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 TALKING MACHINE WORLD.

THE PLEASURE DOUBLED
THE COST REDUCED

"ON SPEAKING TERMS"

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.

Newark, N. J.

Distributors of Zon-o-phone Goods:

MINNESOTA
St. Paul........W. J. Dyer & Bro., 31-33 W. 3rd St.

MICHIGAN
Detroit........J. E. Schmidt, 234 Gratiot Ave.

MISSOURI
Springfield........Morton Lines, 515 Roseville St.
St. Louis........Knight Mercantile Co., 211 N. 7th St.
St. Louis........D. E. Myers, 2309 Finley Ave.

NEW JERSEY
Newark........Oliver Phon. Co., 14 New St.
Paterson........J. K. O'Dea, 115 Elmo St.

NEW YORK
Brooklyn........F. W. Rose Co., 425 Fifth Ave.
Brooklyn........B. G. Warner, 2512 Bedford Ave.

NORTH DAKOTA
Fargo........Some Piano Co., 614 First Ave., N.

OHIO
Akron.............Geo. S. Diller Co., 139 S. Main St.
Cleveland........J. E. Pomeroy, Jr., 21 West 6th St.

PENNSYLVANIA
Alhambra........H. A. Bedell, 601 Ohio St.
Pittsburgh........C. C. Miller Co., Ltd., 819 Fifth Ave.

SOUTH DAKOTA
Aberdeen........

TEXAS
Austin............Pompey Company, 411 Main St.

CANADA
Toronto...........Walter, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C., W. Watt & Co., Ltd., 105 Granville St.
Winnipeg, Man. Walter, Royce & Co., Ltd.
Yarmouth, Yarmouth Cycle Co.
The Talking Machine World


Price Ten Cents

THE MAKING OF A SALESMAN.

Some of the Essential's 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 crowd, to demonstrate, that do not call for special qualifications in this direction, but the salesman must be qualified, indeed, for contact with others.

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.

More contact, unless it carries with it politeness, diplomacy and a generally pleasing atmosphere, is worse than no contact at all. Unfortunately there are a great many training in touch with customers which 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, cheerfulness, politeness, even in the face of insult or affront. With retail salesmen, however, the element of personality is not nearly as important as it is with the salesman who is selling to customers who are not as familiar with his wares. Even in this case 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 customers will measure his success.

When you meet a man, no matter what propitiation 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 a valuable 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" comes 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 capable of that character. He is a man who, no matter how few the supply, you must create personality, build magnetism in yourself.

Optimism is one of the best aids to an attractive personality. Optimists are the people who are full of enthusiasm. A salesman cannot exhibit enthusiasm to his customers if he does not believe in his own goods. He may, perhaps, boast enthusiasm, but most buyers will detect the difference.

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, cheerful, the good cheer.

It is the tone of the voice, the light of the eye, the unassuming breath, the clean language, the absence of profanity—all the human qualities that go to make up an attractive personality.

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JOBBERS REPORT SPLENDID TRADE PROSPECTS.

The outlook for the coming fall will show 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 valuate a piece of soap, we think, urge upon salesmen to handle the necessity and helpfulness of good newspaper advertising. Retail dealers are making no mistake today in the handling of their talking machines, but less 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 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. A great improvement has been made in the talking machine line in the way of records and Victorolas, and the trade can stand 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.

You can get 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 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.


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 value a piece of soap, we think, urge upon salesmen to handle the necessity and helpfulness of good newspaper advertising. Retail dealers are making no mistake today in the handling of their talking machines, but less 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.

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

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HOLLENSENBERG MUSIC CO., Little Rock, Ark.

We feel that we will have a record-breaking business, both wholesale and retail, and in ac- cordance 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 ter- ritory 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 ex- ceptionally 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 its 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 installment business is exceptionally good, and our collections this summer have been better than ever before. Taking everything into con- sideration, we anticipate another year in the his- tory of our graphophone department.

SCHMELZER ARMS CO., Kansas City, Mo.

In regard to the talking machine business this fall we are very optimistic in this matter, for the winter finds satisfied with the present business. Our dealers accounts they will not pay. Now is the time to clean house and put the trade in a thoroughly healthy condition.

The outlook in western Pennsylvania, eastern New York and Pennsylvania is very favorable. In our section of the country were never better. The crops throughout the country were never better. The writer feels satisfied that there will be as many sales this fall as at any time before.

STANDARD TALKING MACHINE CO., Pitts- burg, 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 promising, and we anticipate the business this year will be the best we have ever had, with 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
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.

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Berliner Gramophone Co., Montreal, Canadian Distributors.

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

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**LIST OF VICTOR DISTRIBUTORS**

<table>
<thead>
<tr>
<th>City</th>
<th>Name</th>
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<tbody>
<tr>
<td>Albany, N. Y.</td>
<td>Finch &amp; Hahn</td>
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<tr>
<td>Altona, Pa.</td>
<td>W. H. &amp; L. C. Wolfe</td>
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<tr>
<td>Atlantic City, N. J.</td>
<td>Elyea-Austell Co.</td>
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<td>Austin, Tex.</td>
<td>Phillips &amp; Crew Co.</td>
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<td>Atlantic City, N. J.</td>
<td>Sol. Bloom, Inc.</td>
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<td>Baltimore, Md.</td>
<td>The Pettenkofer Co.</td>
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<td>Boston, Mass.</td>
<td>Oliver Dixon Co.</td>
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<td>Bangor, Me.</td>
<td>Finch &amp; Hahn</td>
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<td>Birmingham, Ala.</td>
<td>E. E. Forbears Piano Co.</td>
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<td>Buffalo, N. Y.</td>
<td>M. Steinert &amp; Sons Co.</td>
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<td>Burlington, Vt.</td>
<td>American Phonograph Co.</td>
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<td>Butte, Mont</td>
<td>W. D. Andrews</td>
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<td>Canton, Ohio</td>
<td>The Klein &amp; Meikleman Co.</td>
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<td>Charleston, N. C.</td>
<td>Stone &amp; Harrington Co.</td>
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<td>Chicago, Ill.</td>
<td>Linn &amp; Healy</td>
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<td>Cincinnati, O.</td>
<td>The Raphael Theatre Co.</td>
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<td>Columbus, O.</td>
<td>Perry B. Whipp Co.</td>
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<td>Dallas, Tex.</td>
<td>The Eclipse Musical Co.</td>
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<td>Denver, Colo.</td>
<td>The Knight-Campbell Music Co.</td>
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<td>Des Moines, Iowa</td>
<td>Chase &amp; West</td>
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<td>Detroit, Mch.</td>
<td>Griffin Bros</td>
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<td>Dubuque, Iowa</td>
<td>Berger &amp; Bliss, Inc.</td>
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<td>Dubuque, Iowa</td>
<td>French &amp; Bassett</td>
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<td>Galveston, Tex.</td>
<td>Theo. Goggin &amp; Bros</td>
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<td>Grand Rapids, Mich.</td>
<td>J. A. J. Friedrich</td>
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<td>Honolulu, T.</td>
<td>Bertram Music Co., Ltd.</td>
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<td>Indianapolis, Ind.</td>
<td>Wuldschen-Stewart Music Co.</td>
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<td>Jacksonville, Fla.</td>
<td>Lodder &amp; Bates</td>
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<td>Kansas City, Mo.</td>
<td>J. W. Jenkins Sons Music Co.</td>
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<td>Boston, Mass.</td>
<td>Schmittel Arms Co.</td>
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<td>Lincoln, Neb.</td>
<td>Ross P. Carter Co.</td>
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<td>Little Rock, Ark.</td>
<td>O. E. Hough Piano Co.</td>
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<td>Los Angeles, Cal.</td>
<td>Sherman, Clay &amp; Co.</td>
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<td>Louisville, Ky.</td>
<td>Montagno-Birke Music Co.</td>
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<td>Milwaukee, Wis.</td>
<td>Lawrence McGreal</td>
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<td>Minneapolis Phonograph Co.</td>
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<td>Mobile, Ala.</td>
<td>Wm. H. Reynolds</td>
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<td>Montclair, Canada</td>
<td>Berliner Gramophone Co., Ltd.</td>
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<td>Nashville, Tenn.</td>
<td>O. E. Hough Piano Co.</td>
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<td>Newark, N. J.</td>
<td>Price Talking Machine Co.</td>
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<td>Nashville, Tenn.</td>
<td>The Ball-Flint Co.</td>
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<td>New Haven, Conn.</td>
<td>Harry Horton</td>
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<td>New York, N. Y.</td>
<td>Blackman Music Co.</td>
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<td>Omaha, Neb.</td>
<td>A. Haper Co.</td>
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<td>Portland, Me.</td>
<td>J. C. Mason &amp; Co.</td>
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<td>Richmond, Va.</td>
<td>The Oak Piano Co.</td>
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<td>Rochester, N. Y.</td>
<td>The Talking Machine Co.</td>
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<td>Salt Lake City, Utah.</td>
<td>Cutsinger &amp; Atwood Co.</td>
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<td>St. Paul, Minn.</td>
<td>A. E. Hooper &amp; Bros.</td>
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<td>Syracuse, N. Y.</td>
<td>W. D. Andrews</td>
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<td>Toledo, O.</td>
<td>The Hayes Music Co.</td>
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<td>John F. Ellis &amp; Co.</td>
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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, Ohio.

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 instalment 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 instruction is now recognized as an educational factor of great merit.

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 Like—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 bustling 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 the new addition 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 better 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 McCarrthy, 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 experimented 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 distinctiveness 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 beauty—a seller at first hearing is a two-minute record in the Mexican list No. 20,161 "Ultimo Amor" (Last Love) schottische, played by Octavius Yaxen. Many others are to be found which may prove a considerable addition to the phonograph owner's record collection.

A. Lovejoy is enjoying a vacation at the seashore.

The George J. Birkeb 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 San Francisco 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 be compared with the activity in Southern California.

The Columbia Phonograph Co. have had a good summer trade with double disc records. The foreign Constantine records are meeting with noted success, as are the records of the Fonotipia 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.


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 words. 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 usual intermediary 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 enthralled 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.
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 he bows him out.

But woe unto the poor workingman who, on his way from work, in overalls, perhaps, with his lunch pail on his arm, modestly inquires for "O'Brien Has No Place to Go," and "Meet Me in Rosetown, 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 record stock and a system you can't beat. 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 far-away tinkle of a cow-bel1, and the silvery laughter of a little maid in homespun. The latter sits upon a soap box.

The former replies 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...

The former remarks somewhat along these lines: Why Is De Swell listening to the music? Why It is probably expect to hear thirty next time, and will be delighted to serve him. The latter sits upon a soap box. The former replies 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...

If not we will sell direct.

The latter sits upon a soap box. The former replies 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...

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If not we will sell direct.
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 titillate the public by reason of points of similarity are involved while 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 and effort put on patents of 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 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 must head views the situation it is decidedly encouraging, and no matter what the condition of the country he may carry on investigations it is certain, Cook's accomplishments will act as an inspiration to every ambitious man. When he 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 inspiration to every ambitious man. When he at last caused him to win the great goal for which men have struggled for ages.

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 power which at last caused him to win the great goal for which men have struggled for ages.

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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.

"PITTSBURG, Pa., Aug. 30, 1916."

"Gentlemen—As the incoming 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:"

"TALKING MACHINE WORLD."

"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."

"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."

"The presentations were made by Mr. and Mrs. W. W. Freeman, of Brooklyn. Mr. Freeman is president of the association, and he presided at the bar. 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. Innsul 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. Fluh, 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. Curfeyou, 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.——Louis J. FRIEDRICH."

"Friedrich Service"

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

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

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

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

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

6. 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 PHONOGRAPH RECORDS**

<table>
<thead>
<tr>
<th>City</th>
<th>Name and Address</th>
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<tbody>
<tr>
<td>Albany, N. Y.</td>
<td>Finch &amp; Ilah</td>
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<tr>
<td>Allentown, Pa.</td>
<td>G. C. Ashbach</td>
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<tr>
<td>Astoria, N. Y.</td>
<td>John Rose</td>
</tr>
<tr>
<td>Baltimore</td>
<td>E. F. Drum &amp; Sons Co.</td>
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<tr>
<td>Boston</td>
<td>A. D. Matthews' Sons</td>
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<td>Buffalo</td>
<td>W. D. Andrews</td>
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<td>Burlington, Vt.</td>
<td>American Phonograph Co.</td>
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<tr>
<td>Cleveland</td>
<td>Eclipse Musical Co.</td>
</tr>
<tr>
<td>Columbus, O.</td>
<td>Perry B. Whitin Co.</td>
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<tr>
<td>Dallas, Tex.</td>
<td>Southern Talking Mach. Co.</td>
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<tr>
<td>Dayton, O.</td>
<td>Nichols &amp; Delune</td>
</tr>
<tr>
<td>Detroit</td>
<td>Hugo &amp; Blitch</td>
</tr>
<tr>
<td>Fort Dodge, Ia.</td>
<td>Early Music House</td>
</tr>
<tr>
<td>Fort Smith, Ark.</td>
<td>R. C. Ballinger Music Co.</td>
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<td>Fort Worth, Texas</td>
<td>Cummings, Shepard &amp; Co.</td>
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<tr>
<td>Gouverneur, N. Y.</td>
<td>American Phonograph Co.</td>
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<td>Harrisburg, S. K.</td>
<td>Hamburg Co.</td>
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<td>Hrden, Mead.</td>
<td>Frank Buer</td>
</tr>
<tr>
<td>Houston</td>
<td>Houston Phonograph Co.</td>
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<tr>
<td>Indianapolis, Ind.</td>
<td>Indiana Phonograph Co.</td>
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<tr>
<td>Kansas City, Mo.</td>
<td>J. W. Jenkins' Sons Music Co.</td>
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<tr>
<td>Kingsport, N. Y.</td>
<td>Forrath &amp; Davis</td>
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<tr>
<td>Lexington, Neb.</td>
<td>Ross P. Cottice Co.</td>
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<tr>
<td>Los Angeles, Cal.</td>
<td>Southern California Music Co.</td>
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<td>Louisville, Ky.</td>
<td>Montgomery-Salem Music Co.</td>
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<td>Manchester, N. H.</td>
<td>John B. Varick Co.</td>
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<td>Minneapolis, Minn.</td>
<td>Atwood, O. K. Hauck</td>
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<td>Milwaukee, Wis.</td>
<td>Laurence McGreal</td>
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<tr>
<td>Minneapolis, Minn.</td>
<td>Minnesota Phonograph Co.</td>
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<td>Mobile, Ala.</td>
<td>A. H. Reynolds</td>
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<td>Ball-Fintze Co.</td>
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**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.

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JOBBERS WHO HANDLE EDISON PHONOGRAPH RECORDS

- **New Haven**—Pardee Ellenberger Co., Inc.
- **New York City**—Blackman Talking Machine Co., J. K. Hughes & Son.
- **Sydney, N.S.W.**—H. T. Clarke & Co., Ltd.
- **Boston**—Encyclopedia Music Co., John W. Rauh, Inc.
- **Orange, Cal.**—Kadet & Chase.
- **Oakland, Cal.**—B. L. Katz.
- **Pittsburgh**—Standard Talking Machine Co.
- **Portland, Me.**—W. H. Sills & Son.
- **Portland, Wash.**—Quayle Music Co.
- **Quebec**—D. W. Perley.
- **Sacramento**—Salter Phonograph Co., Salt Lake City—Clayton-Baynes Music Co.
- **San Antonio**—Fred—H. C. Rice Optical Co.
- **San Francisco**—Peter Bacigalupo & Sons, Pacific Phonograph Co.
- **Schenectady**—N. Y.—Finch & Hahn, Jay A. Richardson & Co.
- **Seattle, Wash.**—Ellen’s Music House.
- **Syracuse, N. Y.—W. D. Andrews.
- **Trenton, N. J.**—Small Block Book & Stationery Co., John Stites.
- **Troy, N. Y.**—Finch & Hahn.
- **Tulsa**—Arthur F. Perkins, Win Harrison, Utees Cyclic Co.
- **Washington**—E. F. Droop & Sons Co.
- **Waycross, Ga.**—Youmans Jewelry Co.
- **Williamsport, Pa.**—W. A. Myers.
- **Winthrop**—W. K. Williams & Sons Co., Ltd.

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NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue

ORANGE, N. J.
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 About Conditions Present and Prospective.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 7, 1909.

The talking machine business was undeniably quiet in August, usually one of the most in-active 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, Zitherol 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 demand for machines, and record sales are still light, but we have a large number of fine prospective sales which we shall soon close. Our record sales are very good and improving largely in proportion as our 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 better, and we have a large number of fine prospective sales which we shall soon close. Our record sales are very good and improving largely in proportion as our September starts in with a promise of better trade, which was only fair during Aug-ust,” 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 good molded records, of which we have already sold a large number. Prospects look bright for a good fall trade.”

Mr. Denhoff, manager of The Talking Machine Store, 37 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 our 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. Tinler, 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 contracts, 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 condi-tions in the talking machine trade are about as good, if not better here, than in the eastern field. “Business,” said he, “is fair. The jobbing trade is improving and the prospects look very good. We shall unquestionably have a good fall trade.”

The talking machine and piano department of the May Co. has been doing a steady business since the first of September had been materially improved, and the gratifying increase in their talking machine trade has necessitated the great improvement. At the opening of the new parlor, to take place Sept. 9, and state that “the superiority of its appointments and comforts will be better ob-tained by personal observation.” Mr. Fried-laner, manager of the talking machine depart-ment, said that business was very satisfactory, and that the gratifying increase in their talking machine had necessitated the great improvement. At the opening of the new parlor, to take place Sept. 9, and state that “the superiority of its appointments and comforts will be better ob-tained by personal observation.” Mr. Fried-laner, manager of the talking machine depart-ment, said that business was very satisfactory, and that the gratifying increase in their talking machine had necessitated the great improvement. At the opening of the new parlor, to take place Sept. 9, and state that “the superiority of its appointments and comforts will be better obtained by personal observation.” Mr. Fried-laner, manager of the talking machine depart-ment, said that business was very satisfactory, and that the gratifying increase in their talking machine had necessitated the great improvement.
handles Columbia disc machines and records exclusively.

Mr. Fleischheim, of Fleischheim & 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 Columbus goods, have moved from 2120 to 2190 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 may prove just the reverse. 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.

**Interesting NEWS for YOU, Mr. Dealer!**

Have You Seen Our SPECIAL LIST of 150 Extra Fine Edison Records?

**The Oldest Established Jobber in Greater New York**

The Best Made

Sole Distributor of Magnetic Needles

Made in Three Varities—Multitone—Loudtone—Mellow Tone

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

**Victor Distributor**

**S. B. Davega Co.,**

126 University Place

New York
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, however, 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 Gelerstein, 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 from the further manufacture and sale of the so-called Zonophone records."

Prefacing his argument, in opposing the motion, Honore 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 contended 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 valid 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, Counselor Massie told The World that they would now proceed to take testimony and present 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.)


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 apartments occupy the entire third floor of the adjoining building, and also a large room 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 in an electric light provided with a reflector. There are also separate Victor and Edison demonstration 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 record orders 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 such artists 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, quartettes and sextettes and the several complete operas also have departments to themselves. This is only one of the many fine features inaugurated by P. A. Bittman, 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 wholesalers 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 Crop Work.


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 arrangements the greatest distributing systems on the Coast, is similar in magnitude to the transactions recently carried out in California, and is expected to arrive within a few weeks.

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 Cygnet 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 telephone 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 finished, this week, the stock will be brought to the side of the day. The samples of the new Edison machines 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 ground floor 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 business of the Oakland store with great success. On the ground floor are three large demonstration parlors, one for Victor and two for Victor machines. In the basement are demonstrations for Victor and Edison machines and goods, and ten special rooms for the demonstration of Victor machines and goods, 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 and Edison machines, and will have in the window since the opening of the Wiley B. Allen Co.'s department, and there is considerable retail competition between the two, both expecting to gain by the concentration of business. Mr. McCarthy reports continued heavy sales of the new Victor machines, as well as the older models, and notes considerable improvement in both wholesale and retail departments.

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

Clarke Wise states that his talking machine department is going very well, and he has had a large demand for the new model Victor. He finds, however, that for some reason there is less buying by people from out of town than there used to be, and believes that this side of the business will be much better after the Perola celebration.

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The board of education, through Superintendent Sperinl to 'Flu' Talking machine Co., in order to better handle the enormous business worked up on this line of goods.


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 among you good results, we will not complain, in view of a most promising future condition. It is our opinion that the public has awakened to the fact that talking machines are wonderful instruments, not mere toys, and this must be due to the numerous advantages that have been brought about in the machines so that the public can see them in action.

The question of storing and shipping phonograph 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.
NEWS FROM THE SAINTLY CITY.


(Special to The Talking Machine World.)


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 rewards. 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. Gressings, 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.

E. H. Johnson, of the St. Louis Talking Machine Co., is spending ten days visiting his mother in Vipitanto, 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 cool of Lake Michigan.

I. 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 visits 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, III.; Dr. J. A. White, New Franklin, Mo.; W. C. Buchanan, Calo, 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. Byllo 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 Koehler-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 Zephyron dealer, reports that trade is improving right along with splendid prospects from now on.
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 _SCRATCHLESS_.

Why not reach out for your share of these thousands?

“B.&H.” Fibre Manufacturing Co.

33 W. Kinzie Street

CHICAGO, ILL.
Indianapolis Happenings.


(Special to The Talking Machine World)

Indianapolis, Ind., Sept. 2, 1905.

The talking machine business remains about the same in Indianapolis as in the 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 Gertrude 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 $10. There is not much 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 Century." The demand for Fonotipia records keeps up at the Columbia Co.'s store. The artists who make the records for the Fonotipia 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 entable.

Moving picture shows of Indianapolis were closed for fair 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 there should 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 managers 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 why," he said, "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. Adana, a Vincennes newspaper man. As the story goes, and some of the best known men in Vincennes vouch for the truth of it, Adana was much disturbed last fall when Congressman James E. Watson was defeated for the governorship in Indiana by Thomas R. Marshall, now Governor. Mr. Adana 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 his temper might be getting a little unwholesome. 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 curse 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 possible 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 H. 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.
TRADE HAPPENINGS IN LONDON.


(Special to The Talking Machine World.)


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 needs to offer equally unlimited scope for improvement as witness the remarkable issue of a 200-thread, photo cut, five-minute, double record, referred to elsewhere. The extraordinary even tracking of the sapphire needle in such confined sound grooves is almost beyond comprehension, and the fact that pure natural tone it has 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 large field is in store for a good indestructible record, combining smooth surface, quality of tone and the right kind of selection.

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 popularise their music or songs. It is even being done now. Only last week the firm of J. W. Pepper, of Philadelphia, received and published 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 illogical and thoroughly bad form to expect money under false pretences? 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 B. C. 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 phonographs. 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 phonographs." 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 Phonograph 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 phonograph plates. Copy of this resolution be sent to the London Chamber of Commerce, and to Lord Gorell, representing the Board of Trade. A further extended sitting of the Board of Directors of the B. C. Co. will be held at the beginning of August when many further witnesses representing both sides were examined. President Over gave evidence, as was his intention, but we cannot obtain definite information on this point.

Beka Co.'s Opera Records.

Ever since the release of the Beko company in their October list promise records from the three popular comic operas, "Our Miss Gibbs," "The Arcadians," and "The King of Chinadina," 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 past time 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 du Sabbas," "Excelsior," "Dolores," "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 immaterial.

The tonal quality of the instrumental selections is excellent, while the vocal records are characterised by clear and distinct utteration. 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
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

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Incorporated with H. Lange's Successors, Ltd.

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ROYAL APPRECIATION of the

GRAMOPHONE

To H. M. the KING of ITALY

By Appointment To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

15 Rue Bleue, PARIS
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To H. M. the SHAH OF PERSIA
The Patent "Flex" Diaphragm
More Music Less Scratch
For Edison "C", "H" or Coubin size, with crosshead complete, post free, 2 or 50c.
LITTLE MARVEL
For "Exhibition" Sound-box, post free, 4 or $1.00
Together with Needle Tension "D" or $1.25
VERY LOUD, MELLOW AND SWEET
Testimonials and Repeat Orders from the World Over.
For Pittsburgh and all points East
DAWS CLARKE
213 Longfellow Place, MANCHESTER, ENGLAND
SUPPLIED

orchestral selections in this list are all operatic music by the Band Municipal Verona (44 musicians) and the Favorite Concert Band. Such a list should be in the hands of every live trader. Beko Co.'s Comprehensive List of Records. For good music, with plenty of variety, dealers cannot do better than obtain the monthly Beko lists, which contain selections to suit every class of music. In this direction the Beko current issues are particularly characteristic. The general quality is first rate and I would recommend it for the following for stock: "Sylvan Memories," selection 1, introduces the "Mikado," "Pirates of Penzance," "Patience," and "Iolanthe;" selection 2: "Yoeman of the Guard," "Princess Ida," "Iolanthe," and "Gondoliers;" "The Chancellor" and "La Victoire" marches, played by the Beko London Orchestra; "Love the Pedlar," Miss Mabel Gregory, "Green Isle of Erin," Miss Emily Mose; "The Evening Song" and "I Know of Two Bright Eyes," Philip Ritte; "Sleep and Forget" (corntet), C. White; "The Polies" (concertina), Alexander Prince. Phonograph for Workhouse Infirmary. Brunstree 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 recent congress of the International Union of Dance Teachers, held at Scheveningen, Holland, it was unanimously resolved that the universal tempo for performing waltzes must 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 Phonographe Co., the Colonial Office of the French Government were recently supplied with a "Home" phonographe, 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. Richard. 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 Richard's letter, in which he expresses his satisfaction at the excellent results obtained from the Edison phonographe: "The Governor Léon Richard
"Head of the Mission of Delimitation Franco-Libérienne."
"To the Director of the Compagnie Franço, 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. Richard."

The records which Governor Richard 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, brass, through the kindness and munificence of the natives themselves. There are also native songs and instrumental solos which to the uninstructed 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 Richard explained to the writer, must be attributed to a great extent to the silence and the excellent acoustics prevailing in the large forests of that country.

Governor Richard will appear to be especially interested in 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 pianoforte 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 cran, 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, was 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.

The STROH VIOLIN

A new instrument possesses a most remarkable power, an incomparable compass of tones, a tone of indescribable sweetness and remarkable power through all key to all music layers.

The Stroh Violin being scientifically constructed, it is but little affected by the varied temperatures of the atmosphere, while the Musical Instrument imported should write for free description, to be submitted to the Safe Maker.

GEO. EVANS
(Successor to CHARLES STROH
94 Albany St., Regent's Park, London, Eng.)
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 time 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 Waldman, the complaint particularly covering what was alleged to be the unlawful use of the composition "Sei gegrünnst du mela schöne Rörett" (poem by Heine) and of the music of the light opera "Inoigaita." 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.)


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 it's an American is the discoverer. Isn't it wonderful what this country can do? Peac 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 improvements in wireless telegraphy and other things that must seem marvelous to those not engaged in scientific research. Yet these things

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.

THE MOTOR! WE'VE GOT THE MOTOR!

"RENA" MACHINE, No. 4, £5 10s. Cabinet: Solid Oak, size 16 in. by 16 in. by 10 in. Fitted with "PLANET" 24 -minute Motor. Self-regulating SPEED INDICATOR. Nickel-plated Aluminium TONE ARM. Improved Sound Box, fitted with Patent Needle Clip. Prices range from £2 10s. to £11 10s.

"RENA" MACHINE, No. 5a, £5 5s.

Cabinet: Solid Mahogany, with Folly, size 16 in. by 20 in. by 56 in. Fitted with "PLANET" 24 -minute MOTOR. Improved Sound Box, fitted with Patent Needle Clip. Prices range from £2 10s. to £11 10s.

"The Life of a Talking Machine is its Motor"

YOU bet it is, and the man who doesn't think so ought to be kicked out.

All things that must seem marvelous to those not engaged in scientific research. Yet these things
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.

"Norwithstanding 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-quadrillion 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 Heliotrope ray, which in turn led to the discovery of radium. So far as concerns the discoveries and evolutions 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 that 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 the natural evolutions of a bird. 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 crossthe 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 independent 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.

"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."

"Are 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
CARUSO'S VOICE CHARMS MOUSE.

Judge Pardee of Atlanta, Ga., has interesting experience illustrating effect of music on rodents—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 Dan 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 operas. 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 squirelling 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. Severe, manager of the talking machine department of the Elysee-Anstell Co., Atlanta, who sold Judge Pardee the outfit, vouchers for the truthfulness of the story.

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

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

CHEMISCHEN SAUERLANDT

E. SAUERLANDT

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

Opening of Fall Welcomed by Talking Machine Dealers—Salesmen Enthusiastic—Cool Weather Aids Record Sales Materially—New Victor Sales—"Red Seal"—Cheaper Machines Expected to Disappear from the Market—Better Machines Mean More Record Sales—Red Seal Records in Demand—More Handsome Window Displays—Müller Co. an Active Concern.

(Special to The Talking Machine World.)

Cincinnati, 0., Sept. 6, 1909.

September 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 trade, 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 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 until September 14, it will certainly be a record month. 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 cool that outdoor amusements have not been very attractive, and with indoor amusement the order of the day, the Victor has been in great 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 dealers there is a desire 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 $52 machine will be relegated to the storeroom a great deal quicker than a Victor Victrola.

FRITZ PUPPEL, G. m. b. H.

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

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."
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

THE COLUMBIA GRAFONOLA LINE.

Important Announcement Showing the Columb ia Plans for the Fail—Unique and Hand somely Creations Which Will Attract Critical Buyers Or We Are Mised.

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 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 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 heeds that the Columbia people are now specializing in a manner which makes their product more attractive from every viewpoint.

BOSTON'S BUDGET OF NEWS.

The Columbia Co. are making good advertising in the Boston market. The Grafonola De Luxe is doing a lively pace.

Manager Erisman of the local Columbia store is keeping up to the hot pace without much trouble. One result already seen is a great impetus to grand opera business here. 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 these 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 principles 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 Kriisman 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 recorder for Edison machines, in which the point is made smaller than usual, thus doing away with the surface scratching, and giving a cleaner, fuller tone.

The Columbia Co. hold out every promise of 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 7, with a Memorial Columbia phonograph 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 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 fall business because it seems as 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 Tait 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 hourless one.

An interesting feature in connection with the Eastern Talking Machine Co.'s business is that everything sent out by the firm bears its trade-mark, 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 within a few weeks 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. B. Osgood Co. is enthusiastic over the big increase that has been made in the Victrola sales, and there is a great rivalry between the salesmen, one of whom regards himself as the Columbia "pusher" and the other the Victrola "pusher." The Columbia department is keeping up to the hot pace without much trouble.

Manager Sylvester declares that he is heartily in ac cord with the ruling of the Victor company regarding jobbers sending Victor records out on approval.

J. B. Cook, who handles the Victrola, not the Vic tor, 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 $10 worth of records to one man.

A real bit of local business-getting instinct has been shown by Manager Kriisman of the Columbia store, who has secured Prof. Albert Edmund Brown, supervisor of music in Winchester and Henning schools, to make records of these 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. Kriisman 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 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 Tait 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 hourless one.

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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 Sept. 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—one, every one alike, according to 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 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 open until October 1. During the summer we had a page advertisement daily in The Saratogaian, 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 summer. It has paid us handsomely. You will see some clever ads from Landry 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 three months the New York Times has carried our advertisement daily, and copies of a full page advertisement that we held in the Saratogaian this summer, no doubt you have received.

We are great believers in newspaper advertising, and we hope to redouble our efforts on this line in the coming fall. We are gratified by the demonstration of being the first to demonstrate newspaper advertising in this city, and we hope to continue the policy of holding us 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 help too high a recommendation for the 'promising to be of the right quality and the right proportions this fall...'

To which Louis F. Geissler, general manager of the Victor Co., replied: "We have noticed your liberal advertising and we were very favorably impressed by it, and we think that your own experience will verify all that we have had to say. In short, 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 all of our distributors had done as well as our 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 you have shown in our previous letter, we are quite sure that our distributors have not succeeded up to date on connecting up properly and effectively with the history 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 Spiegel House Also Has the Victor (Special to The Talking Machine World.)


Some important Victor moves were consummated today. 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 their 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 Camden department 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!


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 and 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 & Bros.' 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. I

There was once a talking machine salesman who through a magnetic personality had the trade in his territory cowed, 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 plugger for the talking machine house could be observed at a certain gilded palace on the Gay White Way entrenched behind a battery of fire 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 spell out a line of Showboat Bay Frotch 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 cockies of the salesman's heart grew warm as he anticipated the pleasure he would have in calling on his salesman's heart grew warm as he anticipated the pleasure he would have in calling on his

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 advice is 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.

G. T. Williams, general manager of the New York Talking Machine Co., said: "Yes, indeed, business discernment needs polishing up a bit. Every machine in the world but mine is in comparison like a lame pup to a King Lod. 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 ineradicable 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.

TRADE FABLE
No. 2

"When you arrive at your hotel, reach out your arm and knock on the door, and then you can knock yourself silly.

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

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

ROYAL CROWN NEEDLES
ALL MANUFACTURED AT THE BEST SHEFFIELD FOR

THEY ARE MADE FROM THE BEST SHEFFIELD STEEL

You cannot lose a needle when closed

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

Oldest and Largest Manufacturer in America

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 advice 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 expect the same 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 below 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.

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 waste of your displays," that you have gotten away with a poor argument when cornered; try a thing and argue from experience.

THE TALKING MACHINE WORLD.
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
GEISSLER HOME FROM COAST TRIP.


(Special to the Talking Machine World.)


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 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 control 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 McNulty, 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 new store 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 Fred Stevenson, secretary of Sherman, Clay & Co., to a deer barbecue at the camp of the Lagunitus Rod and Shooting 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. Douglas, 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. Douglas 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-Danes Music Co., who have recently become the Victor distributors and on the new Daniels & 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."
"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
OUTING OF WURLITZER EMPLOYEES.
The Chicago Branch of the Wurlitzer Co. held their Second Annual Outing on Labor Day—A Most Enjoyable Time at Dillwood Park.

General Manager Uhl Umpire.

(Special to The Talking Machine World.)


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 Dillwood 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 hoister pieno, 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 beneficents. The feature of the game was the clouting of the married men, who made ten runs in one inning. The umpire was General Manager K. 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 decisions married men, who made ten runs in one inning. The trip was made over the Chicago & Joliet electric, a train having been chartered by the company. It was a regular hoister pieno, 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 beneficents. The feature of the game was the clouting of the married men, who made ten runs in one inning. The umpire was General Manager K. 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 decisions married men, who made ten runs in one inning.

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. Shipments which are 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 are in better condition, in better condition, and his condition 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 and a New Form of Hear- ing 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 for the 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 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 "awful," had orders on hand for 200,000 records.

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—lucid 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.**

About a month ago—August 19 to be exact—J. O. Prescott, formerly with the American Talking Machine Co., came under my observation that could not he concealed. He sailed May 19 on the "Lusitania," of the Cunard line, at a moment's notice, as it were, to the eastern Pacific Coast, down through the Panama Canal, across Europe, into Russia, from there, via Siberia to China. My stay was expected to be brief; in fact, I arrived there and was met by Mr. Prescott, a friend, a few months later. In addition he is a thoroughly educated man, a close and intelligent observer, has traveled extensively and can speak fluently several languages besides English. Hence what Mr. Prescott has to say 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 "hiring out" to the government, "knows what he is talking about and has a keen sense of humor. Over and above this he is not subject to the different moods of the moment, and therefore such time as he devoted to inspecting European talking machine plants, talks with trade authorities there, and the opinions he derived the world over, are particularly of interest to the disinterested traveler. His informal chat with the World follows:

"As you know, when I went away a month or more ago, I was expected to be brief; in fact, I almost fig suffered in coming to the same steamboat on its second trip out. Instead of that I went in various parts of Europe, from there, via Siberia, to the eastern Pacific Coast, and on to China, Manchuria, Corea, over into Japan, thence to San Francisco and across the continent back to this city. Though out of the business for good and all, I still could not shake off so many connections entirely, so I was interested enough to see what was going on. Besides, I desired to get a general idea of the 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 all they could conveniently attend to, and that is not describing the situation. In the factories, Possibilities may be seen here and there, and the public is much too 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 was the popularity of the optical-cutsound 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 that I am convinced, from what I saw and heard, that manufacturers here will have a ver-}

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**TO HANDLE THE COLUMBIA LINE.**

McMurtry & Becker, New Dealers in Schenec-

tady, Will Also Handle Hallet & Davis Pianos in Addition to Talking Machines.

**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 may be announced on or before that date. "To the Trade: All instructions prior to this date relative to the exchange and return of records, are hereby cancelled, and the below made effective as of August 15, 1909. No retail exchange authorized—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 catalogues and which are manufactured by the Columbia Phonograph Co., of Schenectady, N. Y., August 31, 1909."

"Under the present plan of issuing new records each month it will be necessary from time to time to exchange a proportionate number of records related to a reasonable number of selections, to drop certain selections from our catalog, and we have the assurance upon the above course to prevent our trade (Columbia customers) against the necessity of carrying an unreasonable large catalog."

When a clock 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.

Lawrence McGreal has disposed of his piano interests in order to devote his entire time to the talking machine business. His stock of Strohber, Hoffman and other pianos has been transferred to the 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 side line is all right for the average dealer. He says that the average jobber and retailer should devote his entire time to his talking machine business.

General conditions have improved, money is being loaned more freely, and there is plenty of interest in the matter. Attention is being called to the fact that the special meeting for the benefit of the trade was 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 is to speak in Milwaukee 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 held. Some big sales in both records and talking machines are reported by J. H. Becker, Jr., manager of the talking machine department, of the Hoeffier Mfg. Co., has just returned from a special trip to Winnipeg, Canada, where he called upon leading jobbers and retailers.

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 from retailers on artistic lines, and when closed represents what the name implies, a beautiful piece of parlor furniture, a library table, standing ten inches high and with ample room for records. Dealers are most anxious to be interested in the announcement that this latest output of the Columbia factory is a creation of the artistic minds of C. F. Puhren, the famous designer of the cor. F. Puhren company, of Chicago. The machine has spacious accommodations for records and accessories, concealed horn and other features which seem to be proving popular throughout the country.

Ambassador Schmidt's Prediction. William Schmidt, Victor representative of Wisconsin, was in Milwaukee a few days recently after a successful trip through the West, where he visited the Seattle exposition and various cities along the coast. Mr. Schmidt 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. Mrs. Krienitz, sister of Harry W. Krienitz, the well known Milwaukee talking machine dealer, has returned from a trip to the western coast. Mrs. Krienitz visited the Seattle exposition.

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 Hoeffier Mfg. Co., Mr. Becker reports business exceptionally good. The new Edison machine fitted with the cylinder horn is proving to be a decided winner with the Milwaukee trade.

THE TALKING MACHINE WORLD.


(Special to The Talking Machine World.)


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 P. 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 the last week in October. Mr. McGreal established 174 Third street, Milwaukee. Miss Gannon, secretary, has sent out letters to all dealers of the State apprising them of the coming meeting, and also of the fact that permanent officers would be elected at the meeting and a general discussion on all subjects pertaining to the trade will be held.

Dealers are saying that the retail trade has displayed very good sales in the Edison Business phonograph, 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 Hoeffier Mfg. Co., Mr. Becker reports business exceptionally good. The new Edison machine fitted with the cylinder 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 on September 8.

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

Henry Saak, general manager, has been on his farm near Saratoga, N. Y., and was at the factory again after Labor Day.
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 contumacious 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 previous 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 southern 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 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," but 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 signs, 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 the goods you handle. Study your customers. Get acquainted with their individual characteristics and humor their foibles.

THE TALKING MACHINE WORLD.
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 6, 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 shared your firm faith in the great future of the physical science.

"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 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, DES MOINES

CHASE & WEST, Inc., incorporated, 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.

DESMOINES, IOWA, SEP'T 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 Victor parlour, 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!" roared 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 the sale of goods. A clerk is one who is employed in a store, company, or stock of a store or 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 Premium Quality and LASTING QUALITY. Play Right From START to FINISH. Preserve RECORDS and can be used on ANY DISK MACHINE or RECORD. Patented in RUST PROOF, 50c. per 100; 50c. per 500, 7c. 1,000.

Price Per Package of 100, 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 they don't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE Co.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY
SIGNS DECREE IN "DUBBING" CASE.

Though Judge Chatfield's Decision in Suit of Columbia Phonograph Co. and Fonotipia Co. Against W. V. P. Bradley and the Continental Record Co. Was Filed August 7—What the Interlocutory Decree Says Upon the Question of Unfair Business Competition.

Though the decision of Judge Chatfield, Circuit Court of the United States, Brooklyn, N. Y., in the "dubbing" case was filed August 7 and published in last month's World, the decree was not signed until the 31st following. The suit is that of the Columbia Phonograph Co., General, New York, and the Fonotipia Co., Ltd., Europe, against W. V. P. Bradley, Brooklyn, N. Y., and the Continental Record Co. "In equity, unfair competition in copying sound records." The interlocutory decree says:

"It is adjudged, ordered and decreed that the said defendant, Winant V. P. Bradley, his associates, attorneys, privies, agents, clerks, servants and workmen, and each of them, be enjoined from directly or indirectly copying or duplicating or counterfeiting for commercial purposes any sound record made, or put out by, the complainants or either of them, and from either directly or indirectly selling or offering to sell such copies or duplicates or counterfeits, and from in any manner either directly or indirectly making, dealing in or handling said copies, duplicates or counterfeits attempting to divert to themselves, or other unwarrantly injuring, the business and good will of complainants, and said business constitutes a valuable property right, entitled to protection by a court of equity.

"It is further adjudged, ordered and decreed that the said defendant, Winant V. P. Bradley, his associates, attorneys, privies, agents, clerks, servants and workmen and each of them deliver up to the custody of this court for destruction and all advertising matter, catalogs, or the like, relating to said counterfeit sound records.

"It is further adjudged, ordered and decreed that this cause be referred to B. Lincoln Bene

dict, one of the masters of this court, for an accounting between complainants and the defendant, Winant V. P. Bradley, with instructions to said master to report to this court with all convenient speed the extent of defendant's unlawful acts aforesaid, the amount of profits received, and likewise the amount of complainants' damages in the premises, and to this end the master is empowered and instructed to cause the defendant, Winant V. P. Bradley, to appear personally before him, to examine witnesses and such records as the complainants may prove necessary in the premises.

"It is further adjudged, ordered and decreed that this court retain jurisdiction of this cause to enable complainants to bring in as party or parties defendant the manufacturer or manufacturers of the said unlawful 'Continental Records' when discovered.

"It is further adjudged, ordered and decreed that defendant pay to complainants the amount of profits and damages reported by the master, and that complainants have execution for the same and for their taxable costs and disbursements herein."

The same decree was also subsequently signed in favor of the Victor Talking Machine Co., Camden, N. J., who were likewise complainants at the same time, with such changes in phraseology as describe their goods.

SUPPLIES FOR VICTOR MACHINES.

Two New Products the "Victor Auxetophone Oil" and the "Victor Spring Oil" is Supplied to the Trade by the Victor Co.—Latest Numerical Catalog an Interesting Issue.

(Special to The Talking Machine World.)


Last week—Tuesday, to be specific—the Victor Talking Machine Co., Camden, N. J., issued a special letter to the trade concerning the care of Victor machines and Victor Auxetophones. In connection with the advice to keep the mechanism thoroughly oiled in its bearings with lubricants of the proper quality and standard, they announce two new products, namely, "Victor Auxetophone Oil," and the "Victor Spring Oil," with prices accompanying. Some pertinent and valuable advice is given by the company regarding lubricating the worm gears, winding-key, escutcheons and main springs.

A few days previous their Numerical Catalog, a numerical list of all records in the July record bulletin, was sent to Victor dealers, which is intended for the exclusive use of the talking machine departments of music dealers.

THE BIGGEST INVESTMENT.

If you are a good merchant the biggest investment you have is not in stock, but in the good will of your customers.

THE C-D-C DEVICE consists of a three tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and, when closed, resembles an elaborate jewel case. Owing to its novel arrangement and peculiar construction, it can be thrown open and closed in a moment's time. When the cabinet is open the Harmonica display is exceptionally attractive, exhibiting the entire contents of 38 Harmonicas at one time, and showing the instruments to great advantage. When closed, the complete cabinet occupies a minimum of space, being much less than a foot square. Thus, it will be seen that an ideal self-seller, this new Collapsible Display Cabinet is. The cabinet costs you nothing, and besides, you are the gainer by over 50 per cent, cash profit on your investment.

The C-D-C Device contains 38 pieces of the very best selling

HOFNER HARMONICAS

Assorted in 16 different styles, all keys, and can be retailed at the following prices:

<table>
<thead>
<tr>
<th>Style</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>12</td>
<td>380 Assorted Harmonicas, to retail at</td>
<td>$4.00</td>
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<td>10</td>
<td>350</td>
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<td>3.00</td>
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<tr>
<td></td>
<td>Total retail value</td>
<td>$13.20</td>
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</table>

YOUR INVESTMENT
$8.75 Per Cabinet and Assortment

YOUR GAIN
Over 50 per cent cash profit and a superb display Cabinet.

M. HOHNER, 475 Broadway, New York.

HARMONICAS ACCORDEONS BLOW-ACCORDEONS

If your jobber cannot supply you with this assortment, write to us.

HAVE YOU SEEN THE NEW C-D-C DEVICE?

It is really the greatest Harmonica-selling scheme ever put before the dealer.
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 cabinet for cylinder records distinct styles are shown, with different arrangements for holding records, in various capacities from 100 to 200 cylinders. Seven of the disc record cabinets are fitted with etchings for holding the records in their original cases, these styles being No. 512 to No. 519 inclusive. The other cabinets contain paneled pegs on 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 Victor 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.)

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 159 or so concerns substituted.

The company contend it is a good thing, and they will be appreciated by every distributer in all parts of the country.

AN ADVERTISING POINTER.

A good method to assure satisfactory advertising 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.

Leaving distributors to do the work and more beneficial basis as a pure business proposition, and it is their opinion their distributors should second and support this policy. Leasing distributors declare it is 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 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 Mears. 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.

10221 Pay Now Attention to Me... Ada Jones
10222 Sweet Heart of Prayer... Edison Mixed Quartet
10223 I'm Crazy When The Band Begins to Play... Byron G. Harlan
10224 Uncle Remus... American Symphony Orchestra
10225 I've Got Flings on My Fingers... From "The Gobble Duet from Mascotte (When I Behold"
10226 Under the Honeycomb... Victor Herbert and Mr. Stanley
10227 Purdy on "The Old Stage Coach"... Nat. W. Miles
10228 Lola... United States Marine Band
10229 One Good Turn Deserves Another... Jesse Bailey
10230 Selection from "Martianas"... Edison Concert Band
10231 I Know What You Want to Tell Me... John J. Primit
10232 I'll Go Where Von Want Me to Go, Dear Lord... Billy Murray and Chorus
10233 Sweetheart's a Pretty Name When It's... Mr. Stanley
10234 Selection from "It happened in Nordland"... Byron G. Harlan
10235 I'm Going to Tell on You... Miss Stella Tobin
10236 You'll Never Know Till You Get Married... Baritone Solo, orch. accomp.
10237 I'm Crazy When The Band Begins to Play... Collins and Harlan
10238 I Am a Little Rose... Grace Company
10239 I'm Going to Tell on You... Bob Roberts
10240 Down at the Linskin' Bee... Collins and Harlan
10241 If You Were the Sun I Would Be the Shadow... Cimarosa
10242 Grands Republic Marches... Victor Herbert and His Orchestra

EDISON AMBEROL RECORDS.

10251 Yen, Yen Green's Airship... Comic Song by Josie Sadler, with Orch.
10252 Go Pretty Rose (Alarzials)... Comic Song by Josie Sadler, with Orch.
10253 I've Got Flings on My Fingers... From "The Gobble Duet from Mascotte (When I Behold"
10254 Heinle Waltzed 'Round on Ills Hickory Limh... Edwin Whitney, Elocutionist.
10255 "The Midnight Sons"
10256 "Thy Lips Arouse my Heart..." Cimarosa
10257 "Donizetti's "Canzona del Toreador"..." C. Bizet
10258 "The Barbiere di Siviglia..." Italian Operas
10259 "Menuet..."... Rossini
10260 "La Fille de Cadix..."... Gounod
10261 "L'Elisir d'Amore..."... Donizetti
10262 "Le Nozze di Figaro--Non Pio Andrei (Mozart)..."
10263 "La Traviata..."... Verdi
10264 "Il Trovatore--Tutti..."... Giuseppe Verdi
10265 "Il Tamerlano..."... Handel
10266 "I Pacci..."... Mozart
10267 "Oglà..."... Rossini
10268 "Aida--O patriu min..."... Verdi
10269 "Wolfgangs' Duet from Mascotte (When I Behold"

EDISON STANDARD RECORDS.

10271"La Dolce Far Niente..."... Chopin
10272 "A Thousand Years to Love (Soll..."... George Alexander
10273 "L'Impresario..."... Rossini
10274 "In the Stillness..."... Schubert
10275 "I Had a Thousand Loves to Love (Sol..."... George Alexander
10276 "The Last Rose of Summer..."... Victor Herbert and His Orchestra
10277 "Good Bye..."... Victor Herbert and His Orchestra
10278 "The Prince of Tonight..."... Victor Herbert and His Orchestra
10279 "My Little Eva (Lowenwirth and Cohan)..."... Vernon and White- Two-Step
10280 "Two Old Songs..."... Albert Benzler
10281 "One Good Turn Deserves Another..."... Josie Sadler
10282 "Santa Lucia..."... Tennyson and Tennyson
10283 "I Wish't I Was in Heaven Sittin' Down..."... Whitney Brothers Quartet
10284 "Two Old Songs..."... Whitney Brothers Quartet
10285 "Raspberries..."... Collins and Chorus
10286 "Two Old Songs..."... Whitney Brothers Quartet
10287 "Go Pretty Rose (Alarzials)..."... Comic Song by Josie Sadler, with Orch.
10288 "I'm Going to Tell on You..."... Bob Roberts
10289 "Ah !..."... Grieg
10290 "Dream of the Tyrollenne..."... Edison Venetian Trio
10291 "Selection from "It happened in Nordland"... Byron G. Harlan
10292 "Old Comrades March..."... United States Marine Band
10293 "Selection from "Martianas"... Edison Concert Band
10294 "One Good Turn Deserves Another..."... Josie Sadler
10295 "One Good Turn Deserves Another..."... Josie Sadler
10296 "When I Was a Wonderful Man (Cohan)..."... Ada Jones and Walter Van Brunt
10297 "I'm Going to Tell on You..."... Bob Roberts
10298 "When I Was a Wonderful Man (Cohan)..."... Ada Jones and Walter Van Brunt
10299 "Selection from "Maritana"... Ellison Concert Band
10300 "The Prince of Barinas..."... "Creole Days..."... "Humbert oilles..."... "De Keven..."

NEW VICTOR DOUBLE-FACED RECORDS.

10301 "A Shove Girl-Intermezzo Two-Step..."
10302 "Love's Old Sweet Song..."... Whitney Brothers Quartet
10303 "The Land of the Swallows..."... Charles LaRue
10304 "Riel Maid..."... Victor Herbert and His Orchestra
10305 "I Wish't I Was in Heaven Sittin' Down..."... Whitney Brothers Quartet
10306 "I'm Going to Tell on You..."... Bob Roberts
10307 "Two Old Songs..."... Whitney Brothers Quartet
10308 "One Good Turn Deserves Another..."... Josie Sadler
10309 "A Dream of the Tyrollenne..."... Edison Venetian Trio
10310 "Selection from "It happened in Nordland"... Byron G. Harlan
10311 "Selection from "Martianas"... Edison Concert Band
10312 "I'm Going to Tell on You..."... Bob Roberts

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

10313 "Sonnr in the Garden (Schubert)..."... Baritone Solo in Italian, orch. accomp.
10314 "Three Old Songs..."... "A Nightingale..."... "A Thousand Years to Love..."
10315 "Edison Concert Band..."... "Baritone Solo in Italian, orch. accomp.
10316 "The Prince of Barinas..."... "Creole Days..."... "Humbert Oilles..."... "De Keven..."

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

10317 "Lambeth Walk..."... Baritone Solo in Italian, orch. accomp.
10318 "Sonnr in the Garden (Schubert)..."... Baritone Solo in Italian, orch. accomp.
10319 "The Prince of Barinas..."... "Creole Days..."... "Humbert Oilles..."... "De Keven..."

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

10320 "You're the Man..."... Baritone Solo in Italian, orch. accomp.
10321 "If You Were the Sun I Would Be the Shadow..."... Baritone Solo in Italian, orch. accomp.

JUST WHAT YOU ARE LOOKING FOR


THE UDULL WORKS, U. S. A.
The clerk must succeed, it will knock any

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 STEVELS.**

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:

"If everybody optimistic about the full trade. Our export business is improving rapidly, and the indications are we will have 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 the largest in the history of our company. You know we ship by the cargo to that part of the world.

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.)


To-day the renovated, remodeled and redecorated and refurnished quarters of the Columbia Phonograph Co., 1109 Chestnut street, were re-opened 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 of the Philadelphia branch.

Thomas A. Edison had occasion to visit Win-}

A POTENT RAINMAKER

In Thos. A. Edison According to the Truthful Scribes of Winsted, Conn.

New York City

WALTER STEVELS.

In an informal chat with The World the other day, and during his visit here, Mr. Edison had occasion to strike 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 has been, hope, and prayed for rain. It remained for Mr. Edison to break the drought, 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 hammerists 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.

YOUR HARDEST COMPETITOR.

Your hardest competitor is not the man who underseils you, nor is he the man who undercuts 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.

The slovenly show window has a hammer out all the time for the store; it will knock any business.

It does not benefit a clerk to bewail the fact that his employer is not as energetic as his competitor; that he does not carry so good a line in his trade opponents. The clerk must succeed, regardless of disadvantages in his support. He must do the best he can with the tools that are supplied him. He cannot build his own trade with the other man's goods.

The proof of the ad. is in the pullin'.

MUNSON FOLDING HORNS

The Munson Folding Horn Greatly improves the tone of the records and means increased record sales. Retains $7.00

Further discounts to approved dealers. Apply to

MUNSON FOLDING HORNS, 650-652 Ninth Ave., New York City

FOR DISC AND CYLINDER MACHINES

is the only one-piece indestructible. Folding Tynes are furnished at this establishment of the finest quality of selected Leatherette—plain solid color—Black, Black and red, inside and out.

WENDELD AND CARTONED it

a copper notches to 20 inches long by 30 inches square.

650-652 Ninth Ave. FOLDING PHONOGRAPHIC HORN CO., NEW YORK CITY
This invention relates to an exceedingly simple and effective device whereby either disc or cylinder records may be used upon the same machine.

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 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.

Another 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 sections 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.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

WASHINGTON, D. C., Sept. 16, 1909.


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 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 and the stylus having been disengaged from the 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 clp for supporting the brake lever.


This invention relates to a novel stylus supporting means and diaphragm 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.

Patent No. 929,505.


In sound boxes for recording and reproducing machines, as herebefore constructed, the regulation and control of the vibrating member or diaphragm has not been such as to produce the sound 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.

A 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 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.

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 sections 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.


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 stopping the record movement immediately 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 indentations are usually rough and coarse.

Another object of this invention is to eliminate all mechanism hitherto employed for this purpose by 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 as indicated by line 7-7. 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.

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.

This invention relates to a phonograph having 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 in 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.

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NEW YORK, SEPTEMBER 15, 1909

CREDIT IS CAPITAL.

A Good Name That Will Command Credit is Often Times 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 means it is thousands 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 thinking up the location and the field. There may be an urgent need for a new store on his particular line, but he may have to compete with the methods of other 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.

Probable 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 an 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 Broadstreet points out, only eighteen failures out of every thousand are due to competition, 3.24 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 4,758 failures were simple gamblers.

PROTECTING FILM MAKERS.

Judge Chasefield'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 Chasefield 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 their own negatives, and question 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 in moving pictures of some historical or unique occasion 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 sum- mer 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 busi- ness men, where typewriting can be done and letters written. One manager says that he had placed orders for 3,000 skates, and that shortly his skating equipment would amount to 15,000 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 Burelure 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 label- ing 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.

Imports under the new tariff are increasing rapidly, according to a statement issued yes- terday 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 $71,477,521, compared with $52,641,429 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 regis- tering 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 readily 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.
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 indispensable, as is the blank space, 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 and potentiality of the imagination in business. 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 in the making of another's own destiny. He relates it all together.

"It must be remembered always that it is not the price of an article which is important, but the price is important; it is one of the bone 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 shirk 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 in the Saturday Evening Post, 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 the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative.

"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 the price has no relation to the cost of the fur. The price is the argument. The fur is secondary. Reduce the price of your fur-lined overcoats from $100 to $60, 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 not done it we feel ill at ease. 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 streams 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, but more, than we ought to have done, 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 what shall a little encourage us, we gain trebly. We gain the immediate profit, the future profit and the better stock for to-morrow.

IMPROVING THE POST CARD.

The Government Promotes a Most 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 postal cards made on the old stamping machine. By the Government are probably more largely used in business than for private correspondence.

A prejudice against conducting social correspondence through the postal 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 highest form of informal correspondence, as well as of simplicity, 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 with much less frequency than in the days when the old-time daguerrotype suits him and he finds himself obliged to adopt a determined line of attack.

Probably the picture post cards, with which a whole American population of Government articles, with a blank space marked to receive the postage stamp, have been offered to the public, serve to bring the regular postal card more into actual use. The postal card, though the intermedium 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 to intrude on, is much more reprehensible.

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

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

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

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

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

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

GILLETTE SALES CO.
849 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris
BETEST 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." Obviously as this truth 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 overbuying in what may be called the rubbish market. Hence the maxim: "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 capital.

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 heartache.

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 is known, so much the better. The dealer should be prepared, on the probability but not give any large order upon a chance, no matter how excellent.

Attention to this point will save lots of trouble, and many a heartache.

The old moral as to "the contented customer" now 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 from the shrewd dealer, who figures out everything and destinoes to be stumped.

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, "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 everything new and interesting. For that would be an extremely risky thing to do, but, at least, much of them are as of an obviously practical 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 warranted in so doing. This matter admits of being approached in various ways. Usually, the first rule is that there should be a new article coming out from some one who is informed above the average, for we are not referring to these 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 consumers and many others, at his leisure, by means of 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: "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 should have an opportunity of making himself progressive, while at the same time avoiding unnecessary risk or outlay.

Regular, seasonable goods should be received and unpacked before the demand begins to assert 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—does not universally recognize high priests and priests of the fashions to issue decrees as to when and when not sportsmen and athletes shall begin their favorite diversions, there is no general rule by which 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 beholding with his stock is always at a serious disadvantage. When the rush is on it 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-blow kind, for not only are the goods 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 prompt; after any order is completed, after business lost in this way.

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 connection is to place at least a part of the order promptly.
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—Dissemninate 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. 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."

"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 one chillingly 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 enough. As a matter of fact, 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 disturbing 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 man that bought 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.

"That is not the point. You did not say what was the cause of your failure to make a sale in two days."

"Of course not. In your statement as to the lack of orders you killed all possible chances 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 workaday 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 for the 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 it 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. "Harmonette," Germany "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 inflection 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 best products, every live dealer that has the slightest interest in this line of business 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 has done a lot to raise the post card standard to its present level. The sale of suggestive cards is dwindling month by month. 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, classic 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 and are not merely facsimile. They are produced 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:

"The answer is in 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 was qualified by a correspondence school to maintain a lucrative position as salesman?

"In reply to the latter question, I believe a man should spend at least two 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, and gradually work themselves up to 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 or making-stuff—for the ability 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 trunk for him so you can get a chance to buck up against the real thing—the retail trade. Experience teaches better than correspondence schools. Here 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 exercise your good judgment, and make money on them.

"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."

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 peonies, 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; $10.00 at $1.00 per 1,000; $5.00 at $1.50 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 enamel 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, $15.00; 10,000, $25.00 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 comprise turkey poults, children, etc., worked up in a variety of pleasing and attractive cards. Sale already aggregate nearly a million cards before a single card is off press. You cannot afford to be without some of these cards. Prices: $1.50 per 1,000; $7.50 per 10,000; $1.25 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; $10.00 at $1.00 per 1,000; $5.00 at $1.50 per 1,000; $2.00 at $2.00 per 1,000. Price without gold background, as follows: $1.75 per 1,000; $5.00 at $1.50 per 1,000; 25,000 at $2.25 per 1,000; 50,000 at $3.00 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 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; $25.00 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 you two sample sets 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.

NOW IS THE TIME TO PLACE YOUR ORDER FOR ELECTRIC-PLAYERS to advantage and make easy money and big profits. They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

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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
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.

NATIONAL PHONOGRAPh COMPANY
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