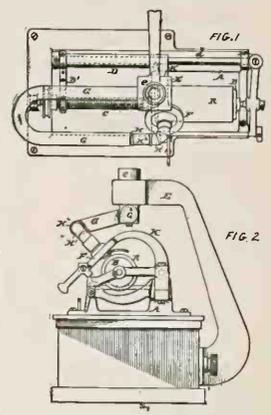


Fig. 17, a broken sectional view showing a detail of the phonograph stylus, the section being taken as indicated at line 17 of Fig. 2; Fig. 18, a section taken as indicated at line 18 of Fig. 17, and Fig. 19, a perspective view of the stylus-holder with the clamping-jaws thereof separated.

SOUND-REPRODUCING MACHINE. Morris Keen, Philadelphia, Pa. Patent No. 929,859.

The object of the invention is to provide a sound-reproducing machine of the phonograph type, which means whereby the sound box or reproducing head may travel longitudinally over the length of the record cylinder and at the same time the distribution of the sound be made by a horn supported in a fixed position, the result being that the weight of the horn is not carried to any extent by the sound box carriage and does not interfere in any way with the operation of the reproducing apparatus. By supporting the horn separately in a machine of this class it may be adjusted at any angle or position. The weight of the horn being removed from the sound box carriage, the latter travels more smoothly and with less power. The adjustment of the machine is more easily effected and in general the apparatus is more stable and easily manipulated.



This invention consists in providing a stationary bracket or arm wholly supporting the horn and combining therewith an adjustable tubular connection between the traveling sound box and the stationary bracket for transmitting the air vibrations to the fixed horn when embodying the general features of construction.

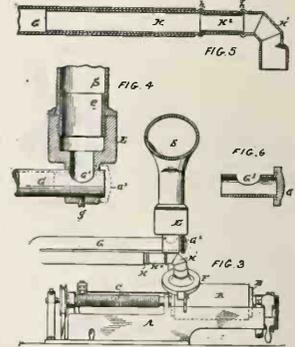
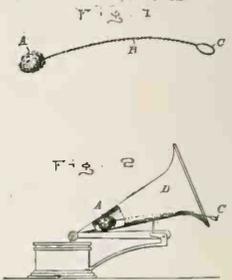


Fig. 1 is a plan view of a sound-reproducing machine embodying this invention; Fig. 2 is an end elevation; Fig. 3 is a front elevation; Fig. 4 is a sectional view showing the connection of the adjustable tubular arm and bracket; Fig. 5 is a sectional view of the adjustable tubular connection or arm, and Fig. 6 is a cross-section of the plug for adjusting the sound opening to the horn.

SOUND MODIFIER FOR PHONOGRAPHS. James Pearson, Denton, Neb. Patent No. 929,482.

This invention relates to certain new and useful improvement in sound modifiers or mufflers, more especially for use with phonographs, graphophones and the like. It has for its object more particularly to simplify construction, to facilitate the application of the instrument for use and provide for the ready and effective retention thereof in position when so applied.



In the accompanying drawing embodying the invention Fig. 1 is a perspective view thereof. Fig. 2 is a view in elevation of an instrument of the sound-producing type termed the graphophone, including its horn or megaphone, having the invention applied thereto.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 932,200.

This invention relates to a phonograph having interchangeable means for changing the relative speed of the feed screw with respect to the mandrel in a definite ratio so as to adapt the phono-

graph, when provided with the ordinary sound box carrier driven from the feed screw in the usual manner, to operate upon phonograph sound records having either one hundred or two hundred threads to the inch, or sound records bearing any other definite relation to each other as regards the pitch thereof.

It comprises improved means for gearing together the mandrel and feed screw shaft, so that the relative speeds thereof may be varied by a very simple change of gearing, the change gearing being added to the frame of an existing phonograph adapted to operate upon records having one hundred threads to the inch or any other single definite gear ratio between the mandrel and the feed screw shaft, the frame and other existing elements of the existing machine being changed by this invention as little as possible.

Fig. 1 is a plan view of a phonograph of well-known form to which the invention is applied and Fig. 2 is an end elevation of the same.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 932,201.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface. It has been the usual practice for many years to provide a feed screw of fine pitch which will advance the traveling carriage a distance of one one-hundredth of an inch for each revolution of

phonograph constructed in accordance with this invention; Fig. 2 is a side elevation of the same, and Figs. 3 and 4 are similar views illustrating a modification.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 932,202.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage, to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface.

For its object the provision of interchangeable means of this character which comprises an extra or auxiliary feed screw which may be readily applied to the present type of phonograph, and means which may also be readily applied, whereby the sound box carriage may be operatively connected with each of the feed screws and fed at either of the desired speeds, and by which the operative connection of the traveling carriage may be readily shifted from one feed screw to the other, indicating means being preferably provided in connection with the means for shifting the said connection for indicating the rate at which the carriage is being fed, or, in other words, the type of record with which the phonograph is operative in either of the positions which the said shifting means occupies.

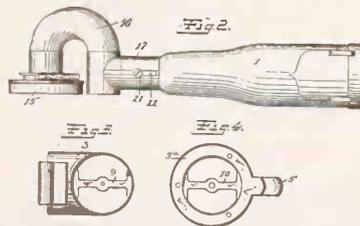
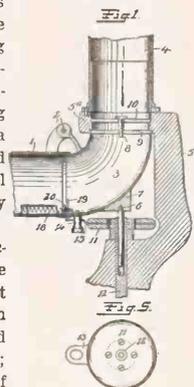
Fig. 1 is a plan view of a portion of a phonograph to which one form of the invention is applied; Fig. 2 is an end view of the same, partly in section; Fig. 3 is a detail side view of a portion of the mechanism for shifting the operative connection of the traveling carriage from one

feed screw to the other; Fig. 4 is a similar view showing another detail of said mechanism; Figs. 5 and 6 are side and edge views of a modified form of operating connection between the traveling carriage and the two feed screws, and Figs. 7 and 8 are views of another modification.

TALKING MACHINE. Alfred Keller, Ste. Croix, Switzerland, assignor to Mermod Frères, same place. Patent No. 930,294.

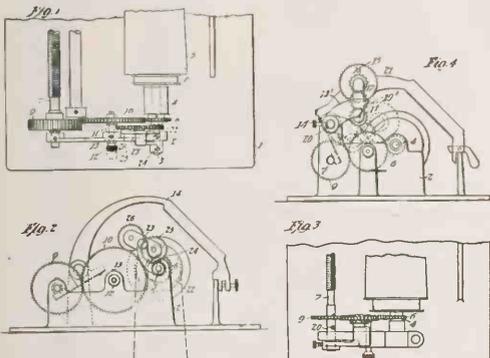
This invention relates to improvements in talking machines, and has particular reference to the producing and magnifying mechanism. Certain features of construction, notably the clutch feeding mechanism, are from a broad standpoint disclosed in prior application, Serial No. 395,945, and is broadly claimed therein.

Fig. 1 is a vertical section of a portion of the sound arm and support therefor; Fig. 2 is a plan view of the sound arm and sound box or reproducer; Fig. 3 is a plan view of



certain features of construction; Fig. 4 is a plan view of certain other features of construction; Fig. 5 is a plan view of the friction clutch.

One of our facetious contemporaries has prescribed the following recipe for Irene Raymond, the vaudeville artist, and it doubtless could be taken with material benefit by a number of others in the same line of work: "Swallow one Caruso phonograph record three times a day, before and after meals. If she'd try this for twenty-three years, seven months and three seconds, perhaps by that time there'll be a slight improvement noticed in Irene's vocal accomplishments, which now resemble a guttural fox horn note and a bellows of a lion combined."



the mandrel. More recently, however, it has been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriages will be suitable for operating upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may readily be applied to such phonographs whereby the feed screw may be driven at one half the speed at which it has been heretofore driven, such means also permitting the driving of the feed screw at its usual speed, so that the phonograph can be used interchangeably with sound records having either one hundred or two hundred threads per inch, and the invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the feed screw at the desired rate of speed.

Fig. 1 is a plan view showing a portion of a

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VICTOR EDISON

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

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EDISON JOBBER

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

D. K. MYERS

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Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

STANDARD TALKING MACHINE COMPANY
EDISON PITTSBURG, PA. VICTOR
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WE ARE

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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.

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Orders Filled on Time—all the Time

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Complete Stock : Prompt Service

Dealers Wanted
Write to-day

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Everything in stock all the time.

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Large Stock - Quick Service

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Try Our Hurry-Up Service
on VICTOR, EDISON and REGINA.

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



The Rudolph Wurlitzer Co.
Cincinnati and Chicago
Two points of supply; order from the nearer

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 October list.

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.
WHOLESALE RETAIL
941 MARKET STREET

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments
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FINCH & HAHN,

Albany, Troy, Schenectady.
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MACHINES and RECORDS
Complete Stock Quick Service

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ALL SUPPLIES
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NEAL CO.

Jobbers of

EDISONS
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VICTORS

PERRY B. WHITSIT

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PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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.

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Distributor

VICTOR Talking Machines
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Largest Stock in the South

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.

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

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records

...of...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

Jacot Music Box Co.,

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Mira and Stella Music Boxes.

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and Records.

KLEIN & HEFFELMAN CO.

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Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

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"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

Daynes-Beebe Music Co.

45 Main Street
Salt Lake City, Utah

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

Exclusive Columbia Jobbers

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

COLUMBIA JOBBER

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.

Paste This Where You Can Always See It!

MR. DEALER:

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

VICTOR and EDISON JOBBERS

Lyon & Healy

CHICAGO

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 October list.

Edison Phonograph Distributors for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON,
TEXAS

NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

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

The TALKING MACHINE SECTION

AND
NOVELTY
NEWS

NEW YORK, SEPTEMBER 15, 1909

CREDIT IS CAPITAL.

A Good Name That Will Command Credit Is Oftentimes Better Than Unlimited Funds When Starting a Business—Some Pointers That Talking Machine Men Should Bear in Mind When Thinking of Expanding.

A business man who is now getting along very nicely was telling about the uphill fight he had because of the fact that he started with so little capital.

"How much did you have?" he was asked, and the man replied, "A thousand dollars."

He meant a thousand dollars in money, but a little further questioning revealed the fact that he had been able to get credit for two thousand dollars' worth of goods right at the start.

"Well," said a listener, "then you started on three thousand dollars capital, of which you furnished one-third and other people furnished two-thirds. The chances are that the other people never stopped to consider that they were furnishing you two-thirds of your capital, just as you have never been able to see it in that light. But they were. And there are thousands of people in business who don't realize that what they consider their capital is really a very small part of it.

The man with a new device believes it is good and that people will want it. They undoubtedly will want it after he tells them what he has and after he has sold some. But before any profit can be made good will must be established, and the only way to establish good will is by spending money.

The same is true of a new store. The man who starts it may have figured correctly in sizing up the location and the field. There may be an urgent need for a new store on his particular corner and there may be grave faults in the methods of older houses with which he will compete, but if the man thinks that the first day's sales will establish the store on a paying basis he has missed his guess.

Probably the solution lies in the increasing knowledge of scientific credit making. The time will never come when a great part of all business done will not be on capital furnished by others. As long as one business allows another to purchase without paying on the spot, then the first business will be supplying the second one with capital.

But it may be that if firms generally realized what a credit obligation actually means they would be more careful about incurring them.

Obtaining credit simply means that you are using another man's money. The man who sells you goods on credit is as truly supplying you with capital as is the bank that advances you money, and you are as morally bound to consider well his chances of obtaining repayment as you are to ponder carefully when you think of incurring an obligation at the bank.

There is altogether too much bankruptcy and receivership business in this country. And if, as Bradstreet points out, only eighteen failures out of every thousand are due to competition, 342 out of every thousand are due to so-called lack of capital is entirely too many.

It means that too many people are ready to take a chance on capital that somebody else furnishes. A large part of those 4,788 failures were simple gambles.

PROTECTING FILM MAKERS.

Judge Chatfield's Famous Decision Refers to Films and the Practice of Duplicating Them—A Lucid and Convincing Statement.

It is hard to realize the far-reaching effects of the decision handed down by Judge Chatfield in the United States Court in the Eastern District of New York on August 7th regarding the "dubbing" of talking machine records. The decision establishes a precedence in all lines where unfair business competition is a factor.

One trade affected by this decision is that embracing the manufacture of moving picture films. It has been the practice where one concern has made films at great expense for other smaller companies to duplicate that film simply at the cost of the actual photographic work and offer it on the market at reduced prices. The Judge in his decision had the following to say regarding this practice:

"Reference has been made to the rights of a photographer who should make a film for moving pictures of some historical or unique occasion and should sell the film to parties who should reproduce it in a moving picture machine. Other parties might make pictures from the film, or from the exposures, and a question in some respects similar to the present might be involved."

The Judge broadly sustains the contention that, quite aside from patents, trade marks and copyrights, but under the doctrine of unfair competition, the incorporeal and intangible rights arising out of a lawful business will be protected by a court of equity from unlawful use and appropriation by those who seek to profit by the original labor and legitimate investment of others.

ROLLER SKATES IN ENGLAND.

Craze Still at Top Notch and Busy Winter Looked for—Skating Growing in Popularity on the Continent.

The roller-skate craze that recently took possession of all England has by no means subsided. Skating on the little wheels has been sustained throughout the summer months this year almost for the first time.

Outdoor skating when weather permitted has been indulged in, and several temporary summer buildings were put up in popular seaside resorts, so that those who had become enthusiastic skaters on rollers during the winter might continue to enjoy the sport during the summer months. Everything points to the fact that there will be a great revival in October, when the winter rinks will again be thrown open to the public.

The continental cities, too, are now falling under the influence of the spell. An immense Moorish Palace is just being erected near Hol-

land Park, in the western district of London, at a cost of £15,000, and as an evidence of the widespread interest in roller skating, it is stated that a special room is to be set apart for business men, where typewriting can be done and letters written. One manager says that he had placed orders for 33,000 skates, and that shortly his rinking equipment would amount to 135,000 pairs.

UNLABELED IMPORTS HELD UP.

Fail to Comply With New Tariff Law—Customs Business Growing.

As the result of the stringent provisions of Section 7 of the new tariff law regarding the labeling of merchandise of foreign origin, many importations, aggregating hundreds of thousands of dollars, are detained in the Seizure Room at the Appraiser's Warehouse, awaiting compliance with the revenue act.

It is said that the failure of the exporters on the other side to comply literally with the labeling provision of the law is due to the fact that copies of the tariff act have scarcely had time to be copied into the various foreign languages and generally distributed abroad.

Importations under the new tariff are increasing rapidly, according to a statement issued yesterday by George W. Wanamaker, Appraiser of the Port. The Appraiser's report, which is for August, shows that the total appraised value of foreign merchandise entered at this port last month aggregated \$74,477,521, compared with \$53,061,629 the same month one year ago.

REGISTRY SLOT MACHINE.

Paris Has One Which Registers Letters—You Drop in Five Cents.

The French Government has just introduced for use an ingenious automatic device for registering letters. The letter is dropped into a box and a nickel piece, purchasable for 5 cents, placed in the slot. The crank is turned, a numbered receipt falls out and the corresponding number is stamped on the letter.

The ingenious feature of the machine is the device for preventing the use of any except the nickel coin. This is accomplished by means of a magnet which attracts only iron and nickel, the latter very feebly. But the slight attraction of the nickel is neatly calculated, and as the coin falls the attraction is just sufficient to retard it and makes it fall into the pocket which operates the mechanism. An iron piece, on the other hand, would be strongly attracted, miss the pocket and be ejected. All other coins are also ejected.

If your business is rightly planned you have no competitors.

Your business is the trade you earn, and from that viewpoint no one can take it away from you.

But some people try to get business without earning it.

They are troubled with competitors and about everything else on earth.—Seth Brown.



THE SIDE LINE SECTION

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NEW YORK, SEPTEMBER 15, 1909

IMAGINATION IN BUSINESS.

As Valuable if Not as Essential as Any Other Art Employed in the Process of Winning Success in the Commercial Field.

L. F. Leland, who is the author of a number of interesting talks on business subjects, is a great believer in the value of imagination in business. He said recently: "I believe that imagination is as valuable—I do not say as essential, but as valuable—in the management of trade as in any of the arts. It is as valuable, it is as applicable, and with the single exception of the art of literature it is as essential.

"Imagination, then, is the ability, upon seeing any object, to construct around that object its probable or possible environment; thus, apprehending any force, to realize what produced it and what it will produce. The man of imagination writes a drama. His dramatic instinct apprehends the power of contrasts; he constructs a plot he realizes what each person will do and why he will do it. His characters take possession of his will; they act out their own destiny—often against their author's own desire. He relates it all together.

"It must be remembered always that it is not the price of an article which is important, but the reason for the price. This is one of the backbone truths of merchandising, and when once a seller gets a firm hold of this fact and is able to apply it in its highest efficiency he can almost devastate the trade. I have seen on more than one occasion the delight with which a retail advertiser first clearly grasps this idea. We can detect something of it in one of the illustrations just used; but now what is the reason which underlies this law? Is it not this: That the argument for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is an important thing in the transaction, and that a high price with a good reason will sell more goods than a low price with a poor reason, and it is only reaffirming, in another form, the potentiality of the imagination in business.

"The bankrupt stock, the fire sale, the manufacturer's remnants, the annual clearance, the removal sale, the dissolution-of-partnership sale—what are these, and many more, but arguments for the price? And note this one point: that without the argument the price is powerless. Reduce your fur-lined overcoats from \$100 to \$60, and your liberal discount attracts little attention. Why? Because there is no reasonable explanation for the reduction. Why should you present overcoats to the public? But announce that, owing to an expiration of your lease and the imperative command that you vacate your present store within two weeks, you will reduce the price of your fur-lined overcoats from \$100 to \$80, and you may sell easily all you have to offer."

IT PAYS TO DO A GOOD DAY'S WORK.

When we have done a good day's work we are satisfied and at peace with the world and ourselves, no matter how tired we may be; but when we have shirked we are ill at ease, says J. E. Clark. Even if we promise ourselves that we will do better to-morrow, we are still troubled. Why? Because somewhere deep down in our

hearts we know that we have lost a part of the day—let run to waste some of the stream of gold—and, of course, that is forever gone. When we have so worked that we can go to our resting places at night with a feeling that we have done not only enough to escape censure from our superiors in office, but that we have done an honest day's work at our appointed tasks, and that we have besides made good use of our spare moments in learning something which shall advance us, we gain trebly. We gain the immediate profit, the future profit and the better strength for to-morrow.

IMPROVING THE POST CARD.

The Government Promises a Much Needed Improvement in Style and Quality of the New Post Cards—Some Reflections on the Present Popularity of Post Cards and Which Has Been Brought About Largely Through Their Use for Illustrative Purpose.

We are now to have a trifle of three billion and a half new postal cards for circulation in the next four years, and it is promised that they will be of lighter weight and also stronger, with a better surface for writing with pen and ink than the cards now in use. The post cards made by the Government are probably more largely used in business than for private correspondence. A prejudice against conducting social correspondence by means of one-cent cards, always open to the inspection of the rural Postmaster or mistress and their folks, or the hotel clerk and the hotel telephone girl in her few moments of occasional leisure, still exists, though not so strongly, we infer, as in the day of their origin. The postal card has grown into social use with the decay of old-fashioned manners. It represents the limit of informality, as well as of cheapness, in letter writing. It is safe to say, in these days, that nearly everybody uses the cards more or less in his private correspondence, though comparatively few spread forth intimate facts of family doings upon them for the enlightenment of strangers. There is still a suspicion of rudeness, however, in the purely social use of the postal card, though the intemperate use of the telephone to ask questions which might as well be asked politely and informally by mail, to "call up" somebody whom you have no right whatever to "call up," is much more reprehensible.

Probably the picture post cards, with which the whole world is now flooded, commercial, not Governmental articles, with a blank space marked to receive the postage stamp, have served to bring the regular postal card more into private use. If a friend sends you a card bearing a picture of the Lover's Leap or the Devil's Bridge contiguous to the summer resort at which he is stopping, asking, in the small space reserved upon it for writing, about your health, it is surely permissible, if not the very best form, to reply on a regular postal card that you are well and hope he is the same. As for the value of the Government's postal card in business, it is not to be disputed.

FARM IN MOVING PICTURES.

Uncle Sam to Give Exhibitions at State Fairs.

(Special to The Talking Machine World.)

Washington, Sept. 4, 1909.

Moving pictures for the farmers are the latest development in the exploitation of the work of the Agricultural Department. The success which has attended the extension of the nickel-odeon business throughout the country has induced Uncle Sam to embark in this enterprise on his own account. A score or more of films have been sent to Minneapolis to be exhibited at the Minnesota State Fair next week. The pictures show ploughing, sowing, cultivating and harvesting of the cereal crops, the manufacture of butter and cheese, fruit culture and other branches of modern agricultural industry.

If successful, the Minneapolis exhibition will

be repeated at other State fairs throughout the country under the auspices of the department. Assistant Secretary of Agriculture Willet M. Hayes will superintend the initial exhibition. He will have with him several assistants from the department, who will operate the machine and explain the pictures.

ANALYZING A PROPOSITION.

Best Method Is to Let the Other Man Do the Talking—Easier to Break Up an Argument Than to Make One.

No general rule in regard to the consideration of important business problems has been of greater service to me than that which may be tersely stated in the words, "Let the other man do the talking." The soundness of this maxim has been so conclusively demonstrated, so far as my own experience goes, that I do not hesitate invariably to adhere to it and to urge it as a cardinal rule that will serve on all occasions. The logic of this procedure is apparent when it is remembered that every man who is charged with the responsibility of presenting an important business proposition goes to his task prepared to answer questions and objections which the man with whom he desires to treat is most likely to offer. I doubt if there is an exception to this rule. "What questions will he ask me and what objections will he raise?" furnishes the groundwork for the preparation which every man makes for the presentation of a business proposal to the man he hopes to interest. When these questions are brought forward he is ready to answer them; by asking the questions naturally suggested by his statements you are playing directly into his hands and are doing precisely what he desires you to do—carrying out the line of campaign which he has devised. He is ready to meet you at every point with the answers and arguments carefully prearranged and best calculated to win success for his cause.

But what is the result if you place the burden of conversation on him, force him to do the talking and fail to come forward with the questions which he has prepared himself to answer? Simply this: He is thrown off from his predetermined line of attack. This naturally disconcerts him and he finds himself obliged to adopt a new line of campaign. So long as you are attentive to his arguments he must keep on presenting them until he has literally "talked himself out." In the course of this process he is bound, sooner or later, to drop a word here and there which will give you the clew to his motives and aims and which will place in your hands the possibility of getting to the bottom of the subject.

F. H. PARSONS.

BUSINESS TROUBLES.

Post Card Importing Company Among Those Put Into Bankruptcy.

A petition in bankruptcy has been filed against the H. Hagemester Co., importer of post cards at 41 and 43 Warren street. It was alleged that on August 31 the board of directors admitted in writing inability to pay debts and willingness to be adjudged bankrupt. The company was incorporated on April 17, 1907, with a capital stock of \$25,000, Hans Hagemester president and treasurer and Paul Fischer secretary. President Hagemester went to Europe about a month ago to ask some of the creditors there for a three months' extension on acceptances due in October.

HORSMAN CO.'S BIG SELLERS.

The firm of E. I. Horsman Co., of 365 Broadway, New York, seem to be always in the field with a "big seller." Just at present they are working overtime in an effort to keep up with their orders on the "Billiken Doll," a fuzzy creature with arms and legs that is smiling his way into hundreds of homes weekly. The Billiken doll allows the retailer quite a handsome profit and will prove a ready seller.



TRADE MARK
Gillette
 KNOWN THE WORLD OVER

"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.

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

GILLETTE SALES CO.

519 Kimball Building, Boston

Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
 Chicago: Stock Exchange Building

Gillette Safety Razor
 NO STROPPING NO ROVING

BEST TO BUY GOODS THAT SELL.

Some Pointers Worthy of Consideration, by Dealers Stocking Up on Side Lines—Rules Which Should be Followed in Order to Secure Success—Some Advice from an Expert.

The first and last consideration in buying should be this: "Goods are bought to sell again." Obvious as this truism is, there are many men who should stick a pin in it, and keep it there, until the lesson it contains is thoroughly learned. Many a promising business has been ruined at the start by over buying in what may be called the rubbish market. Hence the conundrum: "When is price not the price?" Answer: "When the goods don't sell, and the price shows no profit."

The fact is, unless goods can be disposed of they are dear at any price. They lock up capital, they take up space, and they need attention, which is another word for time, which in its turn again represents money. Here are three losses—money, space and time—and nothing to show for them by way of compensation beyond the glitter of a false and deluding so-called cheapness.

The dealer should only purchase what he is confident he can dispose of at a fair and adequate profit, and that within a measurable space of time. Attention to this point will save lots of trouble, and many a headache.

The first thing to be thought of before making any purchase, should be the demand for the particular line or article in question. If the demand be known, so much the better. If the demand be probable, figure on the probability but do not give any large order upon a chance, no matter how excellent.

A dealer has constantly to take a risk in his business. This is nothing more than enterprise, without which nothing substantial can be achieved, but the risk should be understood, and strictly limited. Nothing will more quickly cripple a house, and bring gray hairs to a merchant's head, than to load up heavily with unsalable stock.

A dealer can always handle to advantage goods for which there is a steady call, and even if he does occasionally go beyond the market in making his purchases, there is no particular cause for him to worry so far as this kind of goods is concerned, for the demand is there, though the dealer has for a time unduly anticipated it. Still even in regard to staple goods, it is always best to buy at frequent intervals, so far as it can be done economically.

Stock is bound, however well kept, to tarnish

and lose something of its pristine freshness with the lapse of time. So long as all lines are properly represented, and there is enough on hand to make the right kind of showing and to meet the live demands of the business, there is really no valid reason for carrying excessive stock in any department. Nor is it really to the interest of the honest manufacturer that the dealer should do so, for as between two makes, it is easy to see that, other things being equal, the fresher will always have the preference with the average customer. The manufacturer who systematically seeks, either through the office or by the aid of too plausible salesmen, to unload in excess of his requirements upon the dealer, may make a splurge for a year or two, but he will not last much beyond that. The overloaded shelves that carry his depreciated and depreciating lines in innumerable stores will as surely weigh him down as they already do the unfortunate dealers who, in a fatal moment, overstocked with his goods, to their sorrow.

The old moral as to "the contented customer" nowhere applies more forcibly than as between wholesaler and retailer. These men are trading every day of their lives, and here permanent relations are above all things else the most desired.

Never let the dealer unduly enlarge his order, with the idea that he will thereby improve his position with the wholesaler. He is doing nothing of the kind. The business that the manufacturer most appreciates is that which comes to him from the shrewd dealer, who figures out everything and declines to be stampeded.

The leading specialties should be handled in a broad-gauged way. The fact that a dealer keeps a long list of specialties makes his store known, and in the best kind of way. The chief call for specialties comes from men who are themselves more or less experts. The trade and good will of such men are always worth having, for they constitute the best and most enduring kind of advertisement. A word from them goes a long way. The stamp of their approval is the signet of reputation. If people once get to saying, "Go to the Blank store; you are sure to find what you want there. They keep everything," the reputation of the house is made, and a splendid foundation is laid to build upon, in a larger way.

Be up-to-date, and prove it, by buying and handling, we will not say all the new things, for that would be an extremely risky thing to do, but, at least, such of them as are of an obviously practical and promising character. It is not necessary to attempt too much in this way, but still enough should be done to let people know that new goods are carried, if their merits war-

rant in so doing. This matter admits of being approached in various ways. Usually, the first call for a new article comes from some one who is informed above the average, for we are not referring to those novelties that have already appeared in the stores, and for which presumably there already exists a certain demand. This suggests the thought that it might be a good idea for the dealer to foster a habit of discussing new things, as they arise, with some of the more likely among his customers before placing the goods in actual stock. What more easy and natural, for example, than to take down the latest catalogue or leaflet and, passing it over the counter, say: "Well, Mr. Jones, what is your opinion about this? It is quite a new thing to me. Do you feel like buying it? If so, I would be pleased to get it for you." In this way the dealer would have an opportunity of showing himself progressive, while at the same time avoiding unnecessary risk or outlay.

Regular, reasonable goods should be received and unpacked before the demand begins to make itself felt. It is worth while remembering that even the seasons are not entirely regular in their comings and goings. As the sporting world—an easy, go-as-you-please world on the whole—has not universally recognized high priests and priestesses of the fashions to issue decrees as to when and when not sportsmen and athletes shall begin their favorite diversions, it will pay the dealer to take no chances in this matter of the seasons. Nothing is lost by being always a day ahead.

The dealer who is behind with his stock is always at a serious disadvantage. When the rush is on is no time for forwarding hurry orders; it should be for the dealer a season of harvesting, and not of preparing. Business lost in this way cannot, in the nature of things, be recovered. Unfortunately, in cases of this kind, the loss is very apt to be of what has been called the double-barreled order, for not only are the early sales that might, with a little provision, have been secured, lost, but there is a strong probability of much of the goods being carried over to the next year.

In buying, it is always difficult to decide as to the precise size of an order, but that is no reason why everything should be held up while the buyer is making up his mind. It is seldom necessary that the mind should make up as a whole. As a rule, the first important point in this connection is to place at least a part of the order promptly. An order can be expanded or duplicated later, but time once lost can never be recovered.

It is important to the retailer that he confine his orders to houses that render what is known as good service; who keep large and serviceable assortments, ship promptly, pack well and are generally accommodating.

No dealer should give a monopoly of a line to any one house, unless as a part of a specific agreement in which his interests are specially safeguarded, for that does away with that healthy competition that is the sole permanent guarantee of right qualities, styles and prices. Orders should be distributed, but not too widely, either. Make a point of gaining the confidence, friendship and respect of manufacturer and jobber. Do not ask too much; be accommodating to others, if you expect them to be so to you. But insist upon getting all that is coming to you; that's business.

Do not waver in policy. The spheres of thought and of action are distinct. Form your opinions slowly; that is the privilege of judgment; but let all your decisions be prompt, and execution swift to follow.

WRONG CAN NEVER BE RIGHT.

When you're wrong, acknowledge it promptly. It never pays to convince a customer that wrong is right, so why waste time in argument over it? If you're right, be firm, but courteous. There is no cause for worry over the loss of a customer who will take advantage of your confidence,

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

\$5.00

FOR

1000

IN TWO COLORS



Olentangy River, Columbus, Ohio

\$7.20

FOR

1000

In Hand Color
Send for Samples

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

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

DOESN'T PAY TO BE A PESSIMIST.

The Experience Encountered by a New Yorker Recently Which Shows the Point of View of Many "Kickers" Who Really do Not Understand Themselves—Disseminate Gloom Instead of Sunshine.

A New York man was standing by the desk of a hotel in a large New England town when a salesman entered and registered.

"Glad to see you, Bob," said the clerk. "How's business?"

"Rotten! The worst ever," was the response. "Nothing doing; nothing at all doing. Give me a room."

The clerk placed a number opposite the name. "No, you don't," said the traveler. "None of your little cheap rooms for me. I want a good one, on the front, with a bath."

"I gave you this," said the clerk, as he hastily substituted another figure, "because I thought that if the country was down at the heel, you would need to economize. You gave me a blue chill down my back by your remarks, and I thought you would like saving some money on expenses."

"Save nothing!" snorted the traveler. "Things haven't got down that far yet. You bet I'm making money, and so is the house. But not rolling in wealth as we did last year. Business is big yet, but not as good as it was when everybody was piling all over everybody else to buy goods. Give me the key."

The New York man, who is an optimist by nature and a daily dispenser of sunshine, took occasion during the after-dinner smoke in the lobby to get into conversation with this commercial traveler. As an opening, he asked him: "What is your purpose in leaving behind you a black trail of ruin wherever you go?"

"What! Just repeat that, please."

"I meant to ask you," said the sunshine man, "what your purpose was in diffusing disaster wherever you go; in making people believe that there is nothing doing, and thereby persuading them to do nothing!"

"A few minutes ago," the speaker continued, "I overheard you telling a friend of a call you made on a house that buys your line of goods. I heard you say that you had urged the buyer to give you an order as a lift, as you had not made a sale in two days."

"Well, suppose I did?" retorted the traveling man.

"Don't you see the folly of such a course?" asked the man from New York. "You go in and tell a buyer that no one else is buying, and what is his conclusion? Simply that there is no demand for goods, and that he is safer with his money in the bank than with the goods on his shelf. Did the man of whom you made your appeal give you an order?"

"He did not. Said that he did not need the goods."

"Of course not. In your statement as to a lack of orders you killed all possible chance you might have had of a sale. When you left, that merchant no doubt canceled an order or two, told his clerks to push all the goods on hand, instead of asking him to order new ones, and put the screws tighter on his collections. It is fellows like you who make hard times, and you have no excuse for it on your own confession."

WHEN WORK BECOMES A PLEASURE.

When the proper relations exist between buyer and seller, the transaction of business between them becomes one of the genuine pleasures of this work-a-day world. Business can and should be made a pleasure to all parties concerned.

The world may owe you a living, but you must collect it yourself. Providence provides food for the birds, but not in their nests.

Smile, hustle and let the other fellow do the grumbling, and if you do the smiling and hustling he will have occasion to grumble. Confidence and enthusiasm, backed by determination, form a combination that overcomes all obstacles and wins success and fortune for the salesman who possesses them.

When you see another man going by you in the race for success, don't think it is merely that he has luck and you have none. Luck never made a success of a business. Hard work, mental and physical, is what does it.

A PAYING SIDE LINE

Is the Hohner "Harmonette" and Other Specialties Made by the Hohner Institution—Big Sellers and Pay a Handsome Profit.

Talking machine dealers who wish to strengthen and diversify their side line and novelty stock will find the Hohner "Harmonette" one of the best sellers in the market. It is one of the latest harmonicas manufactured by this world-famous firm, who have the largest plant of its kind anywhere at Trossingen, Germany. The "Harmonette" has thirty-two reeds, to which is attached a harp-shaped box, handsomely polished. The sound-box also acts as a resonator and considerably softens the natural metallic effect of the tone of the instrument. It is made to retail at fifty cents and represents excellent value. M. Hohner, 475 Broadway, New York, in connection with the "Harmonette" announces a specially attractive selling proposition, a handsome cabinet containing an assortment of his goods that should appeal to every live dealer, and which appears on another page of this issue of *The World*. Ask your jobber for the special folder about one of the finest offers ever made in any line of business.

THE POST CARD SITUATION.

The Settlement of the Tariff Question Has Stimulated Business With American Manufacturers, Who Are Producing Artistic, Clean and Clever Prints.

The feeling of confidence among the post card manufacturers of this country, which has been noticeable since the increased tariff rate went into effect, has become more evident during the last few weeks. This feeling seems to be shared by the retailers, a great many of whom are now placing large orders and specifying immediate delivery. Such signs are assurances, should any be necessary, of the continued popularity of the post card.

The industry now represents an invested capital of several million dollars, and the tariff protection will undoubtedly do much toward its continued rapid development on even a larger scale.

The time has long past when any view printed on cheap cardboard and cut the shape of a post card will find a ready sale. The public demands artistic subjects, clever designs and fine color printing.

To do the post card manufacturers justice, when they first felt the changing attitude of the people they did everything in their power to encourage it. Competition also has done a lot to raise the post card standard to its present level. The sale of suggestive cards is dwindling monthly. One house the writer has in mind published nothing but this class of card and sold them before they came off the press. This was some years ago, when the post card was first becoming popular. Now the house does not issue a card that is not absolutely O. K. The change was not made for moral reasons either, and gives conclusive evidence that the public does not want a card that is off color in any way.

Local views still command a large sale, and clean comics, art studies, etc., will build up a well paying side line business.

REAL PHOTOGRAPH POST CARDS.

The Garraway Photo Art Co., located in the Longacre building, New York, are meeting with notable success on their new real photograph post cards. These cards are actual photographs made from any clear picture by a secret mechanical process at very moderate prices. Samples and all necessary information will be sent to interested parties.

How to Expand Your Business.

☞ 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

☞ Bear in mind the Angelus is the original piano player and with it it is possible to accomplish the most artistic results in piano playing.

☞ Musical expression is absolutely under the control of the performer.

☞ The Angelus possesses many features of advantage which places it in advance of any player created.

☞ 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.

SOME GOOD ADVICE.

What Comptroller Metz of New York Had to Say to a Young Man Asking for Advice on the Subject—Can Only Learn from the School of Hard Experience.

A young man wrote to Comptroller Metz, of New York City, asking his advice as to how to become a traveling salesman, to which the Comptroller, who is an ex-commercial traveler, made the following characteristic reply:

"Dear Sir:—In reply to your favor, in which you ask me whether I have ever heard of the National Salesmen Training School, would say I never have. You also ask do I really think an inexperienced man would be qualified by a correspondence school to maintain a lucrative position as salesman?

"In reply to the latter question, I believe a man can be educated to become a salesman after years of hard work and study; not the study of books on salesmanship or by correspondence schools, but from the study of the goods which he is selling and from studying men's natures and hobbies.

"The making of a salesman begins with a young man entering a mercantile business. He must start at the bottom, for those who begin at the bottom and gradually work themselves up are the kind that count.

"I would advise you to get a position where there is a chance for advancement should your efforts warrant it. If you want to become a salesman, I advise you to get into some manufacturing firm making good stuff—for quality is remembered long after prices are forgotten—and learn their line thoroughly. It is the man who knows his goods who can present them to the trade in the true light that convinces and gets the business.

"Then get on the road. Even if you have to go along with an old traveler and pack his trunks for him so you can get a chance to buck up against the real thing—the retail trade. Experience teaches better than correspondence schools. If you learn the goods, the field and the customers, you will secure an asset which will make you valuable and independent, an asset which you can carry into the general market and easily find someone to pay you a good salary, for men who have money are always hunting for men who have knowledge and brains.

"I had to start with nothing but a want-to-work. I followed the plan I am advising you to follow, and took my Post Graduate Course in the School of Hustle. Wishing you success, I am, very truly yours,
"H. A. Metz."

HARD ROAD OF THE THINKER.

His Efforts to Stimulate Progress Often Disturbs the Man Who Wants to "Leave Good Enough Alone"—The Thinking Man in Business.

It is strange, but nevertheless it is quite true, that a great many people hate to think, and not only do they object to making use of their own thinking capacities, but they hate to see others using theirs.

Some people are disturbed by thinkers. Just when they have settled down comfortably into a rut, along comes the thinker and disturbs their rest. Thinking precedes intelligent effort, and effort is distasteful to many. These have got used to traveling along the line of the least resistance, and apparently have no desire to make a change. Nearly everyone who ever advanced a new idea or a new theory got hooted at and sometimes persecuted for his pains. We

have the familiar example of Galileo, who was forced to retract, under threat of death, his assertion that the earth turned round. There is also a story to the effect that an early discoverer of the motive power of steam was thrown into a French prison as a dangerous lunatic, and so on through a list which might be added to indefinitely.

Progressiveness has never been a distinguishing characteristic of the human race. This quality has been largely confined to a few thinkers. In business life it is the man who does some thinking on his own account who most frequently succeeds. The business world wants thinking men, and reserves for them its highest rewards. This is why a higher salary is paid to the skilled engineer who plans big enterprises than to the mere laborer or mechanic who simply does what he is told. The time has gone by when the world's battles were won by brute force. It is the keen intelligence and thinking powers of the man behind the gun which does the work.

The great majority of our everyday ideas we get by inheritance. We come into a legacy of cut-and-dried ideas on politics, religion, social usage and a great many other things, which we accept just as they are handed down to us and no questions asked. It is an easy matter to find men everywhere whose minds are hermetically sealed to everything in the nature of progressiveness.

ANTICIPATING FUTURE NEEDS.

Dealer Who Orders Early Is the One Who Has the Stock When the Demand Arrives.

It's just as easy for you to anticipate your needs as it is to wait until you need the goods! Get your orders in early—at least for about what you think you will use, and then the matter is off your mind. No matter which you do, whether you order for immediate shipment, or order for future shipment, get your orders in! Then it's off your mind, and when the time comes you'll have the goods in stock, instead of empty shelves, and no one knowing when you can get delivery. The man who has the goods to sell sells the goods. The man with empty shelves and an empty store is pretty sure to soon have an empty stomach.

Get the new things ahead of the other fellow and make money on them. Frequent change of the arrangement of your show cases gives the effect of new goods received. The same old arrangement, month in and month out, no matter how many new goods, looks like the same old stock.

It does not follow that the store where the most work is done is doing the largest business. Lack of system means a whole lot of work, with very little accomplished.

Window displays are divided into three classes—good, bad and indifferent. The first one is the only one that will bring satisfactory returns.

Be as good as your word. Be the kind of salesman whom people will learn to trust. In no other way can you create a following which will make you valuable to your employer.

NOVELTIES IN POST CARDS

Since getting out our Series No. 24 Flower Cards with gold backgrounds we have been fairly swamped with orders for this line and we have decided to make another innovation by offering the same cards with **silver backgrounds**. There are 20 designs consisting of poppies, roses, nasturtiums, tulips, etc. We can supply these with either gold or silver background, with or without quotations, at the following prices: \$2.00 per 1,000; 10,000 at \$1.75 per 1,000; 25,000 at \$1.50 per 1,000; 50,000 at \$1.25 per 1,000.

OUR JUERGENS LINE OF FLORALS is now ready and is the finest line we have produced, consisting of morning glories, daisies, etc., in a variety of colors. This line is made with beautiful gold backgrounds, also with a very rich black enameled background, which makes the beautiful bright colors of the flowers stand out very strongly. We can supply these cards with or without quotations at the following prices: 1,000, \$3.50; 5,000 at \$3.25; 10,000 at \$3.00 per 1,000.

OUR NEW SERIES OF THANKSGIVING CARDS in colors with beautiful gold borders are now ready. These 12 designs are originals by Percy Reeves, whose reputation as an artist needs no comment from us. The subjects consist of turkeys, pumpkins, children, etc., worked up in a variety of pleasing and attractive cards. Sales already aggregate nearly a million cards before a single card is off press. You cannot afford to be without some of these cards. Prices: \$3.00 per 1,000; 10,000 lots, \$2.75 per 1,000.

OUR SERIES NO. 80 OF THANKSGIVING CARDS, consisting of 12 subjects, is especially designed for the mail order trade and for anyone using large quantities of cards of medium or low price. There are 12 designs in this series, entirely different from the better goods, but equally catchy and salable. We shall have these cards with a gold background or without. Price of gold background as follows: \$2.00 per 1,000; 10,000 at \$1.75 per 1,000; 25,000 at \$1.50 per 1,000; 50,000 at \$1.25 per 1,000.

Price without gold background, as follows: \$1.75 per 1,000; 10,000 at \$1.50 per 1,000; 25,000 at \$1.25 per 1,000; 50,000 at \$1.00 per 1,000.

CHRISTMAS AND NEW YEAR'S CARDS—Our line is now complete. Write us for particulars and samples. Do not forget our **PHOTOGRAVURE CARDS**, 30 numbers. They have had a great sale, and being entirely new subjects, are proving to be very popular, as we are constantly in receipt of duplicate orders. Prices: \$6.00 per 1,000; 10,000 at \$5.00 per 1,000.

We will send a set of samples of the Photogravure Cards to any dealer upon receipt of 15 cents to help pay postage and advertising. We do not care to charge for samples and will gladly send one or two samples free of each of the above lines to any dealer who means business.

THE JAMES LEE COMPANY

Post Card Dept.

23-39 South Clinton Street

CHICAGO, ILL.

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ELECTRIC-PLAYERS

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They earn money with very little attention.

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To Business Men

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

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

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

The World is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from *The World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

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Thomas A Edison



The name EDISON is the first word and the last in sound-reproducing instruments.

To the buying public it means that Edison produced the first of such instruments, and that every forward stride since has been due to his genius alone.



Combine with the name Edison, Amberol Records, and the "Fireside" at \$22.00 and you have a selling force to start with more than double that of any other instrument.

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