

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



"ON SPEAKING TERMS"

ZON-O-PHONE

WOOD HORNS FREE

On \$50.00, \$60.00 and \$75.00 Zon-o-phones

A new offer. The highest value ever given. Write for particulars.

Zon-o-phones at \$20, \$30 and \$40 with metal horns, or fitted with wood horns at special reductions (the \$40 machine with \$14 wood horn fitted will cost you only \$45.)

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

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

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

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

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

Distributors of Zon-o-phone Goods:

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

Yarmouth Yarmouth Cycle Co.

The Talking Machine World

Vol. 5. No. 10.

New York, October 15, 1909.

Price Ten Cents

MANAGING SALESMEN.

Proprietors of Retail Stores Should Watch Clerks More Carefully Than They Generally Do—Lack of Proper Training in Clerks Detrimental to Business.

Too little attention is paid by retail store managers to the power they may exercise over their help for the good of the business, to say nothing of the good of the help. A clerk who is hired and then practically let alone, unless it may be that he is watched to see what he will do or what results he may fetch for the business when left to his own devices and inclinations.

If a man buys a horse he takes note of the animal's characteristics and does his best to train that horse not only to carry itself as it should but to become a good horse. Clerks are hardly horses in the sense of laboring devices or mere servants, but it would be as sensible to allow the horse to go as he pleases without any training to the ways and desires of the owner as to allow the clerks to go as they please without any attention whatever from the management of a store.

Despite all we may say about the store and its line of goods, the business and its profits are always in the hands of the clerks who handle the goods and handle the customers. No matter how much the personality of the store management may appeal to the public, unless the clerks are inclined to handle customers as they should be handled the business of the store will be hurt in a shorter period than it takes to stock it up with goods.

That thing doesn't happen in the aggregate, but there are stores and stores where there are clerks who do the business harm simply through ignorance and lack of proper training in the real business of the stores. Nor is that condition the real fault of the clerks. The blame is easily and directly attributable to a large indifference and neglect on the part of the management.

The management of some of the leading big retail stores of the country have recognized the need of training for their clerks and are conducting schools and training classes that shall fit the young and the green help for selling that shall be after the ideas of the store and after the right manners of selling goods. That can not be done in the ordinary store, but in such a store the manager has a larger and better opportunity to touch closely each clerk and know how to shape that clerk's inclinations and adaptations in the handling of goods.

The most powerful factor in the handling of customers is the possession of a clear head, says the Sporting Goods Dealer. There is not one store in 500 to-day that pays attention to the clearness of the brainwork of its clerks from day to day. It is true that there can not be a strict censorship over the goings-on and the doings of the clerks, but there is possible and can be a way to impress with reasonable force upon the minds of the clerks that they are expected to take that care of themselves, on the whole, which shall keep them in good physical and mental trim for the work they are hired to do.

How such a thing shall be done, is a matter that is up to each individual manager, but it can be done. The clerk who is physically off should have such care and attention that he may get back to normal as soon as possible. In one sense, it may not be up to the management to look after the ills and aches of the store force, but when it is considered that every day, or hour, of physical distress detracts enormously from the ability of a clerk to handle customers to the profit of the store, there ought to be a realization or the necessity of keeping the clerks in trim, as nearly as possible.

As for the moral side of the matter, there are certainly limitations as to what a manager can

say and do to his help. He is not a parent in the store, not a religious teacher and not a manager of a kindergarten, but he is more than all three of those mentors; he is in a position to impress his clerks with the necessity of being up to par for their work all the time and that they can not be such unless they behave themselves as rational human beings. There is no reason why a man who pursues liquor habitually, continually seeks immoral companions, or persists in excesses he knows dull his brain, should be kept in the employ of the store after every reasonable effort has been made to straighten him out. That point can certainly be impressed upon the store people.

It is not a matter of dipping into personalities, but it is a matter of business, and there are no right-minded clerks who could understand it otherwise if put up to them in the spirit of the needs and necessities of the calling which they are pursuing. It is the business end of the talk that will have more and swifter effect than the real moral end of it, for men are given to resenting interference with their moral actions, when that is plainly the motive for interference.

PATHE FRERES IN AUSTRALIA.

The Well-Known French Manufacturers of Talking Machines, Cinematographs and Records Start Factory in Antipodes—A Most Important Happening in That Country—Formal Celebration Attended by the Prime Minister.

Consul John F. Jewell reports that Pathé Freres, who conduct establishments in Paris, London and New York, have opened an Australian branch for the manufacture of cinematograph, Pathephone and disc records. The opening was formerly celebrated at a gathering in the presence of federal and city officials. The prime minister (Mr. Deakin), in proposing the toast of the management, said that they were celebrating the establishment of a new Australian industry in the sense that it would be carried out in Australia, though it had been invented and brought to its present high excellence elsewhere. He hoped the new color process might add the finishing touch to one of the most wonderful of modern arts. This company have received a large order from the Australian Government to make cinematograph films to advertise the resources of the Commonwealth throughout the world.

THE KENTUCKY PHONOGRAPH CO.

Application Made for Final Winding Up of the Company—About \$3 000 to be Distributed Among the Stockholders.

(Special to The Talking Machine World.)

Louisville, Ky., Oct. 1, 1909.

Papers have been filed in the Chancery Court of Jefferson county which will result in winding up the affairs of the Kentucky Phonograph Co., which was organized in 1889 for the purpose of selling phonographs in the State of Kentucky.

The papers were filed by R. C. Kinkead, attorney for the Kentucky Phonograph Co. The papers are in the nature of a friendly suit brought by the company against the stockholders, of which there are about one hundred.

"It is necessary," said the attorney, "to wind up the affairs of the company in this way. There are certain assets to be distributed, and all of the stockholders will share in them."

When the company was organized it had a contract with Thomas A. Edison, the New York inventor, by which it was to have the exclusive right to sell phonographs in Kentucky. The company was not successful. It is asserted that

Edison violated his contract and that every Tom, Dick and Harry in the country was given permission to come to Kentucky and sell talking machines.

In 1901 the company brought suit in the United States Court in New York against Edison for violation of contract. Last summer this litigation was compromised, and as a result of the compromise there is about \$3,000 to be distributed among the stockholders.

The incorporators of the company were J. W. Gaubert, C. R. Long, J. B. Speed, John H. Sutcliffe, W. R. Ray and W. B. Haldeman.

The company was organized with a capital stock of \$400,000. Half of this amount was turned over to Edison for permission to deal in his product in this State.

RECORDS OF INDIAN SONGS.

C. W. Cadman Has Secured Some Excellent Phonograph Records of the Songs of the Omaha Indians.

(Special to The Talking Machine World.)

Pittsburg, Pa., Sept. 30, 1909.

Charles Wakefield Cadman, who has been making phonographic records of songs of the Omaha Indians along the Missouri River, in the northern part of Nebraska, has returned here. Mr. Cadman has secured valuable material, musical and otherwise, for his work the coming season. He was privileged, through his close friendship with the leading people in the tribe, to attend their most sacred ceremonies and dances, and to study them at close range. A number of songs and probably some of the flageolet pieces will be included in the American Indian music talk which Mr. Cadman and Paul K. Harper launched last season. A number of phonograph records were obtained with success, and the themes will be heard in various compositions to be written during the year.

WINDOW DRESSER CAN BE AN ARTIST

If He Will—An Occupation That Calls for High Talent in the Talking Machine Field as Elsewhere.

The window dresser, whether in the talking machine or any other industry, must have taste—not native taste only, but a cultivated taste. He should be able to discriminate between what is ugly and what is beautiful; his perception should be quick to respond to the higher forms of the beautiful. He can never hope to become an artist without the factors and qualities necessary to the making of an artist. If he is without taste, or has a taste of low development, his work will put forth a taste to correspond. If his appreciation for the beautiful is lacking, there will be nothing of the beautiful in his trim. He can do nothing more toward exciting the pleasures for the beautiful in others than he himself can put into his work.

AN EXAMPLE WORTH OBSERVING.

A World man while strolling down Broadway, the early part of the month in search of elusive news and more elusive advertising contracts, observed the following sign being carried through the financial district: "Have Your Shoes Shined While Listening to the World's Greatest Singer." Upon investigation a large Victor machine was discovered, singing to a room full of customers. When will the downtown restaurants adopt the idea?

Because you are not a born hypnotist don't think that you can't learn to sell goods. It's not so hard for a talking machine man to be tactful, courteous and accommodating.

RECORDS BY MEXICAN POLICE BAND.

The Experts of the National Phonograph Co. Secure 68 Records by This Famous Organization—The Mexican Police Band Is One of the Most Famous and Popular Bands in South America.

Among the many records obtained by the experts of the National Phonograph Co., during their recent stay in Mexico, those by the Banda de Policia (Police Band), are of more than usual merit. Already sixty-eight records by this famous organization have been issued, and further monthly lists of both Amberol and two-minute records will follow. The general excellence of these records is admitted by experts. There is not one in their number that does not measure up to the high standard of the National Co. records, and they are naturally pleased to be able to offer so perfect a list.

The Banda de Policia is one of the most popular bands in Mexico, where every one is a connoisseur of band music, and its members are the flower of the instrumentalists of Mexico. Organized and patronized by General Felix Diaz, nephew of President Diaz, and Chief of Police, and under the direction of Captain Velino M. Preza, who is an eminent composer of band music, the band has reached its present perfection and is now recognized as one of the leading bands of the world. This band has toured the United States on several occasions, and has always met enthusiastic audiences wherever it has played. During its last visit to the United States, in the fall of 1908, a concert was given on the steps of the Sub-Treasury building in New York, by special permission of the government and as a compliment from President Diaz of Mexico.

Many of the selections played by this band are typical of Spanish and Mexican music, and the peculiar charm of the music of these southern countries cannot fail to appeal to a large public in this country. Those who heard, remember with pleasure the snatches of this class of music, but few have enjoyed such a treat as is now offered. All these selections were made under the personal direction of Captain Velino M. Preza, to whose magnetic personality and large musical knowledge, the phenomenal success of this band is mainly due. The captain was delighted with the records just obtained and has expressed his pleasure in a letter to the company, which is given below:

"Mexican National Phonograph Co, Mexico City,



VELINO M. PREZA.

Director of the Banda de Policia, Mexico.

"Dear Sirs:—I have heard the latest records which the Police Band, under my direction, has recorded in your laboratory, and it is a pleasure to me to state that I have found them to be excellent in every way, and that the playing length of the 'Amberol' records of four minutes, enabled me to have the satisfaction of recording the pieces of my band with all the artistic coloring which they require. I congratulate myself on being reckoned among the numerous admirers of Mr. Thomas Alva Edison, and with kind regards, I beg to remain, yours sincerely,
 ("Signed) VELINO M. PREZA."

PHONOGRAPH FIRE ALARM.

A Minneapolis inventor has designed a phonograph fire alarm which is intended to notify inmates of a house of a fire in the night and to call the fire department, but its usefulness depends upon someone from outside discovering the fire, should that someone be passing at the time the fire starts. The device consists of a

phonograph and gong in connection with the telephone and an outside switch. The switch is labeled "turn this if fire," and is placed near the door bell at the front entrance. If a passing pedestrian sees a fire in the house, he turns the switch, which causes the gong to ring and at the same time lifts the telephone receiver and starts the phonograph. On the record is the address of the house and a call of fire, which the phonograph shouts into the telephone a dozen times.

SOME SAGE SUGGESTIONS

Reflecting the Cream of Many Men's Experience in the Battle for Success.

The man who forgets to call loses the largest order. The Lucky Man gets it. Be mindful.

The man who neglects to wind the clock misses the right train. The Lucky Man gets it. Be careful.

The man who leaves the important letter in his pocket does not get the helpful answer. The Lucky Man gets it. Be thoughtful.

The man who comes to the office too late misses the big chance. The Lucky Man gets it. Be prompt.

The man who delays in answering the telephone does not catch the straight tip. The Lucky Man gets it. Don't procrastinate.

The man who is not there when the boss wants to fill the vacancy higher up misconnects with the job. The Lucky Man gets it.

Don't argue. Argument breeds bad blood and convinces no one. It rather strengthens both parties in their original positions.

The clerk who wants larger wages must be a money maker for his employer. Simply holding down the job will not increase the firm's profits.

Some expenses produce profits; some reduce them. If you are to consider a large reduction of expense, beware how you cut into the former class!

Originate your own plans and carry them out. You may be able to copy your neighbor's plans, but it is very doubtful if you can copy his success.

Can you teach others about the things which you yourself do not know? That is why the man at the head of the business should know how to do the things at its foot.

Worry has spoiled a good many otherwise first-class business men. If a man would succeed, he should learn to keep out of things which cause fruitless worry.

Any method of telling people the advantages of your store is advertising. The method that tells the most people, most effectively, at the least price is the best advertising.

How much better you like the railroad whose officials are uniformly courteous and obliging without expecting constant tips! Just so the women feel regarding stores.—*Printers' Ink.*

RUSSIA NOW FALLING INTO LINE.

Russia is evidently not behind the times. Only last month we recorded the use of talking machines by the Canadian Pacific railroad to replace the human announcers at their various stations, and now we read the following in the St. Petersburg correspondence to the London Globe:

"It has been left to the managing board of the Moscow, Windau and Rybinsk Railway to turn the gramophone to practical use, for the board has announced its intention to set up a huge gramophone at the Moscow station of the line, so that the arrival and departure of every train can be announced clearly to the traveling public. At the same time the gramophone will sound the bell thrice, as is usual, before a train starts on its journey. As over 70 per cent. of the people of European Russia are unable to read or write, the ordinary time tables are not of the smallest use to them, and the gramophone referred to has a splendid future before it, if only it can be made to speak clearly and loudly enough."

YOU GET IT ALL FROM US

Quality, Service, Satisfaction and Success

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

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

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

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

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



Victrola

the perfect musical instrument

Every Victor dealer ought to display the great Victrola side by side with the other Victor models.

The Victrola is a standard musical instrument. It presents all the Victor repertoire of high-class music in an attractive setting. It is elegant and artistic in appearance. Its materials and construction are the finest.

- Circassian Walnut, - - - \$250
- Quartered Oak, - - - \$200
- Mahogany, - - - \$200

It appeals to the best class of people. Many people who have not bought a regular Victor become ready customers for the Victrola.

The profit is liberal; and Victrola buyers are the biggest customers for Victor Red Seal records—a profitable business in itself.

Most Victor dealers have added the Victrola to their stock, and are making money with it. Why not you?

Victor Talking Machine Co., Camden, N. J.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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



LIST OF VICTOR DISTRIBUTORS

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

Some Observations Made and Impressions Noted on a Visit to the Recording Department of a Talking Machine Plant—The Artists Feel Badly Because They Sing so Much Better in Private Than in Public—Interesting Word Pictures.

There is one place where joy goes unconfined from 10 o'clock in the morning till 4 in the afternoon. This is in the recording department of a talking machine factory. In that sacred and limited precinct the atmosphere fairly sizzles with music and fervent declamation, and vaudeville, legitimate drama and grand opera rolled into one cannot excel the performance in point of interest and variety. The only trouble is this Ultima Thule of the continuous is a very exclusive affair and the general public is deprived of an opportunity to shower applause upon the stars that glitter in the phonographic firmament. The stars themselves take this deprivation of popular appreciation very much to heart. The tenors are particularly rancorous.

"I sing better when my head is poked into the mouth of this horn that at any other time," said one of these clear-throated persons, "and it seems a thousand pities that there is nobody here to hear me except the other performers, whose own melody is soon swallowed up in other horns."

"But you ought not to complain about that," consoled the privileged visitor. "Your sphere is not circumscribed. You are putting yourself on record, and no matter what you say or do you are bound to come out—"

"At the little end of the horn," put in the tenor, dryly.

"Ten o'clock," said the manager, appearing beside the visitor's chair. "Signor Capavelli, are you ready?"

The manager of a laboratory variety show has a benevolent cast of countenance. His voice is affability reduced to sound and his manner graciousness vivified in action, yet notwithstanding his very obvious amiability his mere announce-

ment of the hour was sufficient to cause the disgruntled tenor with the Italian name and Londonderry accent to cease to lament the fate that had constrained him to run to horns, and prepare himself for song. This process of making up was not wearisome or intricate. It consisted merely of peeling off a coat. Then the Signor was ready to begin.

"First thing," said the stage manager, "we will have the Duke's song done again. It didn't come out well yesterday."

"That wasn't my fault," argued the tenor. "You'll have to charge that up to the pianist. I wanted to sing it in five sharps, but he had to play it in four flats. He couldn't transpose."

The piano was elevated about seven feet above the floor, but through this distance the man fingering the keys caught the adverse criticism and glared.

"You could not reach the A," he retorted. "I played it in a lower key on your account."

The stage manager rubbed his hands up and down the legs of his striped trousers.

"Gentlemen, gentlemen," he remonstrated, "It is now five minutes past 10 o'clock."

"Tum-tum-tum," wailed the piano and the tenor approached the capacious mouthpiece of the sensitized horn, bent his head nearer to the receiver and sang, *con impeto*:

"La donna è mobile,
Qual piuma al vento."

The baritone over in the corner put his fingers in his ears. "Heavens!" he breathed, "he'll break the thing all to smash at that rate."

"Sempre un' amabile,
Leggiadr viso"

vociferated the tenor.

"He doesn't give it the right expression at all," sighed the soprano. "It ought to go like this: La, la, la—"

The manager raised an admonishing finger and contributed to the general chorus a warning, "Sh—sh—sh." The baritone subsided and the soprano giggled. Two minutes later the tenor stepped out into the middle of the room and resumed his gum.

"Very good," pronounced the manager.

"Excellent," complimented the soprano.

"You outdid yourself," said the baritone.

"And now, sir," said the manager, addressing the baritone, "it is up to you. You are down for two numbers this morning—the factotum's song from the 'Barber' and the 'Pagliacci' Prologue. Which will you do first?"

"The Prologue," replied the baritone.

"Si puo? Si puo? Signori, Signori.

Scusatemi se da sol mi presento,"

bawled the baritone. The stage manager polished his trousers again.

"That will break all records," he said, delightedly, when the baritone had rejoined the group. "Do you adhere strictly to the classical here?" the visitor asked.

"Sure thing," laughed the all-round character man. "Nothing else goes within these dear, familiar walls. Just listen to me, for instance. I'm going to do 'Don't Get Married Any More, Ma.' What is more classic than that?"

A brass band climbed to its tier of benches and sounded the preliminary toots of a Sousa march, and the visitor escaped into an adjoining room.

"I wish," said the visitor to the tenor, "that you'd tell me something about this business of yours. Is it hard work?"

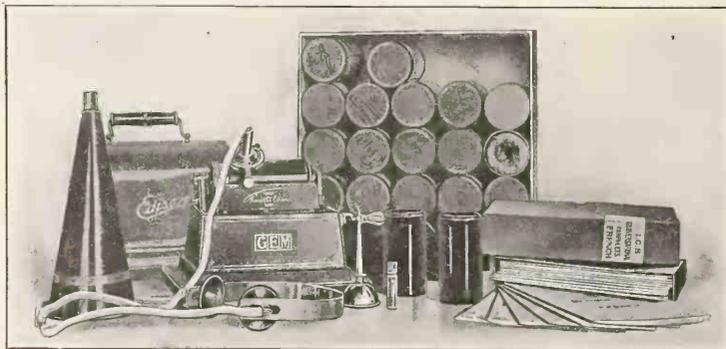
"Well, that just depends," he returned, "it is and it isn't. After you've once got the hang it's easy, but still it's mighty uphill work. The voice is fitted for phonographic work. The great majority of voices, no matter how well trained and effective in an auditorium, sound muddled and screechy and indistinct when immortalized in a machine.

"As I remarked a little while ago, I am now at my best when singing with a horn for an audience, but I can remember the time when I was at my worst under such circumstances. For one thing, the novice in phonographic work is sure to be affected with the worst case of stage fright known to the fraternity. There is no kind of spasm on earth like it. It is different from the nervous attacks that come over one when facing an audience. Somehow, the thought that you are about to say something that will be ground out for the edification of posterity fills you to the brim with self-consciousness, and the upshot of the matter is the tyro is sure to be floored on the spot. It takes weeks of practice to overcome this timidity and the tuning up must all be done on this limited stage right back of the piano. With that drumming away at your back and that horn sending — — your own voice from the front, and at the same time choking the breath out of you, you realize that you are up against a hard proposition.

"Next to sopranos the tenors have the hardest time of all performers. Naturally, the high-pitched voices are more difficult to record, with all their shades and inflections, than those of middle register. Indeed only very few women's voices make perfect records. Perhaps three copies may be considered first class.

"A baritone voice is best for all-around purposes. It is valuable not only for singing, but monologues, political addresses and character studies. However, when it comes to versatility, I refuse to take a back seat for anybody, even though I am a tenor. Since I became a machine I've sung everything in a tenor's repertoire from the Swan song to 'My Babe From Boston Town,' and in about seven different languages, though of course I don't claim that I got a perfect accent. Then, I don't confine myself to the repertoire of a tenor. Up to a year ago I was forced, by the agencies of the phonographic labor market, to infringe on the rights of the soprano. Why, once I had the temerity to try the 'Mad Song,' it actually went on record, too, and is included in the regular list to this day. Besides that, I've done freak work. For instance, one manager conceived the idea, a year or so ago, of putting on record the cries of a solitary man who had drifted out to sea in a little shell of a boat and was about to pay his last respects to Davy Jones. Say, it would make your blood curdle to hear the shrieks and despairing 'Helps, and 'Hoys that that imaginary

The New I. C. S. \$35 Language Outfit



One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them. This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, and Spanish Embassies at Washington. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners. The I. C. S. Outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language. Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest as it sells for only \$35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 918, SCRANTON, PA.

mariner let out. If I do say it myself, I brought the record up to the very top notch of realism.

"Well, a short while after that selection had been put on the market a New Yorker who was summering on the Maine coast loaded a little boat with fishing tackle, a miniature restaurant, a circulating library, a talking machine, and himself and went out for a day of dreamy dawdling on the ocean. He dreamed and he dawdled and by and by the water began to churn, and the boat began to caper most reprehensibly. Incidentally the man from New York began to try to holler but, to his dismay, he couldn't raise a peep. He hadn't been used to loafing around on the water and his outing had made him so hoarse that he couldn't even squeal.

"There he was, away out there on the ocean, four miles or more from shore with not even a row boat in sight and no voice left to call anybody. Luckily he happened to think of the talking machine and in short order that machine was yelling 'Help!' and 'Save us!' to beat the band. The cries of the man, himself, in ordinary voice, couldn't have been half so effective. The racket was wafted clear in to the shore and I don't know how far inland. The crew of the life saving station heard it and rowed out and saved him."

The visitor looked at the tenor admiringly. "That was splendid," she said. "But you ought to have had a reward. You were primarily responsible for the rescue."

"Oh, I know," said the tenor modestly, "but I didn't put in any claim. I don't mind a little thing like that. I've done bigger things than that. It's been put down to my credit that I've worked no end of miraculous cures in hospitals and private sick rooms. A man over in Jersey City was converted last winter by listening to my singing of 'Rock of Ages,' and another fellow up in Yonkers—"

Then the visitor quietly backed toward the door and indulged in "thinking things."

MECHANICAL ZITHER.

Disc-Like Talking Machine Record Plays Tunes on Wires.

A novel musical instrument from the home of music is the mechanical zither invented by a German. This instrument consists of a zither with an attachment at one end for a disc like a talking machine record. The record has little projections on the underside by means of which a device connected with the strings picks out tunes as if the zither was played by hand. The disc is revolved by means of a handle at one end of the zither box, a strange feature in these days of self-playing instruments. Operating mechanically, as it does, the music of this zither is more nearly correct than if the wires were plucked by hand. There is no possibility of striking the wrong string, for only those wires whose spurs are struck by the projections on the record will respond and the tone thus given out is clear and entirely free from the blur so often caused by the striking of two wires at once when the instrument is played by hand.

STIMULATING THE RESPONSIBLE MAN.

Whatever puts more vim into an employe is a business asset. If a man can be made to take a more intelligent interest in his work and put the force of his own purpose behind it, that is a condition worth working for. To add 25 per cent. to the gross sales of a business may not mean as much in net profit as to add 25 per cent. to the efficiency of the working force—to get them to give 25 per cent. more vital work for the same expense. This principle is well understood in the manufacturing business and in other lines where there is a tangible relation between the expense and the output. But it is often overlooked in dealing with men of responsibility. Such men, being human, are affected by moods and degrees of interest in their work even more than the employe, who does more mechanical or

routine work. Not to recognize this and conserve it, not to stimulate it and mold it along lines of improvement, is one of the greatest wastes of paid for energy and intelligence that can be found anywhere in the business world. The only worse thing is to attempt to govern such men too closely and so deprive them of the spontaneity and initiative of individual action. Few things add so much interest to the work of a responsible man as the intelligent and cordial appreciation of his work by his equals and superiors and the feeling that there are standards which he must still strive to attain.

WISCONSIN CO. BUY ANDRE STOCK.

Entire Line of Machines and Records as Well as Right to Handle Them in La Crosse Secured by the Wisconsin Music Co.

(Special to The Talking Machine World.)

La Crosse, Wis., Oct. 2, 1909.

The entire stock of phonographs and talking machines, records both of the Edison and Victor machines, as well as the right to handle them in this vicinity, has been purchased by the Wisconsin Music Co. from the Andre Music Co., on South Fourth street. A special department will be made of the talking machine business at the Wisconsin Music Co.'s store, on South Fifth street, and the concern will hereafter carry the largest line of talking machines, popular and classical records and supplies in town. A balcony at the rear of the store has been devoted exclusively to the new department.

HERE'S AN UNRECOGNIZED GENIUS!

Some one who signs the name of Henry Tasker has been mailing postal cards from Harrisburg, Pa., to Chief of Police George P. Washer, of Orange, in which he claims to have "the power of electricity administered through the body" and also a talking machine, which "administers the power of electricity through the air." The writer wanted the chief to communicate his inventions to "Mr. Edison, who invented electricity." The chief has been too busy to accommodate his correspondent.

INVENTS TALKING BILLBOARD.

Mort H. Singer, the Chicago producer of musical comedies, has turned inventor. He has designed and had patented a "talking billboard."

The new device consists of the use of a phonograph and figures, so arranged with jaws moved by mechanical contrivances, that it seems to speak words uttered by the phonograph. Mr. Singer says he has had the idea for several years, but did not have time to perfect it until recently.

FIELDS' AUXETOPHONE ACTIVITY.

This Instrument Heard in Hotel Concert Also in Vaudeville Program with Great Success.

(Special to The Talking Machine World.)

Little Rock, Ark., Oct. 1, 1909.

S. M. Field & Bros., of this city, entertained an audience of one thousand guests and visitors at the Hotel Marion with an Auxetophone concert recently. The vocal numbers rendered by the great opera stars were artistically accompanied by the hotel orchestra. Each selection was enthusiastically applauded. The same firm took a part in the Majestic Vaudeville program recently with Auxetophone accompanied by the theater orchestra.

PAYS TO KEEP YOUR CREDIT.

It is the misery of debt that carves the wrinkles on the brow of frankness and transforms the goodly face into a mask of brass. It metamorphoses the man of past honor into a trickster.

When debt comes in at the door contentment flies out of the window. If you want to keep contentment in the corner you must shut the door of debt. With the former present a cup of cold water will taste sweet and refreshing, a crust of dry bread will be a toothsome dainty, a threadbare coat will afford warmth, and a battered hat feel easy on the head. Never mind poverty. Keep your credit and it will encircle you with the white glow of a noble manhood.

The Marietta Phonograph Co., Marietta, O., whose entire stock of goods at 113 Front street was destroyed by fire on July 31, are again back in business at 153 Front street, that city, with a complete line of Victor, Edison, Zonophone and Columbia disc machines and records—the line they formerly carried.

The vain clerk worries for fear the boss may not be able to fill his place while he's away on vacation. The modest clerk worries for fear the boss may fill it permanently.

Edison We Serve You Right Victor

Quantity, Quality, Service, Satisfaction

- YOU GET IT ALL HERE

Send Your Edison and Victor Orders to the

"HOUSE OF HUSTLE AND PUSH"

We built our business, filling orders more complete and more promptly than the house handling this line as a side issue. Give us a trial and get next to our methods.

CABINETS The only house in Philadelphia having a complete line of Herzog Cylinder and Disc Cabinets. Something unique in a Pegless Cylinder Cabinet. Send for our catalogue.

LOUIS BUEHN AND BROTHER
45 North Ninth Street Philadelphia



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Trade Representatives: GEO. B. KELLER, W. T. DYKES,
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Cleveland: G. F. PRESCOTT.

London, England, Office:
89 Basinghall St., E. C. W. LIONEL STURDY, Manager.

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

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

ADVERTISEMENTS, \$2.00 per inch, single column, per
insertion. On quarterly or yearly contracts a special dis-
count is allowed. Advertising Pages, \$60.00; special posi-
tion, \$75.00.

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

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

Long Distance Telephones—Numbers 4677 and 4678 Gram-
ercy. Cable Address: "Elhill," New York.

NEW YORK, OCTOBER 15, 1909.

FATHER KNICKERBOCKER has been hold-
ing a celebration which has never been
approached in all of the old gentleman's annals.

The Hudson-Fulton celebration, the commemora-
tion of two events which have had a profound
influence upon the development of this country,
closed early in the present month.

Many interesting features in the way of pa-
rades and pageants on land and sea have marked
this holiday period—perhaps the most imposing
which has ever occurred in the history of any
city in the world.

It's a far cry from the three hundred years
when Hudson discovered the great river which
bears his name to the present time, but his dis-
covery marked the opening to civilization of a
region of which the Empire State forms a promi-
nent part.

And then the second event, the first application
of steam to navigation—an event which changed
the whole maritime history of the world.

The hundred years of progress between Fulton's
creation and the latest type of ocean ships is in
truth marvelous, and the presence of the repro-
duction of Hudson's and Fulton's vessels added
a charm to the great occasion.

THE celebration of the achievement of Hud-
son and Fulton was rendered all the more
interesting and timely by the success of Cook
in the field of Arctic exploration and the success
of Wright in aerial navigation.

May we not expect that a hundred years hence
a greater metropolis and a greater United States
will be celebrating, with accessories which our
present-day imagination can barely conceive, the
discovery which has brought within human ken
the Ultima Thule of the northern hemisphere?

Indeed, it has been a century of marvelous
progress, and what strides we have made within
the past few years!

The talking machine of to-day is conceded to
be one of the wonders of the age.

In fact, perhaps, there is no invention which

has interested men of all countries in the same
degree that has the invention by which sound
is reproduced with such fidelity and accuracy.

Other wonders, perhaps, just as great may
mark the end of the next century, and who can
say where the end will be?

BUSINESS in all sections of the country is
showing constant improvement, and there
is no doubt as to the future of the trade during
the remaining months of the year.

The question which will be of the utmost im-
portance to a good many merchants will be how
to secure manufactured stock without annoying
delays.

Merchants in all lines who have stocked up
in advance have acted wisely, because it is con-
ceded that with the rush which is bound to
come from this time on it will be difficult to
meet with all the requirements of the retail
trade.

There are opportunities for business which in-
terest every wide-awake merchant, and how to
get the business and hold it is a question of live
interest.

All of the retail dealers in the big cities try to
impress the public with little touches of char-
acter given to their advertising, their show win-
dows, their delivery wagons, their wrapping
paper or their interior equipment.

Now, it is a good plan to watch the men who
have been successful in other lines.

Study their methods and engraft such part of
their business as seems practical and desirable
into your own. Lessons may apply to the lesser
establishments.

No matter how small the store, there are al-
ways points which may be gained from observa-
tion of the larger ones.

THE conductor of the smallest talking ma-
chine store in the land can gain something
by a study of those higher up.

The small store can tell in the show window
something about the specialties which are within.
Talking machines, of course, in this particular
trade.

Then, if there are good, snappy cards, inviting
people to enter, that is good.

Then, when they do enter, if they are met with
an interior that is inviting and are served prop-
erly, it at once becomes a buying atmosphere, and
everyone knows perfectly well on entering a
store where carelessness is in evidence that the
environment is not congenial to selling. People
feel instinctively that something must be wrong.

They prefer to make purchases where there is
a good, bright, healthy environment.

To create a growing business the public must
be interested, and if you have a growing busi-
ness you have to grow with it, mentally and
financially.

If you wish your business to grow you must do
something more than wishing to bring it
about.

Doing things that are worth while always make
a man grow mentally or physically, or both, and
the business of such a man is so much a part of
himself that it grows with him, and each helps
to continue the process for both.

Now, never has merchandising looked brighter
than at the present time.

All of the signs point to an unprecedented
fall and holiday season, with continued pros-
perity beyond.

Now, are you ready?

Is your business house in order?

Have you made preparations for a big season's
business?

If you haven't you have been asleep at the
switch.

It is not too late to become fully awakened to
the desirability of improving your business con-
ditions to the utmost.

Recollect the holiday season is not far away.
Are you ready for it?

The demand for high-priced talking machine
outfits continues excellent, and there is every
reason to believe that the sales of the de luxe
creations will steadily increase.

The manufacturers are preparing to meet this
demand, and there is no question as to its con-
stant growth.

Indications now point to a season of activity
in all branches of the talking machine trade.

It is up to business men everywhere to make
the most of favorable conditions.

DURING the Hudson-Fulton celebration a
number of trade visitors had the pleasure
of inspecting the new Edison Amberola at the
headquarters of the National Phonograph Co., in
this city.

A detailed description, together with illustra-
tions of this artistic Edison creation, appears else-
where in this publication.

The new product has evoked favorable criti-
cism on the part of those who have listened to
its marvelous musical attributes.

The design of the Amberola is artistic, and it
has a number of distinctive features which opens
up a new field for Edison dealers and jobbers.

It will retail for \$200, and it has special ad-
vantages for home playing.

The Amberola, which is a concealed horn ma-
chine in a handsome cabinet, is an attractive
creation, and will unquestionably add to the fame
of the Edison products. In its equipment are a
number of new and novel features which will at
once commend it to practical men.

It is the purpose of the company to have the
Amberola type ready to supply the holiday trade.
A number of important jobbers have already
placed large orders for early shipment.

SALESMANSHIP counts in selling talking
machines at retail as well as in any other
line, and tact should be used in handling various
types of callers.

In trying out records great care should be
shown not to place on records which might offend
and every care should be used to interest and
enthusiasm callers. Too much emphasis cannot be
placed upon the necessity of using diplomacy
in handling customers.

We have seen in some warerooms salesmen
place on some of the most frivolous compositions
when trying to interest clerical looking gentle-
men.

We have seen these men walk out of the store
without purchasing and wearing upon their fea-
tures an apparent look of disgust.

If managers will impress upon salesmen the
commercial value of good record showing they
will at once make a move in the direction of
increased business.

It is well to have frequent talks—serious talks
regarding the value of good salesmanship.

In this way many useful suggestions will be
brought out which will assist salesmen and
thereby increase the earning capacity of the
establishments with which they are identified.

VICTOR TAKES PLACE OF ARTIST.

Remarkable Tribute Paid the Artistic Value of the Talking Machine by Mlle. Gerville-Reache, the Celebrated Contralto, of the Manhattan Opera Co., Who Consider Her Records Good Enough for the Worcester Festival Orchestra to Rehearse With.

The talking machine is steadily broadening its sphere of usefulness in all domains of effort. All the leading vocal teachers are now using the voices of the great operatic artists who can be heard through the medium of the talking machine to teach style, phrasing, voice production and other pedagogic essentials. Its usefulness and value have become so recognized in this special field that the scoffers of a few years ago have now "remained to pray" and praise the talking machine.

Perhaps the most enthusiastic admirers of the talking machine are the great operatic artists—men and women who are splendidly equipped to pass judgment upon the quality and merits of the voices reproduced by means of the talking machine record. And this reminds us that the talking machine came in for a new use in connection with the Worcester Festival, which took place the closing days of last month, and one which emphasizes its value along new and original lines.

Mlle. Gerville-Réache, the distinguished mezzo-soprano of the Manhattan opera forces, had just finished a rehearsal with the orchestra which went far from well. She was entirely disconsolate at the result, and in a burst of that French temperament which gleams in the sunlight at one moment and mourns in the shadow at another, and with that expressive shrug which may mean anything from "what shall I do" to "I don't care what happens," she said, "Mon Dieu, not only do I get nothing from that rehearsal, but they have taken away even my remembrance of words, phrasing and everything else."

After her attack of despondency had subsided it occurred to the prima donna that she would be compelled to get the music and go over the work in order to sing it as planned at the performance in the evening. Following this idea she went to the local music house of M. Steinert & Sons Co., but to her discomfiture that particular number was not on the shelf.

"What to do!" she cried. "What can I do?"

As a matter of offering the distinguished visitor a little entertainment, the urbane clerk suggested that he would be pleased to have her hear herself on the Victor talking machine, to which this establishment had devoted no little attention. This did not interest her, apparently. In fact, nothing could interest her with memories of the rehearsal in mind.

A friend with her was seized with a brilliant thought, and, turning to the clerk, asked: "Have you a record of this number that Mlle. Gerville-Réache is scheduled to sing at the festival this evening?" The affirmative answer was translated to the disconsolate singer, who was looking into vacancy trying to recall the delicate details of Gounod's "Stances de Sappho."

The suggestion made that she might hear herself as others had heard her struck her just right and a ray of light opened when her rich, beautiful voice rolled out of the machine. Never was an operatic star heard with more fervent delight and attention than she listened to this record of her voice. As the last note died away she said: "Encore! Encore! I want to listen once more." Three times she gave it her undivided attention, beating time with it here, breathing with it there and singing bits now and then. In short, she took a lesson from herself, in all probability, with more attention than she had ever accorded to any of the teachers of her life.

When she had finished in an outburst of delight, she said: "Oh, please, would it not be possible to send this record over to the hall and let the orchestra rehearse until it has achieved what I want? It would not put me to the strain and would thus have my exact interpretation."

Whether this suggestion was followed or not

we know not, but it is certain that when the moment came that evening Mme. Gerville-Reache outdid herself and sang with all the enthusiasm and charm for which she is noted as leading contralto of the Manhattan Opera Co. and the star of whatever musical event she graces.

This is perhaps the greatest compliment ever paid the Victor record, and furnishes an idea of how the art of recording has been so developed that an artist as great as Mme. Gerville-Réache considers the record of her voice so satisfactory that she desires it sent to the leader of the orchestra as a model of the best she can do in interpreting a song.

And what possibilities this unfolds! The time



Mlle. GERVILLE-RÉACHE.

is not far distant, apparently, when great artists will have records of their voices attend rehearsals instead of appearing in person, thus saving the wear of their voices and keeping them fresh and in first-class condition for the operatic performance. Truly, the talking machine is opening up new fields of usefulness.

NO APPEAL TAKEN IN "DUBBING" SUIT.

No appeal has as yet been taken in what is known as the "dubbing case"—Columbia Phonograph Co., General, Fonotipia Co., and the Victor Talking Machine Co., against W. V. P. Bradley and the Continental Record Co. An order for the United States Marshal to seize the discs, machines, records, etc., in the possession of the defense, was issued by Judge Chatfield, Circuit Court of the United States, eastern district of New York, but the returns have not as yet been

made to the complainants, as it will later.

A prominent attorney connected with the case, in speaking of the appeal the other day, said: "Of course, outside of the expense to the prosecution, I should like to see an appeal taken from Judge Chatfield's decision. There is not the slightest doubt but that the United States Circuit Court of Appeals would sustain the lower court in every instance. An appeal would settle the matter for all time, though it is evident this has already been accomplished as the suit now stands. It is, however, only in a professional sense I speak."

THE ART OF PLEASING CUSTOMERS.

A Difficult Thing to Please Everybody, but a Little Diplomacy Proves a Valuable Asset.

Mr. Merchant, one of the most important things about your business, and upon which so much depends for real success is that most gentle art of pleasing others.

To do this, you and your clerks and your office help may often be compelled to do things that are not as pleasant as they might be, and to put aside many personal likes and dislikes, either for the money there is in it or the good you are doing for your future business.

A pleased customer is a mighty big advertisement in itself, everyone will admit, for it often happens that the customer that seems hardest to please will eventually be your store's best friend and its best "plugger."

If we go into our large stores in the city and have a kick to make, the clerk refers us to Mr. So-and-So, and after we have given vent to all our feelings about the matter, Mr. So-and-So does not in return say, "You're a bug-house," "You're hard to please," "You'd kick if you'd go to heaven." Oh! no; he'll almost get down on his knees; he is sorry; the clerk is sorry—everybody is—and everything will be made right; he will give his personal attention to the matter to see that it is right. And the kicker goes away almost ashamed that he ever said a word, especially that he got "hot," and when he goes home the whole household will know what a fine, pain-taking establishment is Smith's.

Some men never recognize an opportunity unless it is labeled.

Some men's idea of a corking good time is an uncorking one.

To the Victor Dealers in Western Michigan

WE are Victor Distributors, always carry a full line of Victor Goods, and can fill your orders for machines, records and supplies promptly. Grand Rapids is the metropolis of Western Michigan. Numerous railroad trains and electric cars are leaving this city daily in all directions and will bring your goods to your door within a few hours and at a small expense. Ordering from us means a saving of time and money. Try us.

Our representative will be pleased to call upon you.

JULIUS A. J. FRIEDRICH
DISTRIBUTOR

GRAND RAPIDS, MICH.

The Edison Phonograph with Amberol Records

plays the music as originally composed and as *meant* to be played—without hurrying, without omissions in the middle or cuts on the end.

What more can an instrument offer?
Who wants an instrument that offers less?

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.

Allentown, Pa.—G. C. Aschbach.

Astoria, N. Y.—John Rose.

Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.

Baltimore—E. F. Droop & Sons Co.

Bangor, Me.—S. L. Crosby Co.

Birmingham, Ala.—The Talking Machine Co.

Boise, Idaho—Eilers Piano House.

Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.

Brooklyn—A. D. Matthews' Sons.

Buffalo—W. D. Andrews.

Burlington, Vt.—American Phono. Co.

Canton, O.—Klein & Heffelman Co.

Chicago—Babson Bros., James I. Lyons, Lyon & Healy, Montgomery Ward & Co., The Vim Co., Rudolph Wurlitzer Co.

Cincinnati, O.—Ball-Fintze Co., Rudolph Wurlitzer Co., Milner Musical Co.

Cleveland—Eclipse Musical Co.

Columbus, O.—Perry B. Whitsit Co.

Dallas, Tex.—Southern Talking Mach. Co.

Dayton, O.—Nichaus & Dohse.

Denver—Denver Dry Goods Co., Hext Music Co.

Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.

Detroit—American Phono. Co., Grinnell Bros.

Dubuque, Ia.—Harger & Blish.

Easton, Pa.—The Werner Co.

Elmira, N. Y.—Elmira Arms Co.

El Paso, Tex.—W. G. Walz Co.

Fitchburg, Mass.—Iver Johnson Sporting Goods Co.

Fort Dodge, Iowa—Early Music House.

Fort Smith, Ark.—R. C. Bollinger Music Co.

Fort Worth, Texas—Cummings, Shepherd & Co.

Gloversville, N. Y.—American Phonograph Co.

Helena, Mont.—Frank Buser.

Hoboken, N. J.—Eclipse Phonograph Co.

Houston—Houston Phonograph Co.

Indianapolis—Indiana Phono. Co., Kipp Link Phono. Co.

Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.

Kingston, N. Y.—Forsyth & Davis.

Knoxville—Knoxville Typewriter and Phono. Co.

Lincoln, Neb.—Ross P. Curtice Co., H. E. Sides Phono. Co.

Los Angeles—Southern California Music Co.

Louisville—Montenegro-Riehm Music Co.

Lowell, Mass.—Thos. Wardell.

Manchester, N. H.—John B. Varick Co.

Memphis—F. M. Atwood, O. K. Houck Piano Co.

Milwaukee—Laurence McGreal.

Minneapolis—Minnesota Phono. Co.

Mobile, Ala.—W. H. Reynolds.

Montgomery, Ala.—R. L. Penick.

And In Addition
Sousa's Band
 now plays for the
Edison Phonograph

Couple that with our exclusive contract with Victor Herbert and ask yourself what better combination of sales helps you could desire—with the name Edison to top it off.

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS—Continued

Nashville, Tenn.—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Houshold Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Ogden, Utah—Proudfit Sportings Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Oswego, N. Y.—Frank E. Bolway.

Omaha, Neb.—Nehraske Cycle Co., Shultz Bros.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buchin & Bro., C. J. Heppie & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, H. A. Weymann & Son.
Pittsburg—Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves Music Co.
Providence—J. A. Foster Co., J. Samuels & Bro.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phono. Co.
Richmond—C. B. Haynes & Co.
Rochester—Mackie Piano, O. & M. Co., Talking Machine Co.

Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons, Pacific Phonograph Co.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—Bruce & Brown Co., Inc., Eilers' Music House.
Sioux City Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brackett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—Koerber-Benner Music Co., Silverstone Talking Machine Co.

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

KESIDE AVENUE, ORANGE, NEW JERSEY

IN THE INDIANAPOLIS TRADE.

Business Shows Marked Improvement—Enthusiastic Over Grafonola—Report Unusually Good Edison Business for Month—Saved Machines from Swindlers—Five-Cent Shows Fight to Open Sundays—Newspapers and Churches Opposed to Move—Other Trade News of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 1, 1909.

The talking machine business has been getting better in Indianapolis for the last month. Dealers think it is due largely to more confidence on the part of those who have money. Dealers out in the state seem to be willing to place larger orders with the Indianapolis jobbing houses. If trade keeps up during the winter as it is now the next season will be one of good profits for the talking machine enterprise.

The entire staff of the Columbia Phonograph Co.'s store from Manager Devine down is enthusiastic over the new Grafonola. "There will undoubtedly be a big demand for these machines," said Mr. Devine, "when the public know that we have them."

The Indiana Phonograph Co., who handle Edisons, reported an unusually good business in October. The monthly shipment to dealers out in the state was very gratifying. "It is not every day that we have single orders to out-state dealers reaching 300 records each," said one of the representatives of the company. "In October, though, we had a number of orders as large as that." The chief business of the Indiana Phonograph Co. is in the northern part of the state. Recently, however, six new agencies have been established in the southern part of the state, and it is said that that section of Indiana

will be rapidly developed. The Amberol record keeps up its usual record as a seller with the Indiana Phonograph Co. The best selling standard record last month with the Indiana Co., was No. 10,234, "Down at the Huskin' Bee." The best selling Amberol was No. 219, "Turkey in the Straw."

E. E. Hill, 708 Massachusetts avenue, who handles Edisons, reports an increasing business with the coming of cold weather. He does a retail business only. The extension of business and building of new business houses in Massachusetts avenue has helped his trade.

The Kipp-Link Co., who handle Edisons, had a nice increase in business last month, according to Mr. Kipp, of the company. Mr. Kipp made a business trip among his agents in the northern part of the state and visited at Chicago and Detroit. He found all dealers hopeful of a good business. This company have established several new agencies in the state in the last month. The Amberol records are selling well with this company.

Among the stuff which was ready to be shipped out to Oklahoma recently and which resulted in the arrest of the three men and two women was a Victor Victrola, of the Musical Echo Co., and a graphophone belonging to the Columbia Co. A representative of the Columbia Co. went to the car to get the machine of that company. He happened to see the Victor Victrola in the car and immediately notified the Victor people.

Dr. T. Victor Keene, formerly city sanitarian, and at one time head of the bacteriological laboratory of Indiana, is one of the enthusiastic talking machine men of Indianapolis. There is scarcely a grand opera record of good quality that he does not add to his collection. He is a great admirer of Zenatello, the famous tenor.

Recently Dr. Keene has been sick at his home and talking machine music has added to his entertainment.

H. H. Myers, representative at Chicago and in northern Indiana for the Columbia Co., was a caller at the local store. He was in Indianapolis over Sunday and declared that business was looking better all along the line.

A great squabble has arisen in Indianapolis during the last week on the question of whether the five-cent vaudeville houses shall remain open on Sundays. All of the places were open last Sunday and when an investigation was made it was found that Mayor Bookwalter had made an arrangement by which 20 per cent. of the net profits of the vaudeville houses were to go to charitable institutions. If some of the proceeds had not gone to charity it would have been a direct violation of the law for the vaudeville houses to be open on Sunday.

Immediately after the mayor's arrangement had been made public a great cry was raised by both of the leading newspapers of the city. The mayor's plan was called virtually a subterfuge and it was pointed out that the amount which would be derived for charity after all of the expenses of the vaudeville houses had been paid would be small indeed. Finally two of the leading ministers of the city took the matter up and it looks now as though there would be united opposition to the plan for having the vaudeville places open on Sunday.

Allen E. Jay, of the Kipp-Link Co., has returned from Texas.

Leonard Christ, of the Columbia Phonograph Co.'s staff, gave a graphophone recital recently at a lodge meeting of the Knights of Columbus.

Business is good among the five-cent vaudeville houses in spite of the opening of the theatrical season. The cessation of the summer excursion business has cut down the receipts of the penny arcades to some extent.

W. H. Frame has opened a moving picture show in South Meridian street. He is using a Twentieth Century Columbia Graphophone for outside work.

One of the Indianapolis daily papers the other day had an editorial against sensationalism in the five-cent shows. It was called forth by a set of prison pictures, which were being shown in a North Illinois street house. The front of the theater was arranged to represent a prison and a man in prison garb marched up and down in front. The paper thought this was going a little too far.

The German Catholic Central Verein, which held its national convention in Indianapolis, adopted a resolution against immoral pictures in five-cent theaters. Recently in some of the Indianapolis houses pictures have been shown of a dance which is not very elevating. It is believed that this is calling forth some of the criticism.

THE DIFFERENCE.

"Give two men an equal chance with the same goods and the same advantages in the same territory, and one will turn out to be a John Wanamaker, while the other winds up a brief and inglorious career as Jonah H. Mudd. In most all the cases out of ten it's simply because one has the plain, animal intelligence to ask for business and the other hasn't.

"If you know what you want, and why you ought to have it, for Heaven's sake jump out in front and ask for it. And keep on asking as long as there is anything in sight that looks as if it might come in handy some time."

Get into the habit of installing window displays. A window can be turned into a valuable advertising medium—it can likewise be turned into a poor one. Window displays should be changed at frequent periods and the one thing to be remembered in this connection is simplicity. Do not undertake to pile your entire stock in the window at one time. Just a few articles, one or two neatly printed cards or signs with a neat background, and the trick is easily accomplished.

VICTOR

EDISON

Standard
Talking Machine Company
Pittsburgh, Pa.

We Give { Better Service
Better Terms

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

Standard Talking Machine Co.
Pittsburgh, Pa.

EDISON

VICTOR

NOW FOR NORTH POLE RECORDS.

Enterprising Manufacturers Should Get After Both Claimants and Secure Records Describing the Final Dash—Lieut. Shackelton, Antarctic Explorer, Establishes Precedent in Making Records for Gramophone Co.

It is now up to the enterprising manufacturers of talking machine records to arrange with both Commander Peary and Dr. Cook and secure records of how they made their dash for the North Pole. The controversy between these two gentlemen as to "who got there first" make the public interest the keener, and consequently any records which they may make of their adventures would have a tremendous sale, not only in this country, but throughout the world.

As it will take a year or more before the learned societies will pass judgment upon the data presented by the two explorers, it insures at least two seasons of sales activity for the records of the North Pole expeditions.

In making a permanent record of their polar trip for public distribution neither Commander Peary nor Dr. Cook will establish a precedent, for Lieutenant Shackelton, the leader of the British expedition, which came within a very short distance of the South Pole, has made a series of records for the Gramophone Co., of London, in which he tells of his trip, and pays a generous tribute to the bravery and endurance of the men who accompanied him.

The talking machine now occupies such a position of national importance, being found in the homes of practically everybody who desires to keep in touch with the world's progress, that no great movement, whether in art, science, history or politics, can afford not to be recorded for the purposes of public education and instruction and for permanent filing for use in centuries to come. It seems to us that all present-day personalities connected with all the great achievements of the world should make it a point to make permanent records of their views or impressions for the benefit of the generations who will follow us.

[Since writing the foregoing we have been informed that the Victor Co. have secured a record made by Dr. Cook.]

RETURN POSTAGE PLAN FAVORED.

Postal Committee Officially Sanctions Adoption of New Return Envelope and Postal Card for Use of Advertisers—No Charge for Stamp Unless Used for Purpose Intended.

A problem of the post office department which has been discussed by advertisers appears now to have a partial solution. Doubtless many merchants who conduct extensive mail advertising campaigns will find in the new plan a help in securing orders from their customers.

A return envelope and postal card have received the official sanction of the Postal Committee at Washington, and will be issued for use in the very near future. The plan is as follows:

"It is required by law that all postage shall be prepaid so that any plan which has been devised will require the co-operation of outside agency, to the extent of securing a deposit of \$100,000 with the department as a postal fund. The department will manufacture envelopes and cards bearing a peculiar stamp, which can easily be recognized, distinguishing it from ordinary mail. These the department will sell to whatever form of syndicate which may represent the deposit at the regular price, less the price of the stamps.

"The contractor will distribute them as they may be ordered by advertisers after having a return address printed on them with notice that the stamp is void if the address is changed. Such envelopes and cards endorsed by advertisers may be returned to them without affixing additional stamps, but on arriving at their destination they will be held by the post office till the advertiser pays the regular postage on all such matters as he actually receives.

"The moment the envelope or card is mailed, the stamp which the department impresses becomes a legal stamp and satisfies the law, while it is of no value if the address is changed, and no loss to the advertiser if thrown away. When the advertiser pays the amount of regular postage on all such mail as he actually receives he only keeps the original deposit intact."

MAY BAR FILM EXCHANGES.

Recent Fire in Pittsburg, Pa., Exchange Causing Heavy Explosion Causes Authorities to Consider Barring Such Concerns from City.

An investigation by Fire Marshal W. D. McGill and Superintendent Coster, of the Bureau of Explosives, of Pittsburg, into the causes of the serious explosion in the Columbia Film Exchange in the Ferguson block in that city led Superintendent Coster to announce that in the absence of any other cause for the explosion and in the face of the positive declaration that films will

not explode, the cause must be charged to the films, in which event the most stringent laws prohibiting the storage of films in the city must be enacted without delay.

"I cannot imagine," he said, "how any gas that would arise from the burning films could do the damage that occurred. If the explosion was caused by the gas from the films there would only be enough to affect the room in which it collected. There would not be sufficient to damage the other parts of the building. It would have spent itself with the blowing out of the walls that confined the gas. The result gives every indication of the explosion of some more powerful matter, yet the sworn statements of all these witnesses agree to the effect that no chemicals of any nature, beyond the film cement, were kept in the room. This, in spite of the claim that films are non-explosive, leads to but one conclusion—that the explosion was caused by the films. Such being the case it is imperative that the business in the future be barred from the city entirely."

MAGNETIC NEEDLES ARE THE BEST
3 KINDS
 MULTI-TONE
 LOUD TONE
 MELLOW TONE
Write for Samples

VICTROLA Protectors
 Keep Your Victrolas in Good Condition : :
DEALER'S PRICE, \$2
Get a Sample

You Can Sell This

VICTOR-O-OUTFIT COMPLETE FOR

\$25.00 RETAIL



Our line of moderate price Cabinets to match the Victor Machines **ARE WINNERS**

A chance for you to make up quick selling outfits for Fall and **Holiday Trade**

All Cabinets have continuation tops and match the machines exactly

For Style and Finish they cannot be beat!

THEY WILL HELP YOU SELL MACHINES

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK

Dealer's Prices :

Mahogany Victor-O Cabinet	\$5.50
Oak Victor I Cabinet	\$5.50
Oak Victor II Cabinet	\$6.75
Oak Victor III Cabinet	\$7.75
Mahogany Victor IV Cabinet	\$7.75

DON'T DELAY
 SEND IN YOUR ORDER FOR A SAMPLE LINE AT ONCE : :

VICTOR

EDISON

SPECIAL
 O. K. CRANES FOR ANY CYLINDER MACHINE
 FORMER PRICE, **.75**
 OUR PRICE, **.35**

S. B. DAVEGA CO.
 126 UNIVERSITY PLACE : NEW YORK

SPECIAL GENUINE, \$2.50
 "MEGA" Flower Horns Assorted
 COLORS
 —→ **.35** ←—
 EACH



Mr. Dealer

The MUSIC MASTER WOOD HORN means increased profit to you.

The best class of customers become fussy after they get the best selection of records from your stock and it is very difficult to please them. It is just such people who would purchase the MUSIC MASTER WOOD HORN.

They are musical and realize that the metal horn gives a nasal tone, and the great amount of glue used in a veneer horn retards the vibratory freedom.

The MUSIC MASTER is the only *solid* wood horn on the market—the only perfect sounding board ever made for phonographs or talking machines.

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.

THE TRADE IN LOS ANGELES.

Present Business Conditions Prove Satisfactory and Outlook Encouraging—Sherman, Clay & Co. Pushing the Victrola—New Victor and Edison Horns Please Dealers—Columbia Co. Trade Improved—A Visit to Santa Barbara and Other Local Points.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 27, 1909.

With the thermometer registering 108 in the shade at the early part of the month, the weather has gradually become cool, until now, when the hot season seems to be passed, the outlook for the month is a pleasant one, while the prospects for the holiday trade give increased encouragement. Outlying towns give favorable reports for the summer season passed, which has been the best for several years. This year's announcements of new types of machines, and also new equipments, are welcomed and generally approved by the trade.

Sherman, Clay & Co. are receiving a number of new mission oak Victrolas, for which they are experiencing an unlimited demand. The new size Victor wood horn has been splendidly received by the trade, and many orders for them have been received. The notice of the remodeled Victor I., which is to be shipped to the jobbers at an early date, is regarded as an important item to figure in the orders for fall goods.

The Southern California Music Co. are giving the new Edison cygnet horn considerable attention, having received an encouraging amount of orders for early shipments. The trade in general are pleased with the new equipment. Several new dealers are reported in the valley.

The Columbia Phonograph Co. are having much better trade than last year. Business in the smaller towns continues to improve, and all indications are of a larger fall trade than ever before. The new style Regent, which is expected to arrive very soon, is creating much interest among the dealers.

Announcement in The World of the two new

Grafonola type machines has been the source of many inquiries from the dealers, who seem so much concerned in these new hornless machines. The circular letter, dealing with the copyright and royalty proposition on disc records, which has been received by the trade, is considered a sort of a riddle. Different opinions are expressed regarding it, and further developments are expected.

The Geo. J. Birkel Co. had a splendid summer trade and are looking forward to holidays, which promise to show a large increase over last year.

The Red Seal record rooms of the Fitzgerald Music Co. have been enlarged to accommodate the increased trade in these goods. Business has kept a very even run through the summer weather.

The J. B. Brown Music Co. have added a new record rack for the Edison Amberol records, of which they have recently received a complete catalog. Mr. Hinman, who has charge of the department, is a great enthusiast over the Edison line, and has increased the trade for Amberol records as a result of his efforts.

The writer has visited Santa Barbara and has found trade in very good condition, considering the season's hot weather, which has been exceptional. Santa Barbara is the home of a number of talker experts and enthusiasts, there being in its boundaries Burson & Buena, patentees of an automatic brake for disc talking machines, which bears their name; A. E. Madison, who has lately secured several patents on his hornless machine, and T. H. Sentell, who some time ago patented a record cabinet and system for indexing records. Burson & Buena have built an addition to their factory in this city, and are working overtime on the new brake. It is surprising to note the complete equipment of their plant, which contains every mechanical device necessary for manufacturing their article.

R. H. Paulin, who is in charge of the Brown Music Co.'s talking machine department, is pleased with the prospects of the coming fall season. They have a full line of Victor, Edison and Zonophone goods, which it is their aim to keep up as completely as possible.

The Southern California Music Co.'s branch store is doing nicely as can be expected. W. J. Reynard has been away for some time passed, while Frank Reed, a veteran music and talking machine man, who for a number of years was in the service of Lyon & Healy, has taken charge of affairs during his absence. Mr. Reed is greatly attached to southern California, having made his home here for the past two years.

Word has been received from Sig. E. Tessier, who left Santa Barbara some time ago for El Paso, Tex., where he has opened a store of his own. He is well known in Mexico, having been one of the first talking machine men to travel that country.

Once more Santa Barbara has been disappointed in the prospects of more regular steamship service. There was great rejoicing among the merchants over the announcement sent out by a new and independent steamship company which proposed to lower the freight rate between here and Los Angeles and San Francisco. This service has been postponed, to the disappointment of all.

Nick Hern, of Ventura, is expecting to enlarge his talking machine department, which he finds too small to handle his trade. The beet sugar season is in full swing at present, and has so far been very successful.

News from San Diego is that the Wiley B. Allen Co. have added a complete catalog of Columbia double discs, having enlarged their department to accommodate the new line, which has already proved its success in the increased volume of trade they have had since the addition.

Thearle & Co. have announced themselves as exclusive Victor dealers, having disposed of their other stock. They have a fine store and an excellent system of filing their stock of records, keeping the same in cardboard holders and in glass showcases.

The Southern California Music Co. report trade as very lively, especially in Edison machines and records. Mr. Borgum is doing some very attractive advertising.

MILWAUKEE'S BUDGET OF NEWS.

Wisconsin Talking Machine Dealers' Association Formed with About Fifty Members—Officers Elected—Such an Organization Badly Needed—Business Shows Great Improvement—Wholesale Trade Excellent—Want Lawrence McGreal to Run for Office of City Treasurer—Auxetophones in Palm Gardens—News of the Travelers—Awaiting Edison "Amberola"—To Open Branch Store in Oshkosh—A North Pole Window Display—Some Recent Visitors—Other Items of Timely Interest From a Busy Western Center.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 9, 1909.

The Wisconsin Talking Machine Dealers' Association is at last a reality. Responding to a call sent out by the secretary, Miss Gertrude Gannon, of the temporary organization, about fifty dealers from all over the State met at the Lawrence McGreal store, in Milwaukee, on September 17, and organized the permanent association.

Officers were elected as follows: President, Harry Kreinitz, Milwaukee; vice-president, D. M. Kraus, Port Washington; secretary, C. C. Warner, Milwaukee; treasurer, H. Christenson, Racine. The board of directors consist of F. L. Hunt, Philips; D. L. Janes, Wausau, and A. Kuckuk, Shawano.

The dealers met with the conviction that there was an absolute need of a State organization. The idea is for the dealers to meet annually, or more often, if necessary, for the purpose of discussing matters of interest to the trade and pass such resolutions as may be deemed proper to be brought before the National Association of Talking Machine Jobbers, who in turn will bring them before the manufacturers. Dealers to a man felt that great good can be accomplished by united action, and that many abuses can be remedied through the new association.

The meeting for permanent organization was held at a most opportune time. President Taft spoke at the Wisconsin State Fair in Milwaukee on September 17, and dealers combined pleasure with business and came to the city. Several matters of interest to the trade were discussed and much enthusiasm was expressed.

There is no getting around the fact that there is plenty of improvement taking place in the talking machine business, not only of Milwaukee, but of the entire State. While the retail trade is not at its very best, dealers are more than sat-

isfied and are most optimistic over the outlook. Predictions are being made everywhere that the fall and winter business will be the best in years, and, in fact, one dealer goes so far as to say that it will be the very best that the Wisconsin territory has ever experienced. The wholesale trade has been expanding steadily for the past two months, and at the present time jobbers are meeting with an excellent business. The general feeling among the fifty retail dealers who met in Milwaukee for the organization of the Wisconsin Talking Machine Dealers' Association was that prospects were never better than this fall.

"I think that the fall trade will be the best in the history of the Milwaukee talking machine business," said A. D. Herriman, Milwaukee manager of the Columbia. "General conditions are improving and prospects and immediate business are more than usually bright. A sure indication of better things ahead is the fact that the retail trade is making some big strides. Another bright feature, to my mind, is that a higher class of graphophones is being purchased."

H. Smith, of the Cadillac Cabinet Co., Cadillac, Mich., called upon the Milwaukee talking machine trade recently.

Lawrence McGreal is being boomed for city treasurer of Milwaukee on the Democratic ticket. Despite the fact that the boom was formally launched at a banquet given by the friends of Mr. McGreal, the well-known talking machine man, says that he will not run for the office. A. J. Gruneman, Commissioner of Public Works, who sprung the candidacy of Mr. McGreal at the dinner, declared that the talking machine man was eminently fitted for the position, and that he would do credit to the city and to the party. This seems to be the consensus of opinion, and politicians are predicting that, after all, perhaps Mr. McGreal may be induced to enter the race. There is not the slightest doubt but that Mr. McGreal would win out in the election over any opponent who might be put up, because the talking machine man is one of the most popular business men in Milwaukee. Mr. McGreal is 47 years of age, and has been a resident of Milwaukee for seven years, coming here from Wayne County, N. Y., where he was for many years the representative of the Edison Phonograph Co. During the time that he has been in Milwaukee he has built up the largest and most successful retail and jobbing business in the Wisconsin talking machine field.

The Auxetophone is being used with great success by proprietors of several well-known palm gardens in Milwaukee. E. B. Rebbolz, of the East

Side Palm Garden, is featuring the machine day and night, and the Caruso, Melba, Schumann-Heink and other Red Seal records are being appreciated by even a palm garden audience. The Auxetophone at the Rebbolz Garden was sold by Lawrence McGreal.

Lawrence McGreal and family and Miss Gertrude Gannon were at Dixon, Ill., recently, attending the funeral of Mrs. M. J. Gannon, mother of Mrs. McGreal and Miss Gannon. Mrs. Gannon was well known in Milwaukee. She was but 49 years of age.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., is still at Winnipeg and other Canadian points. News to the effect that he is lining up an excellent business has been received by Milwaukee friends.

The appearance of the new Edison "Amberola," a machine whose form resembles the Victrola to a certain extent, is being awaited with interest by Milwaukee dealers. Cuts and description of the new machine have been received, together with the news that it will be placed on sale by November 1.

Walter J. Augustine, of Fond du Lac, Wis., will open a branch of his talking machine store at Oshkosh, Wis., on November 1. Mr. Augustine will carry on both establishments and will carry a general line of machines, records and supplies at each.

Henry Saak, the enterprising Columbia-Vliet street dealer, has completed the addition to his establishment and now has one of the finest retail establishments outside of the downtown section of Milwaukee. Mr. Saak has been meeting with a big business during the past four weeks.

The Hoeffler Manufacturing Co. was the only concern which had a talking machine exhibit at the Wisconsin State Fair, recently held in Milwaukee, and the big display of machines, supplies and records attracted much attention. The company also had an Auxetophone on display, and this made an especially fine impression on the big crowds. J. H. Becker, Jr., manager of the talking machine department of the company, was in charge.

H. P. Gibbs, of the Rudolph Wurlitzer Co., Chicago, called upon the Milwaukee trade a short time ago and reported the trade outlook to be of the rosiest hue.

A. D. Herriman, manager of the Columbia Co. at Milwaukee, has just placed an especially fine retail branch at the Oessterichs department store, 385 Eleventh avenue, Milwaukee. The department store is in the heart of a very good business center, and Mr. Herriman believes that a fine trade will be lined up. A complete Columbia line will be carried.

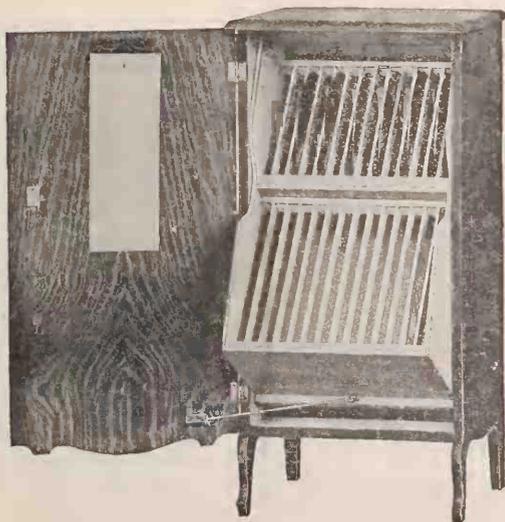
As usual the Hoeffler Manufacturing Co. have been showing a right up-to-the-minute window display that has been attracting no end of attention. The exhibit, the plan of J. H. Becker, Jr., manager of the talking machine department, shows Dr. Cook at the North Pole gazing on the top of the pole where a Victor machine is perched. The display carries various phrases, such as "The Victor, the best thing on earth"; "Can be had at \$1 per week," and others. Two large sugar barrels, presumably full of steel needles, have been causing the crowds to gape and wonder at the amount of needles which the Hoeffler Company must be selling.

W. C. Fuhri, district manager of the Columbia Phonograph Co., Chicago, was in Milwaukee a few days ago talking over the fall campaign with A. D. Herriman, local manager.

The Capital City Commercial College at Madison, Wis., seems to be going about things in the right manner, and is advertising the fact that it is using the Edison business phonograph for giving dictation in its shorthand department. Officials of the school say that the machine is a most valuable adjunct, and that beginners as well as advanced receive dictation from the machine.

Suit has been brought by the Standard Talking Machine Co. against Edward Heenan and Herman Schultz, of Sheboygan, Wis., members of

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



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

Write to

**Rockford
Bookcase Co.**

1801 18th Avenue
ROCKFORD, ILL.

the firm of E. Herrman & Co., to recover the value of eleven talking machines alleged to have been shipped to the Sheboygan dealers. The defendants claim that they ordered one machine from the company's agent, and that the latter raised the order to one dozen machines.

F. W. Chadbourne, district attorney at Fond du Lac, Wis., is using the Edison business phonograph with great success in his legal work. The district attorney has just installed two machines and is finding them especially valuable in taking the confessions of prisoners and the testimony of witnesses. This is the first time in the history of the Fond du Lac Bar Association that these machines have been used in securing testimony.

HANDSOME DISPLAY OF DICTAPHONES.

The Dictaphone Co., who market the commercial graphophone of the Columbia Phonograph Co., General, had a very complete and interesting exhibit of their line at the National Business Men's Show, given in Madison Square

Garden, New York, from Sept. 25 to October 1. The space occupied by the Dictaphone Co.'s display was centrally located, and had a large number of visitors who wished to be shown what Dictaphones can accomplish as an economizer of time in office correspondence. The system was warmly approved and a large number of machines were sold for immediate delivery.

WHY PROGRESS LAGS IN RUSSIA.

The prefect of police of St. Petersburg, taking advantage of martial law known as "extraordinary protection," recently issued an order forbidding that talking machines be used except with doors and windows closed. This, however, seems to have stimulated the energy of the possessors of the machines, and the metal voices became busier than ever, grinding night and day. As a consequence the prefect has forbidden the use of phonographs in the entire central district and other parts of the city frequented by business men.

TRADE IN THE MONUMENTAL CITY.

Fall Business Opens Up to Entire Satisfaction of Dealers—Improvement Steady and Sure—New Columbia Machines Provoke Considerable Interest—Best Selling Record of Month—Amberol Records Increase in Popularity—What Various Houses Are Doing to Get Business in Baltimore and Locality.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 5, 1909.

September proved to be a better month for the sales of talking machines and records than any of the summer months and this business betterment seems to have set in for the remainder of the fall and winter. Already the showing in the trade for the first few days of the present month is much better even than was the case for the same days in September, so that the dealers believe that the slump is slowly but surely giving way under the advance of an increased business. The predictions of the dealers during the early summer, in fact, seem about to be fulfilled, for at that time they said that there was every indication that things would be better. The improvement has not been rapid, and neither do the dealers expect this to be the case in the future. What they look for and what they believe will take place is a steady advancement each week.

There have been a great many inquiries at the local branch of the Columbia Phonograph Co., and at Sanders & Stayman, who handle this line of machines here, regarding the new Regent Grafonola and De Luxe Grafonola and these inquiries lead the dealers to believe that they will prove quite a popular innovation in this city. While there are not a great many of the new machines on the local market, the prospectuses have been in great demand. The Regent Grafonola, particularly, seems to be a great favorite, for the possibility of having a writing table or a card table, where either business or pleasure may be indulged in while music is being played, seems to appeal greatly to Baltimoreans.

At Sanders & Stayman it was stated that during the past month or so the record, "She Has Rings on Her Fingers and Bells on Her Toes," on both the Victor and Columbia machines, has proved the best seller. Outside of this record and as a general rule, all the popular song records have had a good run and are still in heavy demand.

In the Edison line, Manager Grottendick, of E. F. Droop & Sons Co., who handle both the Edison and Victor stated that the Amberol records have been in demand for the past several months and continue to be popular with Edison machine owners.

NO DUTY ON RETURNED FILMS.

Those Made Here and Sent to Canada May Come Back Free.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 6, 1909.

The Treasury Department has decided that moving picture films of domestic manufacture can be taken to Canada for temporary use and entered into this country afterwards as free of duty. This regulation was handed down to-day in a letter to the Collector at Port Huron, Mich.

The decision points out further that a special provision was made in the new tariff governing photographic dry plates, or dry films, etc., which are exposed while abroad. Exposure in this case means an advancement in value, and, consequently, a duty was placed upon them. But the moving picture films, it is stated, are exempted from this provision.

FILES PETITION IN BANKRUPTCY.

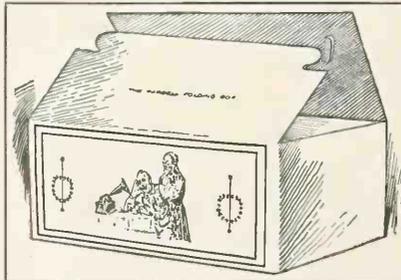
R. V. Jones, proprietor of the Minneapolis Phonograph Co., Minneapolis, Minn., recently filed a petition in bankruptcy with liabilities of \$4,000 and assets estimated at \$175. The stock of Victor and Edison goods was bought by local dealers.



LIN-O-TONE HORNS
For all Styles of Cylinder Machines

WE have just added to our line another size of Lin-o-tone Horn especially adapted for Standard and Home Machines. It is on the same lines as the Fireside Horn, only much larger. The tone and finish is equal to that in every respect which is sufficient recommendation in itself.

- Lin-o-tone for Fireside Phonograph - - - 21 in. long, 17 in. bell. Retail Price, \$3.00
- Lin-o-tone for Home and Standard Phonographs - 26 in. long, 21 in. bell. Retail Price, \$5.00
- Colors Red, Blue and Black



Pardell Folding Boxes

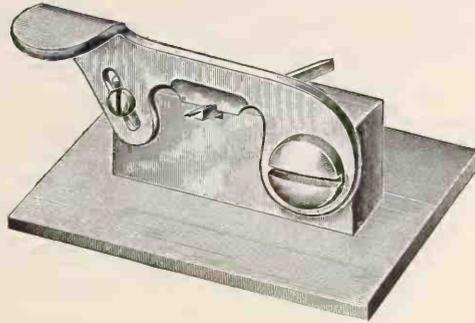
- No. 3, holding three cylinder records \$1.00 per hundred
- No. 6, holding six cylinder records \$1.50 per hundred
- No. 12, holding twelve cylinder records \$2.25 per hundred

Most convenient form of package for delivering records to customers. Help to sell more records "to fill up the box."

Pardell Graphite Pardell Oilers Pardell Recording Horns Pardell Chip Brushes Pardell Machine Belts
Leading jobbers throughout the country carry these goods. Order from your own or write us for the name of one in your vicinity who can supply you.

The PARDEE-ELLENBERGER CO. .: .: New Haven, Conn.

A NEW PERFECT CUTTER
FOR REPOINTING
FIBRE NEEDLES



PERFECTION

SIMPLICITY

This latest cutter is manufactured on scientific lines and is as near perfection as is possible to make it.

The blade is so constructed and adjusted to the block that a **sliding motion** is obtained on the downward stroke, thus insuring a **clean, smooth** and **perfect** point.

This blade is made of the highest grade tool-steel, properly tempered—can be easily detached from the block and resharpened with a small honing stone.

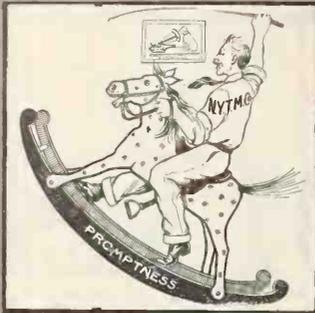
The base and block are nickel-plated—highly polished.

This new cutter will not only facilitate the sale of **Fibre Needles** but will prove a delight to all lovers of this **Ideal Needle**.

Complete instructions and cut in each box.

===== Don't forget the Fibre Needle! It is a Winner =====

“B. & H.” Fibre Mfg. Co. 33 W. Kinzie St., Chicago, Ill.



Promptness is our hobby

We've been riding it for 10 years, and *we've never been thrown*. "Promptness" is a trustworthy steed—it is accurate and fleet-footed—and it can always be depended on to win the race.

Our hobby has the fastest gait of all—**GOODS SHIPPED SAME DAY ORDER IS RECEIVED.**

We and our hobby are backed by a long list of satisfied Victor Dealers. They count on us to deliver just the goods they order, and to do it on time. And they always make money through us.

Why don't you take this as a straight tip? Why not break away from that distributor who is in the "also ran" class? Why continue to drop money and customers and business on such "old skates" as "will send tomorrow," "must get from factory," "too many orders," "just out," and the like?

Come join our money-making backers, and prove that our hobby is always fresh and in the pink of condition, and always has a winning streak. Send us your next rush order for Victors, Victor Records, Victrolas, record cabinets, horns, fibre cases, needles, extra parts or accessories, and see how quick we come down the home-stretch.

We'll let you be the judge. We know you'll award us the purse as the fastest and most accurate Victor Distributor in the race.

Write us to-day for the "books." We'll send you our catalogues and also enclose our handsome booklet called "The Cabinet That Matches," showing record cabinets that exactly match each style Victor. Drop us a postal now.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street
New York



PACIFIC COAST TRADE NEWS.

Strong Increase in Retail Trade During Month—Good Holiday Business Expected—Wholesale Trade Picks Up—Peter Bacigalupi on Eastern Trip—Wiley B. Allen Co.'s Talking Machine Department Forging Ahead—Sherman, Clay & Co. Handle Record Victrola Business—Columbia Co.'s Spokane Store Makes Good Report—Cygnet Horns Popular—Heine Co. to Install Talker Department.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 1, 1909.

The increase in the city retail trade in talking machines has probably been a little less than was expected during the past month, though there is certainly much more activity than at the end of summer. The vacation season is over for the year, and people are coming back to the city from all the surrounding suburbs for the winter season. The crowds on the streets are larger than they have been since the fire, and from general appearances one would think almost a holiday business was being done, but most dealers say that people are not buying as much as it would appear. The larger dealers in the down-town district, however, have noted a marked improvement in their sales for the last few weeks, and there is every reason to expect continued improvement from now till the holidays.

Wholesale trade has picked up in good shape, and the dealers in outside districts report an exceptionally strong demand for all sorts of talking machine goods. The harvest season is over, and country people are settling down for the winter quiet, while a plentiful supply of money enables the outside dealers to make a large proportion of their sales on a cash basis.

Peter Bacigalupi, the oldtime talking machine dealer of San Francisco, is now in the East, and will remain away for several weeks. He will stop for some time in Chicago and New York, calling at all the talking machine factories, and visiting some of the piano manufacturers as well, for the purpose of making arrangements for next year's business. It is reported that he has already placed some large orders. Peter Bacigalupi & Son have taken large orders for the new Cygnet horns all over the State, and are getting many inquiries for the new Edison hornless machine, which they expect to have in stock before the first of the year. They report a decided improvement in the business generally, and consider the outlook very auspicious for the local retail business during the next three months.

As the talking machine department is a distinctly new departure for the Wiley B. Allen Co. it was not expected that it would have a very heavy run during the first month or two. The company are gradually becoming known as a talking machine house, however, and Mr. Black, who has charge of the department, says that a very auspicious start has been made, with a distinct improvement toward the end of the month. While the department is in the Sutter street side of the building, an attractive talking machine display is shown in the main windows on Kearny street, keeping this branch of the business in the eye of the public. By the end of the year it is expected that the department will be doing about as much as the talking machine departments which have been longer established.

A. G. McCarthy, of Sherman, Clay & Co., has new sales records to report nearly every month. Last week, he says, was the best for Victrola sales in the retail department since that machine has been handled, with the exception of the week before Christmas last year. The number of cash sales of Victrolas recently has been a matter for some surprise. Heavy shipments of Victrolas are now coming in, as the company expect an increasing demand for them during the holiday season, and wish to be amply prepared. Mr. McCarthy is expecting the greatest holiday trade the company ever had, both here and on the outside. The wholesale business, he says, is very active, with all the men on the road, and sending

in good orders. In regard to records, he says three new ones by Tetrizzini, who has great popularity among San Franciscans, are having a very large sale.

Sherman, Clay & Co. have been making some improvements in their talking machine department on the third floor, which will make it much more attractive and convenient. Two offices have been removed to make way for a large room especially devoted to Victrolas, and the room has been tastefully decorated. The record demonstration rooms have also been changed, glass partitions being put in, as the experience in the new Oakland store has demonstrated that the heavy double walls, formerly installed to exclude outside sounds, were unnecessary.

Willis S. Storms, the popular young traveling man of the Columbia Phonograph Co., with headquarters at the San Francisco office, has surprised his friends by becoming a benedict. The bride was Miss Daisy Meade, a popular society girl of Coalanga, Cal.

The Columbia Phonograph Co.'s store in Spokane, Wash., has been moved from its old quarters to the Chant Music Co.'s store, on the best business street in the city, where there is ample room for both wholesale and retail departments.

The Columbia store in San Francisco still remains on Van Ness avenue, and is unlikely to be moved before the end of the year, though arrangements for a permanent location are likely to be made at any time. The city retail business is accordingly rather quiet, but this is more than made up by the activity of outside trade. Manager W. S. Gray has just returned from a visit to Kirk, Geary & Co., the jobbing agents at Sacramento, Cal., and is well satisfied with the progress made in that territory. The local office now has in stock the new Grafonola Regent, which is steadily gaining recognition in this city. Quite a number were sold from illustrations before the stock was received, and since then the machine has been taking hold in good style. The demand for popular priced graphophones also grows as employment becomes more general.

A number of new rooms have been added to the talking machine department of the Wiley B. Allen Co.'s Oakland store, to provide for the increasing trade in that city.

The Pacific Phonograph Co. got in a large shipment of Cygnet horns about a week ago, and are in a position to supply the trade. The horns have been meeting with great favor from Edison dealers all over the State, and large sales have already been made. The Pacific Phonograph Co. now have a number of men visiting the outside trade, and they are doing effective work in all parts of the territory.

Clark Wise & Co. are still devoting considerable attention to the talking machine department, and find it at present about the most profitable in the establishment. Mr. Wise believes, however, that the trade is not as active in the city as it should be, and looks for a much heavier trade next month.

The Heine Piano Co. have definitely determined to install a talking machine department when the new store on Stockton street is opened, which will occur in a few weeks. Final arrangements have not been made, but Mr. Heine expects to have one of the most attractive departments in the city.

INITIAL ORDER FOR \$5,000.

This Was Placed with the Columbia Co. by a
New Pittsburg Customer.

A leading music dealer in Pittsburg, Pa., who recently added the Columbia line, placed an initial order with the Columbia Phonograph Co., General, for \$5,000.

E. N. Burns, manager of the Columbia Phonograph Co.'s export department, now in Europe, is due to arrive in New York November 10.

Orders for the new Grafonola cabinets are coming in from the Columbia jobbers in large numbers. The new lines have made a tremendous hit with the trade.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Remarkable Improvement in Trade Throughout London and the Provinces—Season's Business Expected to Double That of Last Year—Gramophone Co.'s Good Report—Cheap Machines Almost Entirely Eliminated—St. Petersburg Police Put Ban on Gramophones—National Co.'s Advertising Plans Please Dealers—How the New Records Are Being Received—New Rena Double-Sided Records—More Anent the Copyright Question—New Gramophone Records—David Reis in Hot Water—Harry Lauder's Secret—All the News of the Month.

(Special to The Talking Machine World.)

London, Eng., Oct. 2, 1909.

It is a great pleasure to me to be able to report a remarkable improvement in business experienced by the trade as a whole during the last week or so throughout London and the provinces. One manufacturer even goes so far as to compare it with the rush usually felt just before Xmas, but although this may be a little exaggeration, the fact remains that records and talking machines of all classes are coming into their own again after many months of depressed sales. It but confirms the accuracy of my remarks in this journal, made some few months back, which in effect outlined the season's prospect as very good, although not of a "booming" nature. This trade is peculiar in so far as sales fluctuate sometimes to an alarming extent; the demand for talkers being anything but an even one. There are, of course, isolated instances to the contrary, but I estimate on a general average this season's turnover in the aggregate should about double itself compared with last year. And it will, too, if dealers can but realize the enormous possibilities resulting from an attractive window display, circulars, local newspaper advertising, and other trade-stimulating schemes.

It almost seems paradoxical, yet in spite of the drop in Gramophone shares, and the reduction of the dividend from 15 per cent. to 5 per

cent., I am authorized to state that the gramophone profits and sales in Great Britain for the year ending June 30, were better than any other year bar one, and that was the "boom" year. Again, figures are just out which show that last month's (Sept.) trading was the best ever, against even time, in the whole history of the company. So you see that, although the directors consider it advisable to restrict the dividends, the business is there, and it only remains for you to share in that prosperity by the aid of enterprising methods and hard work.

A not unwelcome feature of present-day conditions is the almost entire elimination of the very cheap machine. The minimum price of a good phonograph is recognized at two guineas, while a disc machine selling for less than fifty shillings is an unreliable and dear purchase. Who can deny that one drawback to the progress of this industry has in the past been found to center around the rubbishing instruments sold under the guise of a specious phraseology? It is more than confirmed by the public. A cheap machine does not now appeal to them, as the glamor of the thing as a scientific wonder has passed. We must offer something good or get out of the business. That is the motto to-day, and to live up to it will make for influence, progress, lasting trade, and—profits.

Gramophone Forbidden in St. Petersburg.

The maniacal Russian Police Prefect is again venting his spleen on the unoffending talking machine. At the instance of some overzealous students, and certain other not too intelligent scribes, he issued a decree that Gramophones were only to be played behind closed doors and windows. This, however, according to a writer in the Daily News, brought but little satisfaction to the complainants, inasmuch as further letters were showered upon the Prefect imploring him to save them from the torture of its—that is, the Gramophone's—metal voice. This Prefect of Prefects at once got right down to it. He thought and pondered, until suddenly a great idea struck him full in the face. Why not suppress; ban the infernal machine altogether from the city—why not? The order went forth

forthwith under the act of—martial law! Isn't it delightful, fancy martial law versus music—in the shape of a metal voice! What next?

On inquiry at the London offices of the Gramophone Co., we learn that the decree applies only in the business quarter of St. Petersburg, and does not affect the populous residential districts.

News from the National Phonograph Co.

Edison dealers view with immense pleasure the commencement of the national advertising campaign, for they see in it evidence of confidence and faith in the future of this business. Daily newspapers, weeklies, magazines, etc., all reflect the striking advertisements, bearing Edison's signature, which go forth to the dealer's aid, and bring him business. In return for this generous support, every dealer should demonstrate his appreciation by co-operation and hard, conscientious work.

In addition to the new goods already introduced for this season, the company have given notice of the issue of a new Gem combination type phonograph to retail at £3. Its new features are: stronger mainspring in motor, to run fully one Amberol or two standard records, new winding ratchet and pawl, 19-inch maroon colored horn, the whole beautifully finished and equipped with model K repro., having model C, and H, sapphire assembled in separate arms, mounted on swivel plate set in the overhanging weight; the small lever attached readily, enabling either sapphire to be brought into play.

We heartily congratulate the company upon the advent of this undoubted—long-felt want, which will be the means of enormously stimulating Amberol record sales.

The Theft of Time.

Employes whose dishonesty is the most costly are often those who defraud the employer through thefts of time, through half-hearted effort, or through placing their own interests above those of the firm. Thus moralizes Modern Business.

Speaking Illusion Displayed on Screen.

Thus is described the latest combination of cinematograph and talking machine. Called the "Fonematograph"—a most appropriate name, by the way—the new machine is said to present nature herself, so perfect is the synchronism. The Fonematograph is very popular at the electric theaters, and its mission is at once amusing and instructive.

Profitable Trading Lines for the Season.

The thousands of dealers who are now busy preparing for the season's train of business may welcome a brief resume of some leading and profitable lines to stock. Outside the ordinary cylinder products, a recent introduction is the Columbia Indestructible record, selling at 1s. 6d. Attempts in this direction hitherto, have proved failures, principally on account of an unfortunate tendency to warp, consequent bad surface, damaged sapphires and broken diaphragms. It is safe to assume that in the Columbia Indestructible, all these faults are only conspicuous by their absence, or the record, you may be sure, would never have been placed upon the market. Here then is one line which you can recommend with full confidence.

Another is the 200-thread "Amberol" record (1s. 6d.), and the new "Fireside" Edison phonograph (4 guineas). Both have won enormous praise from dealers simply because they find additional profits in handling them.

Again, the once-popular "Sterling" record has been revived after a somewhat lengthy sleep, and is now on the market at 9d. and 1s., as good as ever, under the auspices of J. E. Hough, Ltd., and don't forget the Clarion 200-thread "Ebonoid" cylinder, good artistes, good tonal quality, and

TEN MINUTES

THIS IS THE ACTUAL PLAYING DURATION OF THE NEW

"EBONOID,"

TEN INCH DOUBLE SIDED DISC RECORD
(PHONO CUT)

Read What the "World" Has to Say About Them
(PRICE TO SUIT ALL POCKETS)

(Ready September)

Clarion Cylinders

(2½ minute)

Ebonoid Cylinders

(5 minute)

Clarion Discs

(2½ minute, double sided)

MACHINES TO PLAY ALL TYPES
DISC and CYLINDER

The Premier Manufacturing Co.

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

providing at the selling price of 1s. 3d., a good profit.

In the disc field, there is something new in the enclosed-horn machine line, i. e., the Edison Bell "Primaphone." This embodies an interior metal horn, which, by a series of hinged extending flaps folding outwards, one obtains a full-sized trumpet in a small compass, so to speak. An additional feature of this machine is the fixed tone arm, which, being stationary, leaves only the weight of the sound-box supported by a light wooden arm, on the record. Attached to the sound-box itself (caused to advance by the sound waves), is a rubber telescopic connection projecting into the fixed tone arm. Many are the claims for this device, but that its use decreases wear and tear of records must be obvious to all.

Perhaps the best proposition of any may be found in the new Clarion 200-thread 10-inch double-sided phono-disc, retailing at the remarkably moderate price of 3s. Here are possibilities for business which even the most apathetic dealer can appreciate. Fancy a solid ten minutes of good music on each record; can you realize it? Don't stop thinking, though, better post off your request for further information to the makers—The Premier Manufacturing Co., Ltd., The Point, Wandsworth, London, S. W.

Rena Co.'s New Departure.

The Rena Manufacturing Co. announce a new departure in the shape of 12-inch double-sided discs. Hitherto only 10-inch double-sided records have been manufactured, but the increasing call for more and longer music or songs on individual records has induced the company to meet the wishes of their dealers. Each selection on the new records will play about four minutes, thus at the competitive price of 4s. retail, record buyers are provided with music lasting eight minutes. Forty-five records figure in the first catalog, and among the artistes I notice such well-known talent as Miss Ruth Vincent, Mr.

David Bispham, Mr. Irving Gillette, Royal Guards Band, and Haydn Orchestra, etc. The Rena Co. are certainly out to meet all wants in home and foreign markets, for, in addition to the 10 and 12-inch double records, they manufacture no less than nine models of the ordinary disc machines, ranging in price from 50s. up to £11 10s., and twelve different types of the "Sonola" interior-horn cabinet machines priced from £10 to 27 guineas. Each machine is characterized by a distinctive design—handsome in appearance, and all are fitted with the now famous "Planet" motor—the works of which being built parallel with the turntable insures very silent and true running. The Planet motor is also noted by the fact of its being incased, thus enabling the principal gearing to run in a bath of grease. Foreign and colonial traders should take advantage of this comprehensive array of lines "that will sell," and write for illustrated lists and particulars of trading terms, etc.

New Pathephone Models.

Containing several original features, a new Pathephone model of recent introduction to the trade has evoked much comment. In design it is a very fine piece of work, but that of most interest is the new patent starting lever which also acts as a brake. When pushed over this lever starts the turntable immediately at full speed—even with the sound-box on the record. This device is especially a boon in playing Pathe's 20-inch discs, as waiting for the turntable to obtain sufficient momentum is thus entirely obviated.

The Junior Majestic is another new model; fitted with the loud majestic sound box, it particularly meets the call for a moderate-priced machine to play 20-inch discs. A guarantee for free repair, etc., any time, is given with each majestic sound box.

Sales of the phono-cut record have in the past suffered materially through the lack of an interchangeable sound box for the Gramophone models. Recognizing this, Messrs. Pathe Freres

some time ago issued a swan neck sapphire sound box, which has been found to fill the proverbial long-felt want. In less than a minute any Gramophone machine can be adapted to play the phono-disc at a very moderate cost. Such a matter is worth investigation by all dealers who desire to make an effort toward a successful season, since without doubt there is and has been for some time a big demand by needle-disc machine owners for a means of getting within reach of the very extensive and high-class repertoire contained on phono-discs.

Royalty Record or Not?

Preface.—The discussion between this journal and the London Music Trades Review on the copyright question is now closed—the football season is with us.

The next point is, what effect will the coming dissolution of Parliament have on the question? In any case, although the committee may have been quite an independent one, there is every reason to suppose that legislation on the matter will be considerably delayed if the Liberals fail to win back in office. And there are few in this trade who do not hope so. Then let the cry go forth—"Tariff Reform and NO copyright taxes."

Interviewed by your correspondent, Mr. Phillips, secretary of the Board of Trade Copyright Committee, stated that practically all the evidence required has been taken, and there are no further witnesses to be examined. The committee sit again about October 15 to discuss and prepare their report, which under the Board of Trade regulations, will be printed as a blue book some time later.

In discussing the situation and its effect, a leading member of the trade, who desires to remain anonymous, has stated that the composition of the copyright committee, in his opinion, lacked the impartiality one expects in a government commission, since those known to be in favor of royalties were in the majority. "The talking machine trade cannot claim, therefore, to

A Special Line for Colonial and Foreign Traders

Favorite Records

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

Combined OCTOBER and NOVEMBER list will be issued about OCTOBER 15

These impressions comprise catchy airs from the leading comic operas, coming pantomime hits, and some old favorite ballads by artistes prominent in the musical world.

Our bands, orchestral selections, and the latest waltzes

ARE SUPERB



Astonishing Value

Better Than Ever



Latest Songs—Best Artistes—Best Bands

ASK FOR CATALOGUES (GRATIS)

INTERNATIONAL FAVORITE RECORD CO.

Incorporated with H. Lange's Successors, Ltd.

Teleg.: Langius

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

Telephone: 8522 & 12239 Central

FROM OUR LONDON HEADQUARTERS—(Continued).

have had a fair fight; almost at the outset of the committee sittings, their attitude in favor of the publishers being most marked. No accurate forecast is however possible, and I do not attempt it, continued my informant, except to say that one or two points were very obvious to me, and I mention them only in the strict sense of a purely personal view. Regarding the basis of royalty, it was urged by some that this would be justly met by a small percentage on the net selling price of each record, but that which appears to have found greater favor is the assessment of a small tax fixed irrespective of class. I should say further, that the committee report will not recommend monopoly, this being looked upon as injurious to the best interests of both sides." One other matter of vital interest, that of retrospection, my friend would not commit himself to by any statement whatever. In this regard, however, I have previously reported in *The World* some opinions of witnesses which go to confirm the general view that any act passed would practically exempt all past and present matrices from assessment.

Gramophone Co.'s October List.

Particularly noticeable in the Gramophone October list is a splendid series of records by Mr. Kennerby Rumford, all of surpassing excellence. The titles are "Thou'rt Passing Hence" (Sullivan), "King Charles" (M. V. White), "Three for Jack" (Squire), "The Devout Lover" (M. V. White), and (a) "Myrra" (Clutsam), (b) "Border Ballad" (Cowen). Miss Amy Castles, the young Australian soprano, gives us a fine rendering of Willeby's "The Perfect Way," while the great and only Harry Lauder sings "Aye, Waken O'" in his most humorous style. Selections I and II from the popular comic opera "The Arcadians," by the Band of H. M. Coldstream Guards, who also play No. 3 "Ballet Egyptian," and "Semiramide" overture (Rossini). Other good records are "Mr. Blackman Cake Walk," by Pryor's Band; "When Shadows Gather," Evan Williams; "Rule Britannia," Peter

Dawson; "Laura" (Hymn d'Amour), Mlle. Alice Verlet; "When All Was Young," from Gounod's Faust," by Madam Kirkby Lunn; "The Pipes of Pan" (from the "Arcadians"), by Miss Marion Jerome; "Dingle, Dongle, Dell," Miss Margaret Cooper; "In England, Merrie England," quartet—Miss P. Allen, Miss H. Lakin, Messrs. John Harrison and R. Radford; "So Long, Mary," Miss Corinne Morgan and chorus; "La Cinquantaine," a beautiful harp solo, by Alfred Kastner; at the 'cello, too, Mr. Boris Hamburg makes an equally nice record—"Mazurka" (Chopin); "La Filense" and "Rondo Cipriccioso" (Mendelssohn), is brilliantly rendered by Herr Vladimir de Pachmann at the piano; "Nocturne in D major" (Chopin), Miss Kathleen Parlow (violin); and last but not least "Serenade d'Amour" (von Blon), superbly rendered by the famous Renard Instrumental Quartet.

The Charge Against David Reis.

The hearing was continued at Bow street, of the charge against David Reis, of making false statements in a statutory declaration under the Companies Act of 1900, relating to the British Sonogram Co. (Ltd.), formed for the purpose of manufacturing and dealing in records, etc. Defendant was one of the directors, and he also acted as assistant manager and secretary at a salary of £400 a year. At a board meeting held in April (the company was registered in February, 1907), the defendant reported that application had been received for 5,000 shares, and it was agreed to go to allotment. It was alleged that in point of fact only £136 had been received in respect of 1,360 shares, and the defendant allotted to himself and his nominees the necessary number of shares to make up the 5,000.

It was also alleged that defendant made the statutory declaration necessary before the company could commence business to the effect that all the directors of the company had paid the calls due in respect of their shares, and that this declaration was untrue. There was a further charge against defendant of inducing by means

of false pretenses Mr. Harry Welsh-Lee to pay £300 to the company. Evidence in support having been given, Mr. Arthur Newton urged that the case was not one which should be sent for trial. The defendant was a schoolmaster, who gave up an appointment at £150 a year to go into the company, and he had been deceived and fleeced by two men, who had been described by one of the witnesses for the prosecution as "a couple of company-promoting rogues." With regard to the £300, the defendant had not had a penny piece, as the money was paid direct into the account of the company, and, in fact, defendant had only received £50 from the company, while in actual cash he had lost over £300. The defendant, who reserved his defense, was committed for trial, bail being allowed.

Harry Lauder Off to New York.

Harry Lauder left here Oct. 2, by the outgoing steamer for New York, where he spends two months, afterwards visiting other cities in the State. Responding to the toast of his health at a farewell luncheon, Mr. Lauder exploded a secret in these words: "A always mak' myself one o' ma public. A like tae tak' them by the hond ower the footlights an' say, 'A'm here tae mak' ye laugh, an' ye'll juist hae tae do it.' Its the maist deeficult thing in the world tae mak' a mon lough. Men are by nature o' a sad temperament, which weemum often hae a lot tae do wi'."

Popularity of the Twins.

The wonderful popularity of "Twins" has even penetrated now to the colonies—particularly in South Africa and Australia, where they are selling freely.

Mr. Turner Succeeds Courant.

L. H. Courant, managing director of Pathe's London house, is, we regret to say, severing his connection with the company this month after many years' association. S. P. Turner now reigns in his stead and, although we shall all be sorry to lose Mr. Courant, those members of the trade, and they are many, who have the pleasure of

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



HIS MASTER'S VOICE



To H. H. the KHEWIVE OF EGYPT



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

Mr. Turner's acquaintance, will join us in tendering to him our heartiest congratulations on his new appointment.

"The Voice of the Century"

Is the apt description given by the Gramophone Co., to a series of fine records by Madame Clara Butt, whose voice, strange to say, has hitherto defied attempts at successful recording on the needle-cut disc. 'Tis an everlasting wonder after hearing the clear and natural manner of enunciation embodied in these new records, since it is seldom one hears of a first-class voice not being amenable to the charm of the recording expert. After this, the Gramophone Co. may be said to have reduced recording to a fine art indeed, and in view of Madame Clara Butt's statement, "These records are in very truth my living voice," no singer, however exalted, can hesitate longer in handing down his or her voice for the benefit of the community, and the generations yet to come. Madame Clara Butt's records will meet with a reception never before experienced (class considered), by any artiste. That is my prediction.

Press Demonstration at Savoy Hotel.

The Gramophone Co. have arranged a press demonstration at the Savoy Hotel on Oct. 4. Madame Clara Butt and Mr. Kennerby Rumford have promised to be present and sing selections from their repertoire, which will afterwards be reproduced on the Gramophone.

The musical critic from each of the leading newspapers has been invited, with the result that some very fine notices may be looked for.

The Current Zonophone List.

The pick of the current Zonophone list is embodied in the following records to hand: 10-inch, "Toreador Song" (Carmen), by Peter Dawson and chorus; "Rejected Love Waltz," Bohemian Orchestra; "I Am a Friar of Orders Grey," Peter Dawson; "Love Me All the Time,"

Charles Handy; "I Love a Lassie," Harry Lauder; 12-inch—"Czardas March," Black Diamond band. All good selling records these, and safe stock in almost any locality.

Service Between Europe and Africa.

Experiments are being made with a view to establishing a direct wireless telegraphic service between England and South Africa. If the Colony's grant is sufficient a uniform rate of a penny per word might be possible.

In the "Twins" November list appear some splendid selections, notably four by the band of H. M. 1st Life Guards.

Separate Company to Handle Dictaphone.

The Columbia Phonograph Co. have made arrangements for the Dictaphone to be exclusively handled in the United Kingdom by a distinct organization styled The Dictaphone Co., who are located on Oxford street, London, W.

New Company Organized.

Phonograph Records Library, Ltd., registered to carry on a library for the hiring out of records for talking machines, etc. Capital, £1,000. Office, 25 Farnham Green Terrace, Chiswick.

Has Grievance Against Caruso.

Described as a medicated lozenge manufacturer, poetic author and operatic songwriter, James W. Thom appeared at Edinburgh court with a grievance against Signor Caruso, whose manager, so Thom asserted, requested him to write four songs. These he sent for consideration, but defendant had left the country without returning them, and when the Sheriff's officer went to serve a summons on Signor Caruso he was ejected. In answer to the Sheriff, complainant said he made the lozenges to enable people to sing his songs. (Laughter.) The Sheriff: "I see Signor Caruso needed neither your songs nor your lozenges. You had better go where he is in England and get the summons properly served." The plaintiff: "He is away

to America, and I will have to wait until he comes back." (Laughter.) Sheriff: "I'm afraid so. The songs will perhaps be all the better for keeping."

Recent Beka Issues.

Recent Beka issues to hand are as follows: selections I and II from "The Arcadians," "Our Miss Gibbs" and "The King of Cadonia," played by the Beka London orchestra; "In Cellar Cool," and "The Veteran's Song," powerfully rendered by Worman Williams, viola solos. "Fantasie Pagliacci," and "Souvenir des Alpes" are two beautiful records by S. L. Wertheim (of Queens Hall), and equally well played is A. Fransella's two piccolo solos, "The Wren" and "Sylva"; of the bunch we give the palm to Messrs. Henley (violin), Lebell (cello), and Geehls (piano), 12-inch double Meister records of "Serenata" (Moszkowski) and "Chanson Triste" (Tschalkowski). The instruments blend as one, and each selection is perfectly recorded.

Sounds Like Conan Doyle.

Nearly five years ago goods to the value of £3,000 odd were stolen from the premises of Messrs. J. J. Stockall & Sons—the talking machine factors of Clerkenwell Road, London. On Monday, November 28, 1904, when some members of the staff arrived at the company's premises, they were surprised to see the doors of the safes standing open, and valuable silver and other articles scattered about. On further investigation, one of the assistants found Thomas Stockall, managing director, lying in a dark corner, bound and gagged. No arrests were made and the whole matter was shrouded in mystery until a week or so ago, when the sequel was the arrest of Mr. Stockall for having committed the deed himself. In a subsequent confession the prisoner stated that he did the whole thing himself. About seven o'clock on the previous Saturday, I tied myself up, and found that I could not undo

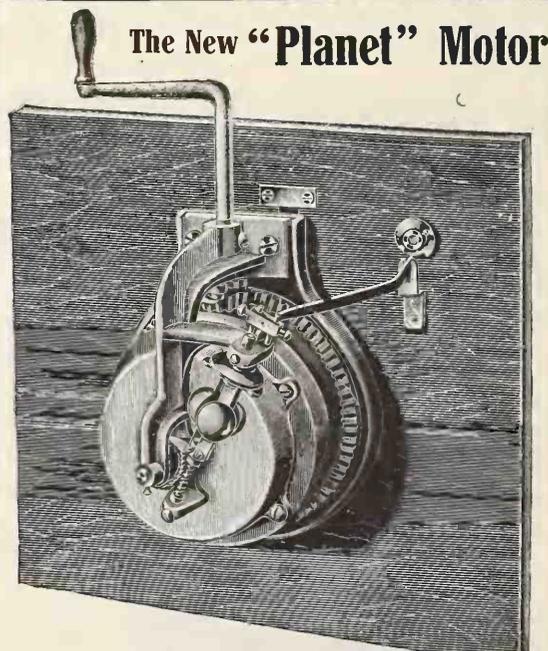
The New "RENA" MACHINES



"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickered Aluminum TAPERED TONE ARM. Improved Sound-Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted "RENA" Machines from £3 10s. upwards.

Rena Double Sided RECORD

The Records that are known by "Every Record a Picked One!"

10" double sided 2/6

RENA

12" double sided 4/-

The biggest sellers in England.

No records have ever achieved so instantaneous and huge a success, wherever they have been introduced, the sales have been phenomenal and steady. Rena Records are more musical, of better tone, superior volume, and infinitely more understandable than the records of the past. People say they wonder how they can be made for the money. The latest success is the Rena.

12" double sided Record at 4/-. The Artistes presented on this magnificent series include: Miss Ruth Vincent, Mr. David Bispham, Miss Margaret Lewys, Mr. John Bardsley, etc. etc.

Such value, indeed, such wholly remarkable records are absolutely unprecedented in the history of the trade.

Catalogs of 10" and 12" Rena Records will be sent post free upon application.

"The Machine With the Guarantee."

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FROM OUR LONDON HEADQUARTERS—(Continued).

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

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

Testimonials and Repeat Orders from the World Over.

Particulars free from DAWES CLARKE 5 Longford Place, Longsight, MANCHESTER, ENGLAND

TRADE SUPPLIED

the rope, as the knot slipped down, and I had to remain until found on Monday morning." The matter was gone into before a magistrate, and a remand ordered.

The "Flex" Diaphragm in Favor.

From all parts of the world, Mr. Clarke's "Flex" is winning appreciation, and users are unable to find words suitable to express their satisfaction. That the Flex gives wonderful results, I myself would confirm since giving it a thorough test. Dealers in the States and the colonies desiring a profitable agency, better write Mr. Clarke, at 5 Longford Place, Longsight, Manchester. Here are two sample testimonials picked out at random:

Taranaki, New Zealand, July 9, 1909:—"I certainly must compliment you on the excellence of your 'Flex Diaphragm.' It is absolutely far and away the best that I have ever heard. Full-toned, rich and clear in reproducing, and will, I am certain, meet with a ready sale when known in this Dominion. It does all and more than you claim for it. Two customers who heard it only once have given me instructions to send away at once for two more. T. Lloyd, Commission Agent."

"I have given it a critical trial and must confess it is the finest production of all the sound-boxes I have used, which are seven in number. You have my hearty congratulations."

AT THE LEIPZIG FAIR.

Some Talking Machine Novelties Shown—Mechanical Instrument Trade Falls Off—Hohner and Koch Show Lines of Harmonicas.

Among the talking machine novelties shown at the International Buyers' Fair, held in Leipzig, Germany, last month, were the "Bambrinus," a life-size figure holding a wine glass and singing a drinking song, shown by E. Dienst. The Polyphon Musik Werke, of Leipzig-Wahren, exhibited some handsome models of hornless talking machines. Business at the fair this year was very fine, however, in all lines except mechanical instruments, for which there was a fair demand, though far from being up to expectations.

The chief purchasers of these instruments are the restaurant keepers and just at this time the restaurant business is under a cloud. A few weeks ago the German Government passed a grant for 500 million marks a year in new taxes. It is no exaggeration to say that the restaurant

trade must account for one-third of this amount. Restaurant proprietors are therefore devoting their attention to the best method of coping with this extra burden. The public refuse to pay higher prices for beers and cigars, and the landlords can naturally not pay these high taxes out of their own pockets. It will be readily understood that under these circumstances they have little or no inclination to invest money in new expensive instruments. It is to this that the poor business at the Leipzig Fair is to be mainly attributed.

It may be mentioned that the house of Mr. Hohner, of Trossingen, had on view several styles of harmonicas ranging from the simplest and most elaborate styles.

Andreas Koch, of Trossinger, also had an elaborate showing of harmonicas of varied styles.

THE ZIMMERMANN NEEDLE CABINET.

The needle cabinet placed on the market by Jos. Zimmermann, the talking machine needle specialist of Aachen, Germany, has attracted considerable notice, not only of the talking machine trade in this country, but throughout the world. It is so conveniently and attractively arranged, providing needles for perfect, loud, medium, or soft reproductions, that the needs of purchasers are at once supplied in a manner to interest them. The Zimmermann needle cabinet is sold at a price that will interest the trade, and it is worth investigating.

MOTION TO ATTACH FOR CONTEMPT.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 2, 1909.

Judge McPherson, Circuit Court of the United States, eastern district of Pennsylvania, filed a show cause order in the case of the Victor Talking Machine Co., Camden, N. J., against Keen & Co., of this city, to-day, why the latter should be attached for contempt. The motion will be argued next Friday.

The World has been favored with the yearly record catalogs—formidable volumes—and the September bulletin issued by the German Gramophone Co., Berlin, Germany, also a copy of their very interesting monthly publication, "Offizielle Grammophon-Nachrichten." The records include both single and double-face discs.

REPORT SHOWING DELINQUENTS.

Secretary Roush Urges Jobbers to Send in Complete Monthly Reports—A Subject Which is of Vital Interest to Jobbers.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, advises The World that within the next two weeks he will mail each member a complete report which will show exactly what delinquent accounts the jobber has reported in the past two years.

The purpose of this is to enable members to check up delinquent accounts showing the parties who have dropped out of business and those who have paid up their accounts and are now in good shape.

This will enable the Association to issue a complete new report showing further delinquent accounts about the middle of November.

The reason for compiling a separate sheet of this report is to reduce the amount of work and to avoid the jobber putting his blank list to one side and neglecting to go over his ledger for the past year.

Secretary Roush remarked to The World: "The credit question is one of the most vital factors in the talking machine game and it is one of the hardest questions that the jobber has to handle to-day as well as the association.

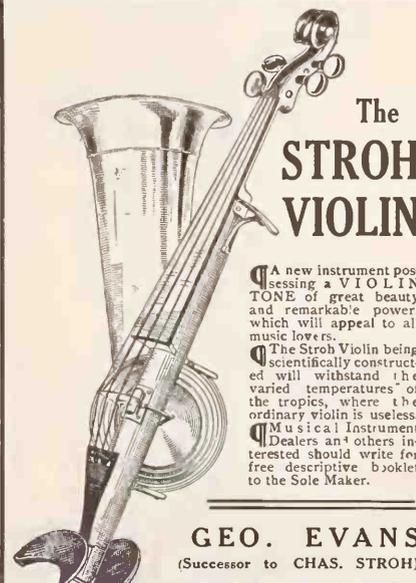
"I think this is distinctly a matter that can be settled by the Jobbers' Association without help from the factory and can be done only by an improved system of credit reports, and if each jobber is perfectly frank in sending in a complete and correct report monthly a great deal can be done. Several innovations in the credit reports will be given as soon as I receive the revised list."

Secretary Roush then added that he trusted that the jobbers would check up their list in order that he might have the credit report as speedily as possible.

The STROH VIOLIN

A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers.
The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.
Musical instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

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Our "Elite" 9 Machines One of the Best.



Our Famous "Puck Phonograph."

CHEERY NEWS FROM CLEVELAND.

Improvement in General Conditions Reflected in Improved Trade with Talking Machine Men—All Look for Great Winter Trade and Are Planning Accordingly—American Sero-Phonograph Co. Move to New York—In This City, as Elsewhere, the Principal Calls for High Priced Machines and Records—News of the Month in Detail for World Readers.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 9, 1909.

General business conditions in Cleveland and vicinity have returned almost to normal, and in some lines there is a boom. Manufacturers and contractors are advertising for both skilled and unskilled help, and there are many jobs for skilled men that are not filled because the help is unattainable.

Talking machine dealers, and merchants generally, declare that people again have money to spend, not alone for necessities, but for some of the luxuries. This condition is especially pleasing to the talking machine and piano dealers, whose sales are being daily augmented.

The close of the vacation season brought an increased inquiry, and the various demonstration rooms have been echoing with music and mirth for the past month, while paterfamilias may daily be seen wending his way homeward with a goodly package of records, where, after dinner, with the family assembled, father assumes the role of entertainer, and introduces, one after another, the great singers and musicians of the day, keeping the family up until long after bedtime, because the new October records are so full of charm.

The generally expressed opinion is that trade during the fall and winter months will be unusually great, and dealers are making preparation to meet the expected increased demand, by laying in a good supply of goods, thus avoiding the irritating experience of a year ago, when they were unable to supply customers, even after long delay.

The American Sero-Phonograph Co., failing in their efforts to promote the business here, have closed their office and will ship the model machine to New York, shortly, where they expect, under the guidance of a Cleveland capitalist, to secure capital and place the machine on the market.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., had a date with the Probeck Co. to-day, the 9th inst. His visit was anticipated with pleasure.

The United States Phonograph Co., incorporated several months ago, are working on the production of a talking machine which they hope to soon place on the market.

A. A. Probeck, son of G. J. Probeck, who has for some time been in the employ of the G. J. Probeck Co., has severed his connection with the company and established himself in the automobile business, with a partner, under the firm name of the Brown-Probeck Co.

A. H. Buescher, of W. H. Buescher & Sons, has installed a complete talking machine repair plant, and will devote himself especially to this branch of the business. A capable young man, with large experience, he will undoubtedly make a success of it.

Chas. Martin has bought the talking machine stock of M. A. Gibson, who bought the Hartwell phonograph store, and is closing out the records at 25 cents each, and the machines at "bargain prices." He says he will not continue the business.

Flesheim & Smith are pushing the Victor and Zonophone goods to the front, and report improvement in demand for both machines and records. Mr. Flesheim said the prospects were flattering for a fine holiday season's trade.

A. W. Robertson, of the Geo. J. Probeck Co., expressed himself very well pleased with present conditions and the future outlook. "The advent of cooler weather," said he, "is bringing with it the thought of indoor entertainment and an increasing demand for both Columbia double disc and Columbia indestructible cylinder records. Many inquiries are reaching us con-

cerning the Grafonola, the new hornless machine, and judging from the many favorable comments expressed on the appearance alone, as shown in the illustrations, we expect a large sale when the stock is received. The general indications are bright for a large fall and winter business."

Mr. Towell, manager of the Eclipse Musical Co., said that the volume of business in September showed a large increase over August. "The past month," said he, "was very much better than any previous month this year, and the outlook is good, and business, judging from present indications, ought to be good during the fall and winter months."

J. H. Roach, manager of the commercial department of the Edison business phonograph, said business was now very good, showing considerable improvement. He stated that the railways were beginning to equip their offices, which would live up the business very materially.

Collister & Sayle report present and prospective conditions very satisfactory. "We did an excellent business in both our wholesale and retail departments in September," said Manager Phil Dorn, "and so far October gives promise of big improvement. Demand is growing for the better grade of machines, and naturally for the best records, and present sales are largely for this line of goods." The company exhibit several Victrolas in the various finishes, mahogany, oak, etc., together with the Victrola XII., and they make a fine display.

Mr. Bissinger, manager of the W. J. Roberts, Jr., Co., says that "the demand has been, and still is, for the higher grade machines and cabinets. The moneyed class of citizens are becoming more and more interested in talking machines, since the highest class selections and the ornate, higher grade machines have been introduced, and are to-day among the best customers of the trade. Beside the better grade of machines, we are having a good many inquiries for Victrolas and the Victrola XII., and our record sales are fine."

Mr. Robbins, of B. L. Robbins & Co., said business has much improved during the past month.

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in



German
English
French
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Guakau
Pekinese
Shansinese
Kiangnanese
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Tarsi, and 15
other dialects.

REPERTOIRE ALWAYS UP-TO-DATE

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

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

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

He stated they were making sales of the higher-grade machines and the higher-priced records, and that trade conditions were improving. October, he said, had started out most promisingly, as increasing daily sales of records, especially of the October lists, indicated. He thinks the holiday trade will be especially good.

"Trade during September was only fair. We have never found it a very good month in the talking machine line, for some reason," said I. H. Buescher, of Buescher & Sons. "Thus far this month we have made sales of a number of high-priced machines, including Victrolas and the Victrola XII. Record sales are good and increasing. We anticipate a big holiday demand, and I would advise all dealers to lay in a good stock now for that trade, and not get caught as we all were a year ago, and unable to meet the wants of our customers."

The Bailey Co., in their new quarters, report business improving in both the talking machine and piano departments. "There is a growing demand and our sales of the better grade machines is increasing," said Mr. Freidlander. "Our individual demonstration rooms are a success and proving to be trade winners. The October lists of records are fine and are selling well." The company had a formal grand opening of their enlarged store October 6-8. At the regular employes' monthly meeting Mr. Friedlander is to read a paper on "The Invention and Development of the Talking Machine," a subject which he is capable of handling with ability.

Ernest R. Ball, former Cleveland and composer of "Love Me and the World Is Mine," and other ballads, demonstrated some of his songs in the music department of the Bailey Co. last week.

Conditions at The Talking Machine Store are very satisfactory. Mr. Denslow, manager, said: "With the additional special list of Amberol records an impetus has been given to the record business. I have had more inquiries in the past two weeks for machines and cabinets than in a long time. Many of the inquiries indicate a good holiday trade." One of his Victor window displays is attracting the attention of every passerby in the Arcade, and is much admired.

H. L. Tinker, manager of the talking machine department of the May Co., said: "There is a decided improvement in the record line, especially since the first of the month. Machines, especially Victrolas, are in fairly good demand, as are also cabinets. We have secured the exclusive department store right in Cleveland for the sale of Schram Bros.' line of record cabinets." The company have a large and fine piano and talking machine window display on their Prospect avenue frontage.

John Reiling, of the West Side Columbia store, carries a pretty complete stock of the foreign records, and there is a good demand for German,

Hungarian and Hebrew records. The call for machines is fair, and prospects look good for a fine fall and winter trade. "I am having a very good run of business in the repair line."

Mr. Goodman, of the Goodman Piano Co., says that business is improving and he looks for a good holiday trade. The company have been appointed jobbers for the Herzog Cabinet Co.; also for the Regina line.

OFFICIALLY ANNOUNCED.

Sales Manager Dolbeer Sends Out Circular to Jobbers Regarding the National Co.'s Latest Concealed Horn Creation "The Amberola."

On September 24, F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., issued the following preliminary announcement regarding the Edison "Amberola" cabinet, which was sent their jobbers:

"To Edison Jobbers—On or about December 1, 1909, we will place on sale the Edison 'Amberola,' a distinctively new-type concealed-horn phonograph, specially designed to appeal to a discriminating portion of the public, who have been demanding a high-grade machine for home use, combining a perfected musical instrument with a highly artistic and useful record cabinet.

"Cabinet.—Mahogany (piano finish) or mission oak. Mounted on patent roller castings; is beautifully finished, and has four drawers, equipped with special clamps in bottom, holding a total of one hundred and twenty standard or Amberol records, in original cartons. Dimensions—Height, 49 inches; width, 21 inches; depth, 22 inches.

"Machine Features.—Equipped with traveling mandrel and has stationary, new-style diaphragm reproducer. It also has an automatic stop, and a combination starting lever and reproducer lift. By lifting this lever the feed nut is released, and sapphire raised for return of the mandrel and removal of record. When lever is pressed down the sapphire is lowered to a contact with the record, and the motor is also started. Improved type motor. Price—List price, \$200.

"For your information we are sending photographs of the 'Amberola' by this mail, under separate cover, which you are at liberty to show the retail dealers, giving them all information contained herein, and book their orders for shipment when received, or on a given date authorized by us. We highly recommend, and urgently request, that you call the attention of dealers to this new-type machine at once; pointing out the large margin of profit obtained from the sale of such an outfit, and the advantages gained by carrying at least a sample at all times, for exhibition and sale purposes, and if possible you should secure their advance orders, so that you will be in position to place an intelligent order to meet the requirements of your trade, immediately formal announcement, with full and complete information, is received, thus giving our manufacturing department ample time to prepare for the needs of the entire trade.

"An Amberol list of grand opera records, made by high-class talent, will be issued at about the same time the cabinet machine is introduced."

The man who advertises under protest never makes a success of his advertising.



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

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

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

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

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

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

All these needs are joined in:

Jos. Zimmermann's

Famous Needle Cabinet

PUT IT IN THE WINDOW AND COIN THE ORDERS

SOLE MANUFACTURER

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN GERMANY

EXECUTIVE COMMITTEE MEET.

Governing Body of National Association of Talking Machine Jobbers Hold Session in Pittsburg on September 19—Those Present—Decide Upon Atlantic City as Next Meeting Place of Association—Committees Appointed—G. D. Ornstein Entertains.

A meeting of the Executive Committee of the National Association of Talking Machine Jobbers was held at the salesroom of the Standard Talking Machine Co., Pittsburg, Pa., on September 19, at 10 o'clock, President Perry B. Whitsit presiding. The meeting was well attended and much interest was manifested in the subjects brought up for discussion. The following were in attendance: Perry B. Whitsit, president of the Perry B. Whitsit Co., Columbus, O.; J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York; Louis Buehn, of Louis Buehn & Bro., Philadelphia, Pa.; J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa.; J. F. Bowers, of Lyons & Healy, Chicago, Ill.; E. F. Taft, manager of the Eastern Talking Machine Co., Boston, Mass., and H. H. Blish, of Harger & Blish, Dubuque, Ia. In addition to the above members of the Executive Committee the following were in attendance: F. W. Davidson, vice-president of the Perry B. Whitsit Co.; T. H. Towell, manager of the Eclipse Musical Co., Cleveland, O., and George D. Ornstein, manager of the traveling department of the Victor Talking Machine Co.

The meeting was devoted chiefly to the general routine of business, though a number of matters of direct interest to the association were discussed by those present.

One of the most important matters was the choice of a meeting place for next year. Mr. Whitsit, the former secretary, presented his report, which showed 59 votes for Atlantic City, as against 19 for Detroit and 13 for Portland, Ore. The votes for Atlantic City, from jobbers west of Pittsburg, exceeded in number those for the two other cities combined. This was taken as an indication that the inland jobbers preferred the seashore for their convention.

In view of the vote Atlantic City was chosen as the next convention city, the meetings to be held at the Chalfonte on July 5, 6 and 7. The idea in selecting the above dates as noted is to enable members and delegates who may attend to have the benefit of July 3d and the 4th to travel, thus allowing a five days' outing.

J. C. Roush, secretary of the association, was appointed chairman of the committee of arrangements for the Atlantic City convention; and there is no doubt he will do the honors to perfection. He will announce the other members of his committee later.

The following committees were appointed for the ensuing year by President Whitsit:

Resolution Committee—Louis Buehn, chairman; Rudolph Wurlitzer and Lawrence McGreal.

Press Committee—J. Newcomb Blackman, chairman; L. C. Wiswell, B. G. Pierce, B. L. Crew, A. J. McCarthy and E. F. Taft.

Grievance Committee—E. F. Taft, chairman; J. F. Bowers and H. H. Blish.

Membership Committee—J. C. Roush, chairman. Other members of this committee will be announced later.

At the close of the session George D. Ornstein gave a very interesting talk on trade problems, following which the Executive Committee were the guests of Mr. Ornstein at a dinner served at the Fort Pitt Hotel, which was greatly enjoyed by all in attendance. After dinner the members left for their respective homes, imbued with the desire to work harder than ever in the interests of the association, which has already accomplished so much good.

HOFFAY DUE IN NEW YORK.

Jose Hoffay, formerly manager of the Columbia Phonograph Co.'s store, Mexico City, Mexico, is due in New York at an early date and will be connected with the foreign department.

GREAT TRANSCRIBING CONTEST

In Connection with the Exhibit of the Edison Business Phonograph Co. at the Business Show—Miss Anna D. Day Won First Prize—Value of Business Phonograph Proven.

The Edison Business Phonograph Co., Orange, N. J., had a very complete exhibit of their latest type machines at the National Business Men's Show, which was open from Sept. 25 to Oct. 1, inclusive, in the Madison Square Garden, New York. The display was under the immediate charge of N. C. Durand, sales manager of the company, with a competent corps of expert assistants. The space occupied by the company was in the center of the main floor, and the



MISS ANNA D. DAY, WINNER OF THE FIRST PRIZE.

exhibit attracted a great deal of attention. Their booklet, entitled the "A B C of the Edison Business Phonograph: A, The Phonograph; B, The Dictator; C, The Stenographer," was distributed to all inquirers and visitors, who were greatly interested in its contents.

As is well known the Edison company have been very active in the business phonograph end, having paid attention not only to office



GOLD MEDAL PRESENTED TO MISS DAY.

use, but to the training of school children in the use of the machine in schools, thus creating a lasting impression in the minds of the coming generation that the business phonograph is here to stay as a time eliminator.

An incident of marked importance during the

show was a transcribing contest, and the winner of the Edison gold medal on Sept. 29, was Anna D. Day, of 158 West Sixty-first street, New York, who wrote 43 3/10 words per minute (after deductions for all errors), on an Underwood typewriter. The dictation from which this transcribing was done was at the rate of 150 words per minute. Bertha Lange, of 304 Arlington avenue, Jersey City, N. J., was second, winning the silver medal, with a record of 40 7/10 words per minute (after deduction for errors), on an Oliver typewriter. Anna McManus, of 2107 Fifth avenue, New York, was third, winning the bronze medal, with a record of 37 2/10 words per minute (after deduction for all errors), on a Remington typewriter.

The remarkable part of this performance was the freedom from errors in transcribing, showing the perfection of the modern Edison business phonograph, the winner being penalized for only 3 per cent. of errors in writing the total of 523 words in the ten minutes of the contest. When it is considered that the ordinary dictator does not attain near the speed of 150 words per minute, at which the dictation was put on the phonograph for transcribing, it can easily be seen the proportion of time that any business man can save in giving his dictation to the machine, to say nothing of the convenience of never having to wait.

The Edison transcriber has the great advantage of being able to write from the phonograph fully 50 per cent. faster than she could write from stenographic notes with greater convenience and less mental effort. The fact that she does not have to take stenographic notes easily saves half of her time, and thus she is employed constantly in productive letter writing.

The modern Edison business phonograph has been so perfected that all of this is possible. The motors are of the Universal type that operate on any electrical current, either direct or alternating, and the dictator has the advantage of making corrections or additions to his dictation at any time, so that there is no penalty for adopting this modern secretary. With the aluminum hearing tubes of very lightest pattern and the loud, clear reproduction of the dictator's voice the stenographer now finds it more easy and pleasant to typewrite from the phonograph than from her shorthand notes.

The contest was in charge of Professor J. N. Kimball, 1358 Broadway, New York, and a competent set of judges which were selected from the International typewriting contest, under which rules all of the deductions and the judging was done.

EFFECTIVE COLUMBIA WINDOW.

M. Silverstein, manager of the Silverstein Co.'s store in Louisville, Ky., has been heartily congratulated on the very effective window which he has arranged in connection with Horse Show Week in that city. The window shows a drawing room, completely furnished to the minutest detail with every modern fixture. The principal feature of the window is the presence of the home circle of the Columbia graphophone. The figures of a man, woman and two children are excellently arranged and well dressed, and the idea is that they are enjoying the graphophone after their return from a visit to the Horse Show. Fine furniture and rugs add to the attractiveness of the display. It is conceded to be one of the best windows seen in Louisville in many a day.

QUAKER CITY "DOINGS."

Marked Recovery in Trade—Buehn's Report—Penn Co. and the Amberola—Columbia Co. in Old Home—Wanamaker Broadening Out—Heppes' "Talker" Plans—Weymann's Business Is Growing in All Directions—Interesting Resume of Situation.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 11, 1909.

The great popularity of the talking machine is well illustrated in the advance that has marked the business in that instrument during the past few months. In no line of the trade has the recovery been so rapid and so substantial. The talking machine business in Philadelphia to-day is larger than it has been at any time since the invention of that instrument, and this is to be accounted for in the aggressiveness of the manufacturers, who are always giving the public something new. Long ago it was thought that the apex had been reached, but every month brings with it new innovations, which are readily taken up by the public, who have come to look upon this instrument, not only as one of the prime means of entertainment in the home, but as an educator and as a cultivator of the dormant talent in music, such as is accomplished in no other way.

A firm enjoying one of the largest wholesale businesses in this city is that of Louis Buehn & Brother, 45 North Ninth street. Recently this firm added to its already spacious warerooms, several new sound-proof rooms in which to handle the many customers always to be found in their store. In speaking with a member of the firm, he summed up the situation thus: "Business has improved materially. We have been running ahead since April of this year. April, May, June and July showed an increase in sales of about 25 per cent. August was about one-third ahead, and our September business was almost double that of last year. From present indications I cannot help but feel that we are going to have a very good fall and winter." R. J. Dungan is at present representing the firm through Pennsylvania and is sending in some very good orders, and Frank Reinick is doing very well along the local trade. He is also covering South Jersey. Business on the road has been fairly good all summer. The firm have now two hear rooms each for the Victor and the Edison talking machines.

The Penn Phonograph Co., at 17 South Ninth street, in both their retail and wholesale departments have found business picking up right along, and of late very rapidly. It has shown a marked increase during the past few weeks, and they have been getting in a very heavy stock to handle it. T. W. Barnhill, the manager of the company, is at present on the road, visiting the firm's trade in the South. Edward Smullen is on a business trip this week through the coal regions of the State, and reports that he finds conditions in that section as very much more favorable than they have been during the past two years.

The firm are showing at present the Edison Amberola, a new Edison machine, which they retail for \$200, and on these instruments they expect to have a very heavy fall and winter trade, and are expecting a very large shipment in the course of a few days.

The Columbia Phonograph Co. have gotten back into their old home and have it fixed up much more attractively than before their fire last spring. They were very much handicapped by having to move around on Twelfth street until their warerooms were repaired, but are gradually getting their former trade back to the store again. Not only have they improved window facilities, but they have their walls tastefully decorated, and have large green rugs on the floor.

The Columbia Co. are very much pleased with their new Grafonola de Luxe, an instrument which they believe is going to be very popular with the public; they received four of them as a first shipment a few days ago, and before 11

o'clock had three of them and one Regent sold. In their new store they have five sound-proof exhibition rooms.

Thomas K. Henderson, who took charge of the business last month, succeeding John A. Goldrup, who has gone with the Ellsworth Co., is making splendid headway. They have just placed a new representative on the road, Robert Robinson, who will cover the eastern part of Pennsylvania for the firm. They are expecting to have in stock shortly a new \$100 instrument, built on the order of the upper half of the Grafonola de Luxe. They consider that the outlook is very bright for all styles of graphophones. A new feature soon will be four-minute records, which they are sure will be popular with the public.

The extensive talking machine department at Wanamaker's is showing considerably more than the usual activity these days. They are making arrangements for an extensive campaign for fall trade, and expect, in the future, to do a larger wholesale business than before, and will shortly start in to reach that line of the trade. Mr. Gerson, the manager, who has also charge of the New York Wanamaker department, spends three days a week in Philadelphia and three in New York. He thinks that conditions look very promising for the future. They are getting out a number of new cabinets, to be used for the purpose of holding the "Echo" Record Albums. These albums are patented by Mr. Gerson, and they form a complete system for filing disc records, which can be added to album by album.

The Wanamaker talking machine department believe that they will be very successful with their wholesale department, for the reason that they are in a position to insure very prompt delivery on either the Victor or the Edison lines. They have a free delivery suburban service, which is quite an advantage. When the new Wanamaker building is completed, not only the piano department, but also the talking machine department and other parts of the musical business of the Wanamaker establishment, will be given ample room, and although it has not been decided, there is some talk of devoting the entire second floor of the big store, which covers the space from Market to Chestnut, and Thirtieth to Juniper streets, over to the music department. Every individual department will be given its own individual space, so that none will conflict with the other and prevent harmony and pleasing artistic effects, and it will be the largest music store on any one floor in the world.

With the Heppes entirely rebuilding their new store, 1119 Chestnut street, they have as yet not entirely laid out the plans for the talking machine department in the new building, but the business has been growing so rapidly that in the very near future they will have to give it twice the space it occupies at present. Until this new building is done, they are having an additional "hearing" room built in No. 1117, upon which the carpenters are now at work. The entire department will be removed into the new quarters, and the first floor will be devoted to the talking machine business exclusively.

H. A. Weymann & Sons have one of the best locations for the talking machine business in Philadelphia, and the advantage of having so many other departments connected with the store that it is not necessary for them to exert themselves much to bring trade. Sheet music musical instruments of all characters, talking machines, pianos, players, etc., and you can find at the Weymann store everything in the line of musical instruments made. They have been doing an exceptionally fine business all summer and fall, and it looks as if it was going to be the largest year in business they have ever enjoyed. There may be an exception to 1907, but it is almost double what it was last year. They have three men on the road at present, and their wholesale business is showing a great improvement. They have just fitted up a Victrola room with appropriate pictures, settees, easy chairs, and it is one of the most attractive in the city. They are doing particularly well with the Edison Cygnet machines, which they first placed on sale on the first of October.

Have You Seen the New C-D-C Device?



No. 400, Closed

It is really the greatest Harmonica

selling proposition ever put before the dealer.

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 its entire contents of 38 Harmonicas at one time, and showing the instruments to a great advantage. When closed, the complete Cabinet occupies a minimum of space (10 3/4 in. wide, 9 1/4 in. long, 5 1/4 ins. high), being much less than a foot square. Thus, it will be seen what an ideal self-selling proposition 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

Hohner Harmonicas

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

Assorted Harmonicas

16 pieces to retail at 25c. - -	\$4.00
12 " " " " 35c. - -	4.20
10 " " " " 50c. - -	5.00

Total retail value, \$13.20

YOUR INVESTMENT

\$8.75 { Per Cabinet and Harmonica Assortment.

YOUR GAIN

Over 50% Cash Profit and a Superb Display Cabinet.

Write for illustrated Folder in Colors.



No. 400, Opened.

M. HOHNER 475 BROADWAY NEW YORK CITY

Canadian Office, 76 York St., Toronto

Mexican Office, 4a Calle de Tacuba No. 33, Mexico City

Harmonicas, Accordeons, Blow Accordeons

EXPANSION IN BOSTON.

In the Form of Increased Business and New Stores—High Priced Machines of All Makes in Demand—Grand Opera Plans Help in This Connection—Trade News from Classic City.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 10, 1909.

Two stores that have put in new lines of talking machines seem to act as a sort of criterion for business conditions here just now, as every other talking machine store follows their example in reporting business as "bully."

The Victor XII and the Victrola, the Edison Amberola and the Columbia library table style and the Graphonola de Luxe lead the local trade so far as the features are concerned, and grand opera records have the call in that department. The opening of the Boston grand opera season is now only three weeks away, and as all the artists are here rehearsing, they make almost daily calls at the different stores where some of them have been given added fame through the medium of records of their voices.

For example, Alice Nielson spent half a day in one of the local stores this week, listening to records of her voice and expressed herself as greatly pleased with the results.

Victrola sales at the Eastern Talking Machine Co. are reported as largely on the increase. It is planned at this store to have a larger department for the display of Victrolas. The Eastern Talking Machine Co.'s store association is to have another meeting on the third Thursday of this month, a feature of which will be a dinner in honor of General Manager Taft.

The talking machine department at the big Henry Siegel store, which has been opened only a few weeks, is doing a most satisfactory business under Manager C. B. Thompson. This department handles Columbia discs and the indestructible records.

Another store handling the Columbia exclusively is that of Jerome H. Remick & Co., and business there has increased greatly in the past month.

Manager Howes, of the Houghton & Dutton Co.'s talking machine department, reported this week that he had just placed the largest wholesale order that he had given for over a year. He says that business is progressing better than was anticipated and that the announcement of the immediate return of Harry Lauder to Boston has caused a jump in the records of his songs.

Manager Winkelman, of the Oliver Ditson Co., jobbers and retailers in Victor goods exclusively, is having a most gratifying demand from the wealthy and artistic people of Boston for the Victrolas, and when they buy one they usually give a big order for grand opera records. The retail sales of disc records have grown wonderfully during the past year, due in great measure to the liberal advertising done by the Ditson Co.

At the C. E. Osgood Co., they are beginning to realize the fine qualities of the Victrolas, for a number of sales of these instruments lately have convinced the firm that it pays to cater to the highest class of people almost exclusively. The new Edison Amberola promises to be a big thing at this store, judging by the number of inquiries made for it.

E. D. Easton, president of the Columbia Phonograph Co., was a visitor to the local store last week. The Columbia Co. have just increased their local output through the opening of two new stores in the suburbs, one at South Square, by Henry Schultz, and another in Davis Square, Somerville, conducted by The Collins Talking Machine Co. Business has started in there very well indeed.

Advertising Manager Brown, of the Victor Co., was also a local trade visitor last week.

Mr. Pike, who was burned out a short time ago, has not as yet found a location to suit him. He says that if he can get a good location in the central part of the city, he will open up a mammoth store, the largest in the city. Good locations are scarce, however.

REGARDING "SPECIAL" RECORDS.

The National Phonograph Co. Issue Some Important Data Bearing on This Subject—Some Delay in Shipping Cygnet Horns to Trade.

The appended recent circulars have been sent the trade by F. K. Dolbeer, general manager of sales of the National Phonograph Co., Orange, N. J. The first bears the date of October 4, regarding "special" records, as follows:

"To Edison Jobbers:—For the purpose of placing 'special' records upon the market that are already big hits, or that we have reason to believe will be especially popular, at the very earliest possible date, we have decided to inaugurate the following plan: From time to time, as such selections appear (the masters for which have already been made with a view of listing the records two or three months hence), we will advance the selling date one month, making shipment of these records with the previous month's issue, provided you will favor us with a standing order for a stated number of such records.

"For the present not more than four 'special' records will be issued at any one time, nor will those special records increase the regular lists, as they will simply be advanced as to selling date, and will appear in the regular monthly list, as an example, if one or more numbers were being prepared at the present time with a

view of listing them in the January, 1910, supplement, which, under the present system, would be placed on sale December 24, we would ship these 'special' records with your December order, and you could place them on sale with your December records, on November 24. These numbers will again appear upon the regular monthly bulletin and supplements. This plan will not increase the present total of forty selections for each month, nor will it permit of our furnishing samples of these special records. Special printed matter will be prepared and forwarded with the goods, thus enabling you to intelligently place the records before your trade."

On the 6th, following, the appended was mailed:

"Owing to the numerous orders we have received from the trade for Cygnet horn equipments, and due to the fact that the horn manufacturers have not been able to supply us with our requirements, it becomes necessary to state that some of these orders will necessarily be delayed, and we must ask your indulgence for a period of at least another ten days."

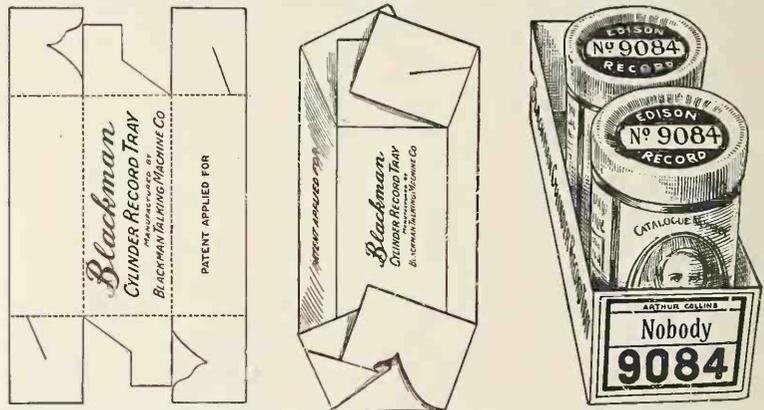
Talking machine salesmen who handle the Victor Red Seal records made by Mlle. Gerville-Réache, the celebrated contralto of the Manhattan Opera House, sometimes find difficulty in pronouncing her name. As a matter of information and in response to several inquiries, we wish to state that her name is pronounced *Ray-ash*.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES

BY USING
THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



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

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS

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

NET PRICES TRAYS ONLY
(Subject to Change.)

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

NOTE.—Price less than 1,000 same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

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

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

Manufactured by
BLACKMAN TALKING MACHINE CO.

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

LEO SLEZAK MAKES RECORDS IN LONDON

For the National Phonograph Co.—The Distinguished Austra-Germanic Tenor Photographed in the Act of Making Ten Grand Opera Records Which Will Be Placed Upon the Market by the National Phonograph Co. December 1.

We present herewith a photograph of the recording studio of the National Phonograph Co., in London, and the man standing, collarless, before the recording horn is Leo Slezak, the celebrated tenor of the Royal Opera House at Vienna, who will make cylinder records exclusively for the National Co. The photograph was taken while Slezak was filling an engagement at Covent Garden, during which period he

Slezak has toured all the principal European cities with tremendous success, and is a great favorite in Berlin and London. He is a prominent figure in the social and intellectual life of the Austrian capital. Slezak's noble voice is produced with unmatched ease, and with a flexibility that cannot fail to command admiration, and which proves him to be a master in all the arts and graces of the Italian school. He is no less



SLEZAK RECORDING IN LONDON FOR THE NATIONAL PHONOGRAPH CO.

made ten records, which will be placed upon the market about December 1.

As may be judged from the picture, Slezak is a man of tremendous stature, standing about six feet five inches, and is built in proportion. His magnificent physique especially fits him for the romantic roles in which he has been so successful. Slezak possesses a most attractive personality and is equipped with a broad and liberal education, as was found by President Frank L. Dyer of the National Phonograph Co., who spent several days in his villa at Caunterets in the Pyrenees on the occasion of his recent European trip. Mr. Slezak will make his first American appearance at the Metropolitan Opera House, New York, during the present season.

SALESMAN WANTED.

Wanted.—Salesman for Iowa; one acquainted with the talking machine business; Edison and Victor preferred; good position for right man. State experience, with references. Address, Harger & Blish, Edison and Victor Jobbers, Dubuque, Iowa.

EXPERIENCED REPAIR MAN WANTED.

Wanted.—Thoroughly experienced repair man. Communicate at once with the Standard Talking Machine Co., Pittsburg, Pa.

BUSINESS FOR SALE.

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

SALESMAN WANTED.

Wanted.—First-class Victor, Edison, small musical instrument and sheet music man to sell to dealers; good position for good man. Address, Ross P. Curtice Co., Lincoln, Neb.

successful in the strenuous roles of the Wagnerian operas.

The records that he has made for the National Phonograph Co. represent his favorite numbers those in the rendition of which he best displays the quality and range of his phenomenal voice and in which his success has been the most pronounced. The selections are taken from "Tannhauser," "Lohengrin," "Othello," "La Boheme," "Gli Ugnotti," "Tosca," and "Aida," and the special care given to the recording of these numbers has resulted in ten of the most desirable grand opera records that have ever been submitted for the approval of the music-loving public.

WAS THE JOKE ON MR. PELZER?

The Edison building, 10 Fifth avenue, New York, was brilliantly illuminated during the week of the chief events of the Hudson-Fulton ceremonies, and the signs, installed under the supervision of Wm. Pelzer, vice-president of the National Phonograph Co., may be permanently retained, but reproduced in more substantial form. These electric signs consist of the company's trade-mark, the name of the distinguished inventor, "Thomas A. Edison," written the full width of the building; below it on the third and second floors respectively the words "Phonographs" and "Moving Pictures."

When the current was turned on the building presented a striking appearance, visible for a distance up and down the avenue, coming in for appreciative attention and applause on the part of the marchers, especially while the carnival parade was passing during the evening of Oct. 2. In connection with this illumination quite a good story is told on himself by Mr. Pelzer. The evening the lights were being tested for the first time the avenue was crowded and as Mr. Pelzer was on the sidewalk in front of the building to observe the effect, as the current was switched on and the words "Phonographs" and "Moving Pictures" flashed out in the night, a universal "Ah! Ah!" went up from the interested spectators, and several shouted: "Is the show going to begin?" Mr. Pelzer laughed immoderately when he heard this exclamation and got inside as soon as possible to escape too close a scrutiny.

Dr. Cook Makes A Victor Record

The Discoverer of the North Pole Makes a Remarkably Interesting Record in Which He Tells the American People Through the Victor Record of His Thrilling Dash to the Pole—The Culmination of Three Centuries of Effort.

Another proof of the wonderful enterprise of the Victor Talking Machine Co. is the announcement that they have induced Dr. Frederick A. Cook to describe on a twelve-inch Victor record "How I reached the North Pole." In an intensely interesting four-minute talk, Dr. Cook gives the important particulars of his arduous and thrilling journey. The simple and modest manner in which this great explorer has described his struggles amid the Arctic waters with starvation and death ever near, makes the record singularly impressive and convincing.

The advantages and value of such a record to the talking machine trade all over America is obvious, and the Victor Co. are to be congratulated on their progressiveness.

The wide possibilities in the way of sales are apparent, in view of the fact that Dr. Cook is traveling throughout the country on a lecture tour, for which he is receiving from \$3,000 to \$10,000 a lecture, and this will unquestionably insure a large demand for this record. It certainly offers a great advertising opportunity for Victor dealers.

In his letter to the trade, L. F. Geissler, general manager of the Victor Co., says:

"No event in years has produced greater excitement or caused more newspaper comment than the discovery of the North Pole and the fact that we have been able to secure this record almost immediately after Dr. Cook's return to this country should be brought to the attention of every Victor owner. In fact, you should endeavor to get all the people of your town to your store to hear this Dr. Cook record, as it will be the means of interesting many people in the Victor.

"The immense popularity and vogue of Dr. Cook makes it desirable that the sale of this record will not be restricted to any specified opening date, but may be placed on sale as soon as you receive them.

"In order to participate in the first schedule of shipments, Denver distributors and all distributors west of Denver should wire in their first order (using code). Distributors east of Denver should mail their orders to us within 24 hours after receipt of this notice. We will then arrange to ship all orders of this record to distributors in the same city simultaneously."

Dr. Cook's record is listed as No. 31755 and sells for \$1.00.

The P. A. Powers Co. have transferred their activities from New York City to Wakefield, N. Y., where they have established a motion picture studio.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., left on Monday last for a fortnight's vacation.

MISS STEVENS' SHOCKING DEATH.

Only Daughter of Walter Stevens Killed in Collision of Boats at River Parade Held During Hudson-Fulton Celebration.

One and the only accident that marred the current festivities attendant upon the Hudson-Fulton celebrations was the shocking death on September 25 of Miss Frances L. Stevens, the daughter and only child of Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J. Miss Stevens was aboard a ferryboat of the Lackawanna Railroad when it came into collision with the United States revenue cutter "Seneca." The prow of the "Seneca" rammed into the lower deck of the ferryboat, where the young lady was sitting with Mr. and Mrs. F. K. Dolbeer and their two daughters, when Miss Stevens was crushed, her death being instantaneous. Edna Dolbeer had an arm broken, and she was taken to St. Mary's Hospital in Hoboken for treatment, from which she has since returned to her home in Orange. Ruth, her sister, miraculously escaped with a few scratches but all suffered severely from shock.

The death of Miss Stevens naturally cast a gloom over the assembled guests at the New York offices of the National Co., 10 Fifth avenue, gathered to view the magnificent land parade in connection with the Hudson-Fulton affair, and everybody expressed their sympathy for the irreparable loss of Walter Stevens and his wife, who were absent, of course, on this occasion.

GEO. W. LYLE ON EXTENDED TRIP.

George W. Lyle, general manager of the Columbia Phonograph Co., General, started from New York October 1 on an extended tour of inspection of the Columbia stores throughout the country. He will go to the Pacific and visit the South and East, and is expected to be away about six weeks. Before going away Mr. Lyle said conditions so far as the Columbia business was concerned was very satisfactory and that trade would improve right along.

MAGAZINES WILL REVIEW RECORDS.

The National Magazine and The World of Today Will Start a New Department for This Purpose with the November Numbers—This Radical Step is Due to the Labors of Geo. P. Metzger, Who Has Been Developing the Plan For Over a Year.

The National Magazine and The World of Today, will, beginning with the November numbers, inaugurate a very important department—one that will be of extreme interest to dealers in talking machines throughout the United States. This will take the form of a careful review of the records of the month, as issued by the various companies manufacturing talking machine records.

This plan of devoting space to an interesting review of talking-machine records has been in vogue in England for some time past, our English contemporaries believing that this was a most direct form of news, and as interesting as the department devoted to books.

It is a pleasure to The Review to note that the magazines in this country are commencing to recognize the important position which the talking machine and the talking-machine record occupies in the homes of our people. That the two well-known American magazines referred to have taken this important step is entirely due to the earnest work of Geo. P. Metzger, advertising manager of the Columbia Phonograph Co., who has been developing this matter for over a year, and whose contention right along has been that for every interested reader of the book reviews which some magazines print there are certainly a dozen interested readers of reviews of the monthly records.

Mr. Metzger's arguments when placed before the National Magazine impressed them so forcefully that Mr. Chapple, of that publication, called upon the various manufacturers of records, who have agreed to co-operate with him. When Mr. Metzger was seen regarding the foregoing move he said:

"The number of people who regularly read the

monthly supplements of the various companies, is far above the million mark. This is an immense clientele, and the magazines at last are appreciating it as I knew they would. If the magazines go at it right and make their reviews independent—as at least the National Magazine intends to do—these reviews will prove to be of benefit to the advertiser, of course, and also of unmistakable interest to the reader. I look for the time to come when every magazine and newspaper which pretends to keep its columns timely and interesting will have a wholly independent review of the musical records each month."—The Music Trade Review.

HOHNER COLLAPSIBLE DISPLAY CABINET.

The wide interest awakened by the introduction of the new Hohner collapsible display cabinet, illustrated and described in the advertisement of M. Hohner, 475 Broadway, New York, is extremely gratifying to the originators of this novelty. Inquiries for it have come from all parts of the world, and the factories at Trossingen, Germany, are being so crowded with orders that it is possible a congestion may follow, though the working force has been increased and the great plants are running overtime to meet this extraordinary demand promptly. The folders descriptive of the "C-D-C" device are now being distributed, and dealers will be supplied through the jobbers in the event they have been overlooked. The cabinet contains 38 pieces of the very best selling Hohner harmonicas, assorted in 16 different styles, all keys—all quick sellers.

The New Jersey Patent Co. and the National Phonograph Co. filed a bill in equity in the United States circuit court, Pittsburg, Pa., against H. E. Crandall and J. W. Jamison, who, it is alleged, have been selling Edison phonograph records at cut rates, in disregard of an agreement.

Approximately 400 new dealers have recently taken on the Columbia lines. This is going some.

GET THE BEST NEEDLES MADE

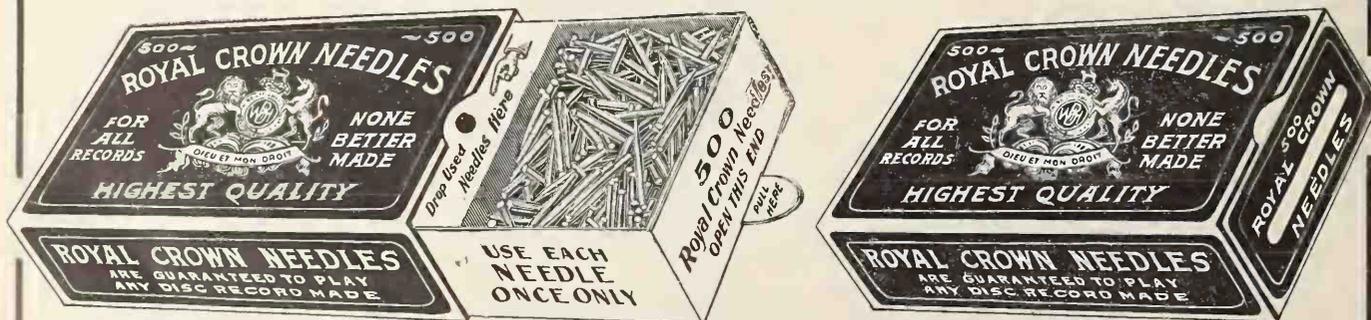
The finest tones can be secured from talking machines through the mediumship of **ROYAL CROWN NEEDLES**

These needles are made from the finest Sheffield Steel finely tempered and polished. They will not scratch. Each needle is perfect, the points being rounded by a secret process.

THEY ARE SUPERIOR TO ANY OTHER ON THE MARKET

The Royal Crown Needles are packed in patented boxes containing three hundred, four hundred, five hundred, eight hundred and one thousand needles to the box, also in folding boxes containing one hundred, two hundred and three hundred needles to the box. They are manufactured in the various tones, soft, medium, standard and loud.

Write to-day for descriptive circular. If your Jobber cannot supply you, write direct to us.



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

You cannot lose a needle when closed

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

Oldest and Largest Manufacturer in America

IMPORTANT PRICE-CUTTING DECISION

The Victor Co. Secure Another Victory in Their Campaign Against Dealers Who Indulge in This Practice—New Phase of the Question Introduced by the Judge Imposing a Fine of \$200 as Well as Costs in the Suit of the Victor Co. Against the Futernik Co., of Philadelphia—The Judge's Decision Well Worth Careful Reading as It Marks a Precedent Which Dealers in the Talking Machine Trade Would do Well to Ponder Over.

From the numerous suits brought by the Victor Talking Machine Co., as well as by other manufacturers of machines and records—the "big three," to be specific—it will be noted that the United States courts have invariably granted restraining orders enjoining dealers from selling goods at less than the prices prescribed in the qualifying contract. Now, the courts have gone a step farther, and are imposing fines for violations of the factories' agreements as tantamount to an infringement of patent rights. In other words, it is high time the talking machine dealers throughout the country realize that the factories are after price cutters to a finish, and that in the future it will probably not suffice for them simply to be eliminated from the list and supplies cut off. But, as is made clear in the proceedings reported below, this case is probably only a forerunner of the method of damage assessment that will be employed in all cases possible, and that it is well that the factories see that such troublesome and dishonorable concerns are eliminated from the ranks just as rapidly as can be done.

The suit in point is that of the Victor Talking Machine Co., Camden, N. J., against the Keen Co. (Futernik Co., successors), Philadelphia, Pa., and in speaking of it, Horace Pettit, general counsel of the complainants, said:

"I am pleased to state that Judge McPherson to-day (October 11), filed an order in the Keen contempt proceedings holding The Futernik Co. guilty of contempt in selling records at a less price than the license price, being in violation of the order of the court of November 5, 1906, in our suit against The Keen Co., of which The Futernik Co. is the successor. I would say that the judge has fined the company \$200, to be paid to the Victor Co., and also held them in

costs. I am rather pleased to secure this decision, especially as the defendant filed numerous affidavits and contested the case at the argument on Friday very warmly."

The formal court order is as follows:

"In the Circuit Court of the United States for the Eastern District of Pennsylvania. Victor Talking Machine Co., and the United States Gramophone Co., against the Keen Co., April sessions, 1906, No. 32.

"McPherson, District Judge:

"And now, to wit, October 11, 1909, after hearing and considering the affidavits and other evidence presented by the complainants, and by the defendant The Futernik Co. (formerly The Keen Co.), and after hearing and considering also the arguments of counsel, the court does adjudge and decree that The Futernik Co. has been guilty of violating the final injunction entered in this court on November 5, 1906, by selling certain talking machine sound records of complainants' manufacture (as described in said final decree) at a less price than the price at which the said records were licensed by the complainants to be sold by the Futernik Co. And as a penalty for its contempt in violating said decree, the Court does further adjudge and decree that The Futernik Co. do pay, within five days from this date, the sum of Two Hundred Dollars and the costs of the present proceeding; the said sum of Two Hundred Dollars to be paid to the complainants or their counsel of record as compensation for the time and outlay involved in prosecuting this application."

Dealers who persist in violating their license by price cutting after being restrained by a court order, should bear the above action in mind, as it will doubtless be a precedent for all future similar suits.

A PECULIAR SITUATION.

Some Caustic Remarks by the National Phonograph Co. Regarding Conditions in a Certain City in the South—Dealers Must Wake Up.

The National Phonograph Co., Orange, N. J., are not loath to severely criticize their jobbers and dealers if they are neglectful in a proper and energetic representation of the Edison products. In the present instance the company "hand it out" in the following caustic fashion, and in which words are not minced:

"The astonishing fact has recently been brought to our attention that in a certain city of the South, whose population is approximately 60,000, Amberol attachments and records are comparatively unknown. The city in question, whose name we are withholding for obvious reasons, boasts of one jobber and three dealers! It seems almost incredible that such a condition could exist, and the matter is receiving a prompt and thorough investigation at the hands of our sales manager. It seems to prove that there are localities where our agents are not alive to their opportunities. These localities will be discovered in the near future by our traveling representatives and we shall begin to ask questions.

"We are entitled to know why if our goods are not being pushed and, once the information is in our hands, we shall take prompt steps to remove the obstacle, whatever it may be, that interferes with their advertisement. It is of course possible that in this instance local conditions may be responsible for the apparent inertia on the part of jobber and dealers, and we are suspending judgment pending the receipt of complete facts of the case. It is hard to believe, however, that business conditions were so had in a city of that size that this most attractive

and salable features of the line could not find some market.

"Whether his oversight is deliberate or due to neglect, it is criminal and deserving of the most severe censure. We sincerely trust that further investigation throughout the country will disclose the fact that this case is without a parallel, for we should hate to believe that our jobbers and dealers in every instance, are not giving us the support of their co-operation and enthusiasm."

NEW GRAPHOPHONE MODELS.

The Columbia Phonograph Co. Introduce Three New Styles for 1910, Which Will Interest Progressive Dealers Everywhere.

In another part of this issue of The World, an important announcement is made by the Columbia Phonograph Co., in which they announce the first three Columbia graphophone models for 1910. These contain many individual constructive features, which must appeal to discriminating dealers and purchasers, and each is well worthy the closest investigation. The three models illustrated retail at \$25, \$35, and \$65, and each contains the new Columbia one-piece aluminum tone arm equipment.

The Columbia Phonograph Co. have certainly been tireless in their efforts to provide the trade with new ideas this fall. The latest announcement following their tremendous achievements in the Grafonola line, and which have come in for such widespread notice, emphasize that this institution is a thoroughly "live" one.

LANDAY'S PUBLICITY COMMENDED.

With the October issue of "The Voice of the Victor," the sprightly monthly published by the Victor Talking Machine Co., Camden, N. J., is also sent out the four full page ads used by

Landay Bros., Inc., that appeared in the Daily Saratogian, in connection with their branch house at Saratoga, N. Y., now closed for the season. The company add thereto, in flaming red type, this brief commendation: "This is a splendid example of local advertising in support of the Victor Co.'s immense national advertising campaign. The Victor Co. create the demand—local advertising brings the customer to your store."

BACIGALUPI PLACES BIG ORDERS

With the National Phonograph Co.—Enthusiastic Over the Amberola—Orders 25 of Them—Looks for Good Business This Fall and Winter in San Francisco and Locality.

Peter Bacigalupi, the well-known talking machine man of San Francisco, Cal., who has been sojourning in New York for the last few weeks, left for home on Wednesday, spending a few days in Chicago en route. In the course of a chat in The World sanctum early this week he stated that during his stay he had placed orders with the National Phonograph Co. for two carloads of Edison machines, as well as orders for twenty-five Amberolas—the new Edison creation. He had, moreover, the privilege to be the first jobber to hear the Amberola, regarding which he expressed himself in most enthusiastic fashion.

"I expect to do an immense business with the Amberola," said Mr. Bacigalupi. "It is undoubtedly the most perfect product ever turned out by the Edison people, and is a remarkable creation in every respect. The beautiful quality of its tone, the absence of scratching, the superb finish of the cabinet, all make a creation which will win an army of admirers. Business on the Coast is looking up, and I expect an immense holiday trade."

Mr. Bacigalupi also visited the factory of the Victor Talking Machine Co., at Camden, whose goods he handles at retail, and expressed himself as highly pleased with the courtesies shown him, not only by the National Co. and the Victor Co., but by all on whom he called while in New York.

VICTOR BUSINESS EXCEEDS 1907.

Immense Orders Reaching the Victor Co. Splendid Proof That Business Is Back to Old-Time Standard—What General Manager Geissler Says—New Red Seal Records By Sembrich, Homer, Farrar and Scotti.

Records are being broken these days at the factory of the Victor Talking Machine Co., Camden, N. J., in the way of orders for machines and records. In a chat with Louis F. Geissler, general manager of the Victor Co., on Tuesday, he reported that the volume of business reaching the Victor Co. has not only equaled their great trade of 1907, but is now exceeding it. An idea of the way orders are pouring in may be gleaned from the fact that one day last week Mr. Geissler received orders for 20,000 machines, and the call for Red Seal records is unprecedented.

In view of the foregoing the far-sightedness of the Victor Co., in erecting several immense Victor factories, which are now near completion, is apparent, for their resources will be taxed this fall and winter as never before.

The story of the Victor activity is a reflex of the improved conditions throughout the country, and a happy augury of a still better business for talking machine jobbers and dealers this fall and winter. The imposing list of Red Seal records, which now include so many famous artists, will be increased by many new Red Seal records of Geraldine Farrar, Sig. Scotti, Mme. Homer and Mme. Sembrich. These artists made a number of new records last week at the Victor laboratory and those who had the pleasure of hearing the masters proclaimed them to be the most wonderful creations ever turned out by the Victor Co.

EXCLUSIVE COLUMBIA



THE COLUMBIA PHONOGRAPH "DE LUXE"—\$200
With Regina Attachment, \$225

WE have the healthiest kind of expectation of making prompt deliveries on all Grafonola "De Luxe" orders very soon now.

We knew the instrument would take hold, and take hold quick—but the initial orders got away from us inside of the first three days. The responses to our magazine advertising of this instrument in some of the October issues makes it very clear to us that we have announced the very instrument that a large class of buyers have been looking for—and it is no less clear that Columbia dealers are going to coin money this winter on the Grafonola line.

One thing you can count on. As soon as we have persuaded any man who has the purchase of a hornless machine in mind to step inside of your store long enough to make comparisons, it's all over but the name and address. We are ready to make arrangements for the exclusive handling of the Columbia line in your locality. The Grafonola "De Luxe" ought to bring it to a head. How do YOU feel about it?

BETWEEN the Grafonola "De Luxe" and the Grafonola "Regent," the Columbia line is this minute more interesting to the active dealer than all other musical instrument lines put together. **WE MEAN THAT.** The Grafonola "Regent" will sell not only to those who have considered the possibility of owning a hornless talking machine but to many people who never gave the matter any serious thought before. This is prediction, mostly, we'll admit—but we are in a position to see what is happening; and this Grafonola "Regent" **ALONE** is sure to be sufficient reason for a good many dealers to secure the exclusive selling rights of the Columbia line, and the proof will follow pretty close on the prediction. Mark that down, and we will remind you of it again a little later.



THE COLUMBIA GRAFONOLA "REGENT," \$200



Columbia Phonograph Co., Ge

DEALERS WANTED

DO you remember that just about one year ago we announced the Columbia Double-Disc Record as being a REVOLUTION and not an EXPERIMENT?

Does it look like an experiment to you right now?

And do you remember that we announced the 65 cent price as the RIGHT price—"two records at practically the price of one"?

The fact is that in this one short year the Double-Disc has practically displaced all the single-sided records on the market. Our competitors a year ago frantically pointed to the Columbia Company as being responsible for the Double-Disc in this country—and we very cheerfully assumed the responsibility. We reaffirm it now. We WERE responsible, and we knew precisely what we were doing.

We feel like repeating here one paragraph from our first trade announcement of the Columbia Double-Disc Record: "The dealer who ties on to our first announcement of Columbia Double-Disc Records will find it easy to tie a string around the best of all the record business in his locality and lead it over to the Bank." It's HISTORY now, and the Columbia dealer who was wise enough to negotiate for exclusive selling rights of the Columbia line in his locality has been congratulating himself ever since.



AND with the advent of the Columbia Indestructible Cylinder Record, the exclusive Columbia dealer very early discovered that the completeness and the strength of his line enabled him to have things pretty much his own way in his own territory.



THE Columbia line is the LIVEST factor in the business, this month of October, 1909—and the only dealers who do not agree with that statement are those who are so tied, hand and foot, that they own neither their business nor their opinions.

If you have gone into this business as a free American citizen, here is your chance to cast your own vote and get yourself elected. Write in for particulars of our exclusive dealer plan, if you are not already operating with us that way.



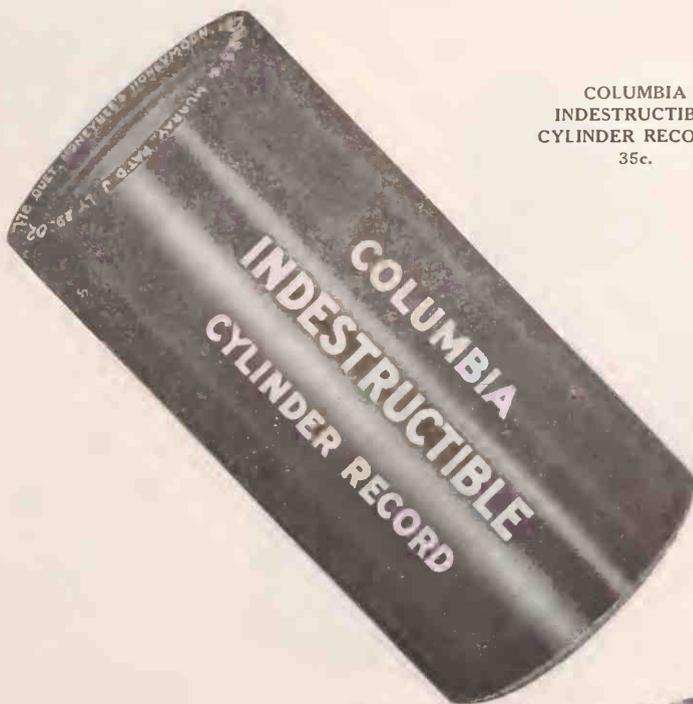
COLUMBIA DOUBLE-DISC RECORDS, 65c.

Music on both sides



Two records at a single price

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS 35c.



1, Tribune Building, New York

Three of the 1910

Better Cabinets, Finer
Finish, New Reproducers,
New Start-and-Stop



THE "IMPROVED CHAMPION"
(Type BN) Price, \$25



THE "IMPROVED ROYAL"
(Type BNW) Price, \$35



THE "IMPROVED IMPERIAL"
(Type BY) Price, \$65

Three of the best sellers
made better than ever

Columbia Phonograph Company,

Columbias Ready!

We are pretty sure this is the news you have been waiting for.

The first three Columbia models for 1910, that are now available to the trade, are illustrated herewith.

Three of the best sellers in the Columbia list, made better than ever!

Better in features that the most uninterested customer can both **SEE** and **HEAR**.

In the BN and BNW types, the massive construction of the quartered oak cabinet is at once apparent—and the graining of the oak is as striking and beautiful as the case of any piano you ever saw—and finished the same way.

The cabinet of the BY is of exactly the same form as the 1909 model but it is made of the finest selected, solid, genuine mahogany—and it looks its money's worth.

All three machines have the new Columbia start-and-stop, speeded to exactly the correct number of revolutions and absolutely fool-proof. This to prevent any of your customers from becoming dissatisfied with their Graphophone because of their having changed the speed and failing to bring it back to the proper point for correct reproduction.

The new Columbia one-piece aluminum tone arm is a part of the equipment of all three models. The reproducer can be instantly turned upward for more convenient re-insertion of needles—or as quickly removed entirely. And the way the new metallic diaphragm picks up and transmits every most delicate sound-wave engraved upon the record, will be a delight to you and a wonder to your customers.

Catalogues will be ready directly, covering these machines and all the other improved types.



Isn't this about the best time you will ever have to consider exclusive Columbia selling rights for your locality? We are ready. Take it up with us.

Men'l, Tribune Building, New York

INTERESTING RECORDS OF THE TINGUIANS

How the Graphophone Was Utilized by Prof. Cole in Making Some Very Valuable Records of the Members of One of the Strange Tribes in Our Latest Possession, the Philippine Islands—Observations and Impressions of His Visit Well Worth Reading.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1909.

The accompanying illustration should prove specially interesting to The World's subscribers in the United States, as it shows members of one of the strange tribes in our latest possession, the Philippine Islands, listening for the first time to records of their own voices through an American machine, a cylinder graphophone.

The protograph is one of hundreds taken in

Dolly Gray," "I Wish I was a Loidy," and especially "laughing songs," put them in just the right mental condition for the purposes of the explorer, who could only win the information he sought by establishing the most friendly relations with the people.

The Tinguians are quite industrious, have extensive rice fields to which they devote the greater part of their time, and the men watch and care for them conscientiously during the season

patriarchal, the old men constitute the ruling class. Of this number there is usually one who by reason of wealth, integrity or knowledge of the customs is called "Lakay," and to him all matters of dispute are brought for adjustment. If the case is of importance or difficult to settle he will summon the other old men, who will deliberate on and settle the questions at issue. They have no means of enforcing their decisions on the people other than it is the custom to obey and the offender is ostracized until he has met the conditions imposed.

In view of these facts it is rather surprising to find that until very recently the Tinguians were head hunters, and the "sport" is still practiced in the mountain districts. Blood revenge seems to be the chief motive.

The weapons used by these people are unique and great care and ingenuity is used in their construction. The shields were not made simply for purposes of defense. From the top of the shield extend two prongs which in hand-to-hand combat were and are still, in the districts mentioned, used to clutch the victim by the neck while the head axe was brought into play. The lower end of the shield has three prongs designed for use in clutching the legs of a fleeing victim. The head axes and spears shown at the Field Museum are beautifully modeled, and the metal heads are finely tempered and shaped.

The Tinguians are very religious. Their chief deity, known as Kadaklan, lives in the sky; his wife lives in the earth, and is also powerful, and their two sons are quick to punish any disobedience of the father's commands. More than 150 other spirits, some good, some evil, are known by name, and at some time or other visit the people through the mediums. These latter preside at all the principal events in the lives of the villagers. They are supposed to incarnate the spirits during the ceremonies and great stress is laid on their power in reading signs and in exercising evil influences. They are always present at births, and their final services are rendered when death comes.

The Tinguians are great singers; they sing at work and they sing at play. Whenever there are gatherings of the people someone will sing the "Daleng," in which he intones tales of current events or of the heroes. There are a few set songs, but different types of chant are used in religious ceremonies, in love songs, lullabies, and child songs. The words are always different and entirely impromptu, but the motive can be discerned from the type of tune used. The musical instruments consist mainly of drums, copper gongs, mouth flutes, nose flutes, played with the nostrils instead of the lips; pan pipes, made out of reeds, and crude instruments made of bamboo, something on the violin order, and also bamboo jew's harps.



GROUP OF TINGUIANS PHOTOGRAPHED AT MANABO, LUZON.

the Philippines, by Professor Fay Cooper Cole, of the Field Museum of Natural History, of this city, who is making a special study of the ethnology, anthropology, language, etc., of the various native peoples. He returned to Chicago last winter, after a two years' sojourn in the Philippines, the greater part of which was with the Tinguians in the north of Luzon. He leaves again this month for the southern Philippines.

The Tinguians are a wonderfully interesting people, and quite an intimate knowledge of their habits, religious practices and home life can be obtained from inspection of the vast amount of material, twenty-seven tons of which Mr. Cole brought back with him and which are now on exhibition at the Field Museum. Various displays are described in an unusually clear manner in the cards on the cases, and the photographs, taken on the ground, show vividly the manner in which the various implements and objects are used.

The photograph, here reproduced, shows a group of Tinguians, of Manabo, in the sub-province of Abra, North Luzon. It does not reveal them quite in their native simplicity, as the Tinguians are not as partial to clothes as the picture would indicate. Manabo and neighboring villages were ransacked thoroughly before so goodly a showing could be made.

The cylinder graphophone, which proved one of the most valuable items in the equipment of Prof. Cole's expedition, was loaned him by E. C. Plume, western wholesale manager of the Columbia Phonograph Co. It gave a good account of itself, as it was subjected to the hardest kind of usage and received all sorts of hard knocks in the forced marches through almost impenetrable jungles and difficult mountain passes.

Prof. Cole visited regions in the interior where no white man had hitherto penetrated, but the fame of "the machine that talks Tinguians" always preceded him, and proved a valuable introduction. Besides a liberal supply of "blanks" a number of regular Columbia records were included in the outfit, and as the Tinguians are intensely musical in his own way, they made an intense hit. The copper-colored natives showed little appreciation for the classical, but band selections, with plenty of "jingle" to them, and vocals, such as "Good-By,

of growth. They also raise maize, tobacco, beans, sugar cane for basi, the native fermented drink, and other vegetables and roots, as well as fruits to some extent. The women do but little work in the fields, but they weave nearly all the clothes and blankets used by the family. Some of their work is really artistic, and shows a wonderful sense of color blending, as evidenced by the specimens at the Field Museum. The women do all the house work, but when the men are at home they assist in the care of the children, especially the babies. The standard of morality is by no means low. There is a class of women called "Pota," who live with men not their husbands, but they are held in contempt by other women and are seldom seen at the camp fire gatherings or in other houses. There is no tribal organization as such, the villages constituting the political unit. The government of a village is

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

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

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

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

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

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

TIMELY TALKS ON TIMELY TOPICS

That the concealed horn machine has achieved a wonderful success goes without saying, as the French say. Every one of the large manufacturers that figures to any great extent in the American market have examples of this type in the market and their popularity is increasing with both the trade and the public. The Victor Talking Machine Co. were the pioneers in this line with their now famous Victrolas, and from the very first the demand was so heavy that the company were unable to adequately supply the call. The Victrolas were not only a departure from the ordinary model of machine cabinet, but a distinct step of progress that expanded trade and stimulated sales among people who were inclined to look with disfavor on the entire talking machine proposition. The beauty of the Victrolas placed them in a class by themselves, creating a "piece of furniture," if you please, akin to the piano and similar instruments, and therefore was welcomed as an addition to the musical equipment of the home and given a post of honor either denied the talking machine or given grudgingly or with misgivings as to one's true artistic taste and judgment.

That, however, has passed away, or, as Richard III. observed in his splendid soliloquy, is "in the deep bosom of the ocean-buried." Proof of the success scored by the Victrolas is furnished by the placing of resembling concealed horn machines on the market by the Columbia Phonograph Co., General, whose series of Grafonolas were formally announced to the trade in last month's World. To be sure, the models or designs differ; but the pleasing results aimed at, to provide a handsome "piece of furniture" that would grace any room, no matter how elegantly fitted up, are accomplished, and a large sale is anticipated for this beautiful line of goods. In fact, the orders already placed with the company justifies the realization of this sanguine statement. Columbia jobbers and dealers have long wanted a line of this kind, and with characteristic enterprise, energy and resourcefulness the company have responded to this general demand with their Grafonolas.

Last, but by no means least, the Amberola, the splendid product of the National Phonograph Co., is given Edison jobbers and dealers, who have likewise been sensible that a concealed horn machine was also due them. With their customary caution, the company, who have been working on the Amberola for a year or possibly more, have given no inkling as to their intentions until they were satisfied that the machine was as perfect as ingenuity, inventiveness and the highest class of workmanship could make it. At various times during the past year reports were current that the "National" were about to "spring something good." The Music Trade Review was the first newspaper to contain an exclusive authoritative announcement that the Amberola had "arrived," and this issue of The World contains Sales Manager Dolbeer's official confirmation of that report, and it is interesting from more than one point of view, of which it is needless to dwell upon here.

The Amberola made its initial bow to the trade during the Hudson-Fulton celebration ceremonies in New York, and at a most appropriate time, it may be added. The National Phonograph Co., in their usual generous and hospitable manner, gave a series of what may be termed functions in honor of the Hudson-Fulton centenary at their New York offices in the Edison building on Fifth avenue. Three of the great land parades passed the place, in front of which a comfortable stand was erected, and from this point of vantage an unequalled view was had of the marvelous processions. It is unnecessary to dwell upon the entertainment offered the guests present, for that is told more fully elsewhere. Suffice it to say, those fortunate enough to enjoy the scenes and surroundings had also the pleasure of listening to

the Amberola for the first time, and the verdict of its perfection of tone quality was universal. The pattern and finish of the machine was likewise commended as the work of skilled artisans. In one respect the Amberola differs absolutely from the Victrolas and the Grafonolas in that the latter are disc machines, while the former is confined to the Amberola and Edison standard cylinder records.

The record manufacturers have solved the copyright problem by attaching whatever fee they may have to pay for the privilege of using the music under the law to the regular figure for the goods. In the bulletins this fact will be specially noted, so that no mistake can be made in ordering on the part of either the jobber or dealer. As remarked before in The World, it is true the record maker will choose the copyright selections conservatively, and the helter-skelter methods hitherto prevailing in this respect will cease. Recording a piece of music is something of an expense and differs materially from the process that obtains in cutting perforated rolls for automatic musical instruments. Outside the cost attached to the arrangement for the rolls and the master records, singers, matrices and many other incidental expenses attached to recording and pressing, are to be met, not to say anything of the difference in the selling price between the two. All this must be considered, and therefore the record manufacturers must needs be cautious.

Speaking of copyright and records, reminds the writer of the contention made by one of the "talent" whose services were not in such frequent demand as before the new statute went into effect. Of course, the artist claimed that he copyright act was unconstitutional and that "eminent" authorities had assured him of this fact and were ready to start a suit whenever somebody produced the price. The singer, whose mellifluous voice is on a large number of records—popular, classical and otherwise—stated that aside from what the legal gentleman had told him, he personally was confident that the copyright law was in conflict with the Sherman anti-trust act, therefore its provisions were in restraint of trade and consequently it would not "hold water." When it was made clear by several amused listeners to this original argument that the Sherman law applied to interstate commerce as applied to common carriers only and in no wise had the remotest bearing on copyright restriction, the brilliant member of the record singers' corps was first indignant, then surprised and finally closed the incident in a diplomatic way by ordering "another round."

A Toledo, O., journal descants on the "discovery" by a local genius of a celluloid record, on which "he has been laboring for years." As the newspaper eloquently says: "The claim made by the Toledo inventor has attracted the attention of the phonographic trust." Good. Further: "The cylinders (celluloid) are so strong that the inventor, by way of demonstration, hurls them violently across a room and up against a wall to prove that they are unbreakable. They rebound like a rubber ball and show no signs of dents or scratches. They also give forth a splendid tone when placed on the phonographic machine. A company is being organized to manufacture the records in Toledo. Several of the most prominent capitalists in the city have become interested and the inventor expects to be turning out the records in immense quantities in a short time." Now, let us hear them.

Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, and his family, will leave Genoa, Italy, October 28th by the "Princess Irene" for New York.

NATIONAL CO. ENTERTAIN.

Erect Grand Stand in Front of Their New York Offices and Invite Friends to View Hudson-Fulton Celebration Events Therefrom—Furnish Elaborate Spread—Those Present.

The week of Oct. 3-9—Tuesday, Thursday and Saturday—the National Phonograph Co., Orange, N. J., entertained a number of the trade and business friends at their New York offices, 10 Fifth avenue, during the land parades incidental to the Hudson-Fulton celebrations. The building was specially illuminated with electric signs, the trade name of "Thomas A. Edison" being reproduced in facsimile in the familiar way, and the words "Phonographs" and "Motion Pictures" on the second and first floors. The company provided a commodious stand in front, from which the various processions were witnessed to the very best advantage. An elaborate spread, served by expert caterers, followed each of the splendid spectacles, and the care and attention bestowed upon the visitors on the several occasions was in the usual hospitable manner for which the company is noted. Everything to make their guests comfortable was extended, and the praise for the management of the several affairs was unstinted and deserved.

Among those present from the trade were: C. J. Schmelzer, Schmelzer Arms Co., Kansas City, Mo.; L. J. Gerson, John Wanamaker, Philadelphia, Pa.; Peter Bacigalupi, Peter Bacigalupi & Sons, San Francisco, Cal.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; S. B. Davega, S. B. Davega Co., New York; J. F. Blackman, J. F. Blackman & Son, New York City; I. Davega, Jr., I. Davega, Jr., Inc., New York; A. O. Petit, Edisionia Co., Newark, N. J.; J. Newcomb Blackman, Blackman Talking Machine Co., and Mrs. Blackman, New York; Louis Buehn, Louis Buehn & Bro., Philadelphia, Pa.; J. Samuels, J. Samuels & Bro., Inc., Providence, R. I.; N. Goldfinger, Siegel-Cooper Co., New York; F. J. Heppie, C. J. Heppie & Son, Philadelphia, Pa.; H. M. Pierce and T. C. Brown, Fort Worth, Tex.; Harry Seely, New York; Edward Lyman Bill, Talking Machine World.

The company were represented by the following: Thomas A. Edison and Mrs. Edison; Frank L. Dyer, president, and Mrs. Dyer; C. H. Wilson, general manager, and Mrs. Wilson; F. K. Dolbeer, general sales manager; Wm. Pelzer, vice-president, and Mrs. Pelzer; A. Westee, treasurer, and Mrs. Westee; Peter Weber, superintendent of the works, and Mrs. Weber; L. C. McChesney, manager of advertising, and his son and assistant, L. W. McChesney; E. H. Phillips, manager of the credit department; C. E. Goodwin, manager of salesmen, and Mrs. Goodwin; N. C. Durand, sales manager of the Edison Business Phonograph Co., and Mrs. Durand; Walter H. Miller, manager of the recording laboratory; W. H. A. Cronkhitte, his assistant; John Pelzer, sales manager of the Edison Kinetograph Co., and Mrs. Pelzer; James H. White and Mrs. White; Frank E. Madison, of the legal department, and Mrs. Madison; A. C. Ireton, of the sales department, and Mrs. Ireton; H. T. Leeming, of the traffic department; C. S. Osborne, of the credit department; Mrs. S. L. Terhune, Mrs. W. H. Mackgraf, H. F. Miller, J. W. Ayisworth, J. F. Scull, W. L. Eckert, R. A. Bachman, E. E. Hudson, J. V. Miller, Geo. Weber, Wm. Weber, A. W. McCloy, E. L. Aiken, C. C. Squires, A. M. Hird, F. A. Burnham, Jr., R. H. Beach, W. H. Meadowcroft, J. F. Rogers, W. J. Buehler, J. F. McCoy, Mr. Redfield, Fred Ott, F. E. Beatty, J. H. Fertig, L. A. Dubernet, E. E. Davidson, H. Green, Mr. Findlay, Chas. Paynes, Mr. Taylor, D. S. Murray, Mr. Smith and J. A. Joubert.

Another Hebrew list is also published by the Universal Co. As the records are from the expert recording of Henry J. Hagen, they rank in point of finish, smoothness and quality with the best in the market. General Manager Macnabb says the fall business of the company is opening up in a very satisfactory manner; a number of new jobbers have been listed and the sales for the season will be larger.

FROM OUR CHICAGO HEADQUARTERS

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

Present Conditions Tend to Strengthen the Belief Among the Talking Machine Trade That the Business for the Winter of 1909-10 Will Be the Best for Several Years Past—Big Increase Already Shown Over Last Year—Weaker Dealers Weeded Out During Dull Times While New and Stronger Dealers Crop Up—Higher Priced Outfits in Demand—Much Interest Shown in Edison Amberola—Bissell-Cowan Co.'s Fine Department—Lyon & Healy Active—New Columbia Machines Popular—Much Expected of New Four-Minute Indestructible Record—An Optimistic Chinaman—New Fibre Needle Cutter—All of the Trade News.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1909.

The frequent predictions made, that the fall and winter trade of 1909-10 is to be the best that the talking machine business has known for several years, gain strength as the result of the experience of local jobbers during September and the opening days of October. September was in many respects a thoroughly satisfactory month. Like its immediate predecessor, it showed an important increase of business as compared with last year, and marked the opening of the fall business in quite a vigorous fashion. While there may be a tendency on the part of some of the smaller dealers still to order in an extremely hand-to-mouth manner, there is more of a tendency, as a general proposition, to lay in stock and be prepared for a good, brisk trade, than at any time since the early fall of 1907. Jobbers say that dealers, who have been the most timid, have become infected with the idea that business is coming back in full volume this season and that travelers hear little talk of a pessimistic nature. Advance orders for October records received by the jobbers were exceptionally satisfactory.

A somewhat encouraging feature, which has been mentioned to the writer several times during the past few months, is that there has been a considerable weeding out of the weak-kneed dealers during the past two years and that there was probably never a time when there was a greater proportion of rigorous hustlers in the trade than at present. Practically every jobber reports the opening up of a number of desirable dealers within the past month.

Tendency Toward Higher Priced Machines.

That the tendency is toward the medium and higher-priced machines and away from the cheap proposition, is revealed in talks with jobbers all along the line, and the demand for Victrolas is an increasingly dominating factor in the Victor trade. The continual advertising by the Victor Co. has stimulated, not only the interest of the consumer, but the enthusiasm of the dealers, even in the smaller towns. While still outclassed, numerically, by the \$200 and \$225 machine, the Victrola XII is steadily growing in demand, although as previously mentioned, it seems to be fitting into a place of its own and no material reduction in the sales of the other styles is anticipated.

The local branch of the Columbia Co., report broad interest and brisk demand for their several new styles of concealed horn graphophones.

New Creations in Demand.

A great deal of interest is manifested in the new Edison Amberola and the photographs and descriptions, which have been received within the past few days by the jobbers, serve to confirm the previous strong representations made by the National Co. Everyone agrees that the cabinet design is an exceptionally beautiful one and the special new machine features described, add to the belief that the new machine will find a demand awaiting it among the very best class of trade. There has not been time to test the attitude of the dealers as yet to any extent. The photographs are now in the hands of the travelers

and favorable reports and numerous sample orders are early expected.

Brisk Opening of Fall Business.

Locally, the downtown dealers report a brisk opening up of fall business. The latter part of last month was exceptionally good and the trade is expected to grow in volume from now on. City salesmen report that business with the dealers in outlying districts is beginning to pick up, and even in the manufacturing districts, where the depression has been the greatest, indications of a marked revival are already in evidence.

Bissell-Cowan Co. Handling Talking Machines.

The Bissell-Cowan Piano Co., the Chicago agents for the Knabe and Chickering and Foster-Armstrong pianos, is the latest concern in the downtown district to establish a talking machine department. The company occupy the building at 202 Michigan, adjoining the Fine Arts building, and opening into it on each floor. Manager Arthur Bissell has decided to devote the handsome mezzanine floor, above the ground floor warerooms, to the talking machine department, and it is now being fitted up for that purpose. The Victor lines only will be carried. There is a fine opportunity for window display, as the floor has a solid crystal front on Michigan avenue, and some space will also be given for display in the ground floor windows. The company will, of course, go after the Victrola and Red Seal trade vigorously and the location is certainly an ideal one for this class of business. The Fine Arts building is a veritable music center, full of conservatories and studios and the Studebaker theater and Music Hall, both of which are located in the building, attract constant crowds. Music Hall can be reached through the Bissell-Cowan Co.'s warerooms and, according to present plans, will be utilized for noon concerts, the Auetophone being used. A manager has been secured in the person of E. R. Sues, formerly a member of the Victor Co.'s traveling staff, and a man of retail experience as well, and one peculiarly adapted for handling the best class of trade. The company was signed up as Victor dealers by the Talking Machine Co.

A. V. Chandler Again at the Helm.

A. V. Chandler, Illinois traveler for the National Phonograph Co., was confined to his home for three weeks by severe illness, but is again flashing his jovial countenance through the length and breadth of the state.

Lyon & Healy's Fall Campaign.

Lyon & Healy have started the fall campaign in a decidedly vigorous fashion. Over half of the Adams street window frontage is devoted to talking machines and two of the Wabash avenue sections are devoted to the same purpose. More space than heretofore is given to Victor goods, while the Edison is being featured much more extensively than heretofore. A number of machines equipped with the new Cygnet horn are being shown. The October Victor record window is a unique one, various records being shown on standards and each decorated with a Victor flag. A large flag waves over all, being kept in motion by a concealed fan. Two new Edison salesrooms have been added on the third floor, east of, and connected with, the two Victor rooms adjoining Victor Hall. In one of these, the I. C. S. language department is located.

Addition to Lyon & Healy Sales Staff.

An important addition to the retail force has been made in the person of John Otto, for the past five years with the Rudolph Wurlitzer Co., and prior to that, for eight years in charge of the talking machine department of Siegel, Cooper & Co. He will co-operate with Manager Joe Vasey, of the retail machine sales, but will especially devote himself to the development of the Edison business. Edison recitals are now given during the morning in Victor Hall and considerable advertising of the fact in the dailies

has been indulged in in the past few weeks. Beginning at twelve o'clock noon, and lasting through the afternoon, the Victor concerts are given as usual and seem to be attracting increasing numbers.

Proofs of Graphophone Popularity.

W. C. Fuhri, district manager of the Columbia Phonograph Co., reports a decidedly satisfactory state of affairs, as shown by reports from all parts of the extensive territory under his jurisdiction. When seen, he had two letters before him, one from the Daynes-Beebe Music Co., of Salt Lake City, Utah, who have recently been made exclusive Columbia jobbers for Utah, and who speak very enthusiastically of the line of business they are now receiving and of the prospects for business during the fall and winter. The orders they are sending in, according to Mr. Fuhri, thoroughly back up their statements. The Southern Talking Machine Co., of Memphis, which recently bought out the Columbia branch in that city, also report excellent wholesale and retail business and say that the only trouble is in getting goods rapidly enough to supply the demand.

Grafonola's Make a Big "Hit."

Everybody around the Chicago branch of the Columbia Co., is very enthusiastic regarding the "library table" Grafonola, samples of which in golden oak and mission style, were first received a couple of weeks ago. A number of sales have already been made at retail and wholesale business is coming in rapidly. It is stated that the company already have orders from all over the country, for between 300 and 400 of this style of Grafonola alone.

Four-Minute Indestructible Record.

B. F. Philpott, manager of the Columbia Co.'s indestructible record factory, spent several days this week in Chicago, his former home, making his headquarters, of course, at the local branch. He is full of the glories of the new four-minute indestructible Columbia record, which will be on the market within a few weeks, and which Mr. Philpott declares will prove a revelation to the trade. He returned to Albany on Thursday.

The Outlook Through Oriental Eyes.

Sim Law, Chicago's Chinese talking machine dealer, who now has an exclusive ground-floor store, at 365 South Clark street, thinks that the best and biggest days of the talking machine business are yet to come. "The wonderful improvements in all types of machines, together with the improvements in recording, are constantly widening the field," remarked Sim. "All three of the companies are increasing the Chinese catalogs continually, and the manner in which the selections are recorded is a joy to the native." Mr. Law handles not only Chinese, but Japanese and Korean records in considerable quantities. Besides his local business, he has quite a mail order trade with his countrymen in all parts of the United States.

Lucker a Visitor.

Lawrence Lucker, of the Minnesota Phonograph Co., spent Tuesday of this week in Chicago.

"Uncle Josh" Calls on Chicago Friends.

Cal Stewart, who divides his time between vaudeville and the making of "Uncle Josh" records, blew into town a few days ago, called on most of his friends in the trade as usual, listened to some of his own "joshes" and made a few wax cylinders for admiring customers who happened to be around.

Dan Creed Enjoys "Outing."

Dan Creed, credit man for the Talking Machine Co., is looking fit and nifty, as the result of a fortnight's vacation spent in Ohio and Indiana. During the first six days he saw ten baseball games and the second week he rested.

Schiller Piano Co. Handling the Victor.

The Schiller Piano Co. have opened a store at 53rd street and Ellis avenue, and have put in



The Latest Addition
To The Family of
“The Cabinet
that Matches”

Feature I.—List Price, \$37.50
less your regular
Victor Discounts. Figure
it out—the **cheapest** and
best Cabinet on the
Market.

Feature II.—Genuine Mahogany Veneer on all four sides.
Beautifully figured to match the Victrola XII.

Feature III.—Top is countersunk to make a harmonious whole,
and prevent the Victrola XII from slipping off.

Feature IV.—Drawer placed in the bottom of the Cabinet to
bring the Records nearer to the hands.

Feature V.—Sliding Shelf on the side for the convenient hand-
ling of Records.

Feature VI.—Capacity 250—10” or 12” Records.

Feature VII.—We will ship this “Cabinet that Matches” any
place in the United States and if it is not what
we claim for it, or if it does not please you,
you may return it at our expense.

☞ You may place advance orders with us for regular Victor
Talking Machines or Victor Victrolas to carry you over your
busy Fall Season with no obligation on your part to take them.

☞ We have a plan also for easing the financial load which
sometimes burdens the Dealer at this time, the busiest
of the year.

The Talking Machine Company
72 Wabash Avenue, Chicago, Illinois



a good stock of Victor goods. The selling end is in charge of C. F. Dickinson, formerly of the C. F. Dickinson Music Co., which conducted a piano and talking machine business in that locality.

Starck's Aggressive "Talker" Publicity.

The P. A. Starck Piano Co. report quite a brisk business in their Victor talking machine department, opened last month. They are doing some aggressive advertising in the dailies.

W. H. Nafey Returns from the Far East.

William Henry Nafey, one of the Victor Co.'s recording experts, was in Chicago for a few hours the other day, on his return to the factory after a year and a half spent in China, Japan, and the Philippines, making records for the company. Mr. Nafey formerly spent considerable time in Brazil and South America for the Victor people.

Geo. W. Lyle Visiting the Trade.

General Manager George W. Lyle, of the Columbia Phonograph Co., is expected in Chicago Sunday, and will remain Monday and Tuesday. He is on an extended trip, which will take him to the coast.

Wurlitzer's Improvements Completed.

The extensive improvements which have been under way at the Rudolph Wurlitzer Co.'s Chicago branch, will soon be completed. Most of the interior work has been done, but the remodeling of the front is now in progress, and when completed the company will have warehouses which will rank with any in the country, and the addition of a piano department will naturally have a beneficial effect on the talking machine and other lines on account of the increased number of people attracted to the store. Retail business has naturally been interfered with to some extent the past month, owing to the demoralization due to the torn-up condition of the building, but the showing has been a surprisingly good one considering the handicap. The house has a new wholesale traveler, Howard P. Gibbs, formerly with the Chicago Music Co. He is on his initial trip through Wisconsin and is giving a good account of himself.

D. C. Heath has succeeded A. M. Copeland, the Victor and Edison dealer of La Porte, Ind. He was in the city a few days ago buying stock.

Some Distinguished Visitors.

Edward M. Berliner, of the Berliner Gramophone Co., Montreal, Can., was in Chicago last week, accompanied by his wife.

Peter Bacigalupi, of San Francisco, the big Edison and zophonone jobber, spent two or three days in Chicago recently. He was on his way east, and while here he was entertained by Arthur D. Geissler, of the Talking Machine Co.

Wiswell as a Nimrod.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned on the 20th, of last month, from a ten days' vacation, spent at Minoqua, Wis., in company with a party of friends, which included W. S. West, the talking machine dealer of Joliet. They found duck hunting good and also captured a number of

very gamey and weighty muskallonge. Mr. Wiswell is exceedingly gratified with the September business, which showed a material improvement over a year ago. The orders for Victrolas coming in from dealers is something quite remarkable. The Edison business is also coming along in fine shape. The majority of Edison dealers order complete set of the 50 new Amberol records appearing in the October lists. Demand for Cygnet horns from Lyon & Healy dealers is rather exceeding their expectations.

B. & H. Fibre Mfg. Co.'s New Cutter.

B. & H. Fibre Mfg. Co. have just brought out a new cutter for repointing B. & H. fibre needles which marks a distinct advance over the very efficient device formerly marketed by them. The blade is so constructed and adjusted to the block that a sliding or slicing motion is obtained on the downward stroke, invariably insuring a smooth and perfect point. The blade is made of the highest grade tool steel, properly tempered, and can be easily detached from the block and re-sharpened with a small honing stone. The cutter is nickel-plated and highly polished. The announcement of this new cutter will be received with interest by the increasing number of dealers handling the fibre needles. The demand for this needle, by the way, is growing remarkably, both here and abroad, and the company have hundreds of letters from dealers who testify to its value and its influence in increasing the sales of machines and records.

CABINET FOR VICTROLA XII.

Just Put on the Market by the Talking Machine Co. of Chicago—A Most Harmonious Example of Designing.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1909.

The accompanying illustration shows the latest addition to the line of "Cabinets That Match," of the Talking Machine Co., of Chicago, and which includes a special cabinet for every type of Victor machines. The newcomer is designed exclusively for the new Victrola XII machine, and more than sustains the pace set by its predecessors in the line in point of harmonizing with the case of the machine it is made to accompany. A unique feature is found in the fact that the top of the cabinet is counter-sunk with the corners so beveled that the feet of the instrument fit snugly therein, thus making a completely harmonious outfit. The ordinary observer is unable to perceive where the cabinet stops and where the machine begins. This perfection of harmony is preserved throughout. The doors of the cabinet open the same way as the doors of the Victrola XII, even the small knobs matching exactly. The cabinet is made of the best Cuban mahogany, beautifully figured. As shown by the illustration, the architectural design is one of peculiar symmetry and beauty.

A feature calculated greatly to promote the convenience of the user is that the drawer is placed at the bottom instead of at the top of the cabinet, thus bringing the records nearer to the



LATEST CREATION OF THE TALKING MACHINE CO.

hand. A slide is put in the front of the cabinet so that in case the outfit is placed near a wall the slide can still be conveniently used.

The list price, at \$37.50, makes the cabinet represent really remarkable value to the retail purchaser and gives him his outfit at a figure that is certain to be appreciated. The regular Victor discount applies to the dealer.

SALTER MFG. CO.'S NEW CATALOG.

The Well-Known Manufacturers of Talking Machine Cabinets Issue a Handsome Volume Containing Illustrations and Descriptions of Their Latest Styles of Cabinets.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1909.

The Salter Manufacturing Co., of 337-343 N. Oakley avenue, Chicago, are just mailing to the trade a catalog devoted exclusively to disc and cylinder record cabinets. It is of convenient size, attractively gotten up, and illustrates a line of special interest to enterprising talking machine dealers. While the company furnish disc cabinets with vertical shelves, the greater part of the line is now equipped with the horizontal shelving, which they introduced some months ago, and which has proved a remarkable trade winner. Each shelf is lined with soft green felt, which not only prevents the record from being scratched, but makes an exceedingly attractive appearance and as each shelf accom-

Sectional Cylinder and Disc Record Cabinets

Resembles a Handsome Sectional Book-Case

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

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

The record filing capacity in these cabinets is unlimited.

Write for descriptive catalogue and dealers' special prices

Compartment Filing Cabinet Co.,

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



YOU WILL SAVE MONEY and then something more Mr. Dealer

¶ Every cent added to handling cost means a cent deducted from your profit on every talking machine sale; otherwise less handling expense, more profit.

¶ Let us show you how to cut this handling cost to the minimum. Let us prove that we are in position, through our location, our immense facilities, our unlimited stock, and lastly our great desire to serve you satisfactorily, to add a big percentage to your actual earnings.

If You Handle Both Edison and Victor Machines

it is especially beneficial to learn of how we can make a big saving for you, not only of money, but time, worry, annoyance, disappointment, etc.

¶ Think of the advantage of placing your orders for both of these excellent talkers with one reliable concern, who can and will give you the best service that brains and money can provide.

¶ By placing orders with us the combination dealer saves big money on freight bills alone, not mentioning time saved by eliminating half the labor entailed in dealing with two houses, handling two separate shipments, paying two separate bills, etc.

¶ You will find it worth while to deal with us, because we want your business just bad enough to work a little harder than usual to get it, and then to do still more in order to keep it.

Our Liberal Terms are Unexcelled

¶ We make it just as easy for you as good business principles will allow. We must insist in dealing on these principles. Forty-six successful years have been founded on them.

REMEMBER WE HANDLE BOTH VICTORS AND EDISONS

Our Stocks of Both are the Most Complete in the Middle West

Write us for
our
SPECIAL
OFFER

Lyon & Healy

Wabash Ave. and Adams St.
CHICAGO

Don't let any
FALL
Business get
away from you



SALTER NEW STYLE CABINET NO. 777.

modates only one record, the arrangement is especially adapted for the double-faced disc. The accompanying illustration shows the number 777 disc cabinet, announced last month, and on which the company have already booked a fine volume of orders. It is designed for the new Victrola XII, and is of elegant design and finish. It embodies the horizontal felt-lined shelving and is made to hold 160 records, 80 twelve and 80 ten-inch. It is of solid mahogany, with rounded corners, with hand-carved feet and capitals. A fancy shaped molding on top aids in harmoniz-

ing the cabinet with machine cabinet proper, and keeps the machine from slipping when being wound. The cabinet is 37 inches high and the top 21 1/2 x 26 1/2. Practically the same cabinet, but of less ornamental design and selling at a lower price, is made under style 778.

The line of cylinder cabinets illustrated in the catalog embody the company's new arrangement by which the records can either be placed in the shelves in the boxes or on pegs, as desired.

EASTON ENCOURAGES THRIFT.

The President of the Columbia Phonograph Co. Makes Some Valuable Suggestions to the Employees of the Company Showing How the Saving of Wages Is No Sacrifice—Well Considered Suggestions Which Have a Broad Application.

"Why don't you take a slip of paper now, and write down something like this: 'Beginning today I'm going to put by twenty per cent. of my salary—that settles it!'"

In these words did Edward D. Easton, president of the Columbia Phonograph Co., open a broadside upon his employes, recently, in the excellent and neatly gotten up little periodical called "The Columbia Salesman," issued by this company.

Mr. Easton, be it known, has taken this means of advertising his company to his own employes and of preparing his employes to advertise their thrift and stability to the company—a novel form of advertising that has been productive of remarkable results in this organization. Mr. Easton continues:

Try Writing It Down.

"I have noticed that it often makes a good decision ten times as good to get it down on paper. You try it.

"If you had done that three or four years ago, twenty per cent. wouldn't look like a hardship now—and you could have done it, you know you could.

"When you have stuck to it through the first straight year, that saving plan becomes an easy habit. You don't feel as if you had been denying yourself after ail, when your savings have begun to accumulate.

"And you find you don't want some of those things that you would think you wanted if it were not for that bank book that stiffens your inside pocket. It makes you think twice to spend once, and the chances are you find yourself astonished to realize how many things you must have on first thought and wouldn't give a snap for on second thought. But do your saving on a plan. Make it regular. Form the habit.

The Little Wastes That Count.

"It's the little wastes that count. Things like this have been said so often that they usually hit the extravagant man on a sore spot. Yet it was true the first time it was said, it's true now, and it will still be true later on when you are figuring how much you own, instead of how much you earn. You may say this is your private affair, not the company's affair; yes, but it is the company's concern, too.

"Every good manager of a corporation is sure to first demonstrate his fitness by a good management of his own affairs, and he cannot safely be trusted with the larger until he can master the smaller proposition. The same principles and the same methods are used in the successful management of a ten-million-dollar corporation as are employed in the right handling of a ten-dollar salary.

"Our company is advancing men all the time, and is keenly anxious to advance others. All other things being equal, the man who is able to conserve his own affairs must always be the one chosen to handle the company's affairs. The thrifty man, whose savings are regular, and whose employers know him to be steady in habits and never in debt, is sure to get ahead of the man of brilliance who cannot live within his income.

"This is true everywhere—and, perhaps, especially true in this company. There is hardly any one thing more distasteful to the heads of this enterprise than extravagance and thriftlessness. Our head men have reached the top on a rigid plan of keeping expenses inside of income—even from the first week's salary of a very few dollars.

"The future success of the company depends on the men now growing up in the service. Those who are wasteful, extravagant, living up to their utmost cent, will surely fail to do valuable work and the company cannot long continue to employ them.

"Those who are not only efficient but careful



EDWARD D. EASTON.

and economical will be advanced and share with the company in that prosperity which is thus assured; and this applies to everyone—from the stock boy just starting, all the way up to the most responsible manager."

SOME ATTRACTIVE ADVERTISING.

Clever Work Done by the Talking Machine Co. of Chicago—Has Been Widely Noticed.

This is the day of original and attractive advertising and much favorable comment has been made upon the advertising put forth by the Talking Machine Co., of Chicago.

This company's advertising in The World has been attractive, original and forceful. It shows careful planning, and Arthur D. Geissler is to be congratulated upon the dignified methods of publicity which he has adopted in giving publicity to his wares.

Advertising is an art and it deserves to rank as such, and when space is attractively filled it has an added value to the advertiser.

BUSINESS STEADILY IMPROVING.

F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., in exchanging views upon the current situation, said: "The factory is now receiving orders for goods by wire and the outlook is improving and brightening daily. Our working force is not as large, to be sure, as in previous years before the slump, but we are employing a large number of people and every department of the works is busy."

W. S. Moffett, manager of the financial department of the New York Talking Machine Co., New York, who returned from a sixteen days' trip through Pennsylvania and New York on October 1, said: "I found business improving. Dealers now feel more inclined to buy, more so than for six months past. You know the summer was none too prosperous for talking machine interests at the best, and the four or five months just over have been very slow. Now, however, a different spirit seems to animate the dealers, excepting the small people, who can never see much farther than the end of their noses. Dealers of any importance are satisfied trade will be good.

The Missing Link



WHICH ?

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

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



IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

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

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

TRADE ITEMS FROM ST. LOUIS.

Business Shows Steady Improvement and Dealers Look Forward to Very Busy Winter—Excellent Record Business—Some of the Good Sellers—L. A. Cummins' Trip—St. Louis Talking Machine Co. Decorate for Centennial—Personal Notes of Interest—The New J. H. Buettner Co. Department in Charge of H. J. Berlin—S. M. Field a Visitor.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 5, 1909.

The talking machine business for the past month has been quite good, and it is improving daily. The general feeling among the dealers is that we are to have a big fall and winter trade in it.

The St. Louis Talking Machine Co. report business as steadily improving, with the prospects for a banner fall business. The demand for Victrolas has been especially brisk, several of these having been sold in the last two weeks to very prominent St. Louis residents.

Their record business has been excellent, with the demand running principally to popular and light opera selections. The new medley combinations, which give all the catchy numbers from the light operas, have proven wonderful sellers, also the four new records by Leo Slezak, the famous Vienna tenor, have been received with enthusiasm.

O. A. Gressing, manager of the St. Louis Talking Machine Co. who has just returned from a trip extending over ten days, spent calling on their dealers in Indiana, Kentucky, Tennessee and Arkansas, reports the outlook as being the most promising since before the panic. Particularly is this true of Evansville, Ind., Memphis, Tenn., Little Rock, Ark., and Springfield, Mo.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., has returned from one of the most successful trips he ever made in southwest Missouri. Mr. Cummins says that during his entire experience in the talking machine business he has never seen the outlook so promising. What particularly impressed him was the demand for the higher priced machines, including Victrolas, and he was successful in placing Victrolas in cities on his trip where this instrument had never before been introduced.

S. H. Johnson, of the St. Louis Talking Machine Co., has been confined to his bed with a severe attack of throat trouble, but from which he has safely recovered.

The St. Louis Talking Machine Co., during the Centennial Week, had their store handsomely decorated in honor of the event, and also in one of their windows had placed one of the Victor "Ready Made" window displays. There is no question but that the "Ready Made" window display makes a powerful appeal to the public. The crowds that gathered before this window during the Centennial Week were the best testimony that it is a wonderful advertising medium.

The Centennial Week visitors who made their headquarters at the St. Louis Talking Machine Co. were Mr. and Mrs. R. A. Gray, Quincy, Ill.; Mr. and Mrs. G. C. Hawkins, Decatur, Ill.; Mr. and Mrs. E. A. Parks, Louisiana, Mo.; Mr. and Mrs. J. N. Mathews, Hannibal, Mo.; Mr. and Mrs. T. B. Anderson, Memphis, Tenn.; Mr. and Mrs. F. M. Atwood, Memphis, Tenn.; S. M. Field, Little Rock, Ark.; J. E. Martin, Springfield, Mo.; O. A. Reynolds, Springfield, Ill.; J. Bart Johnson, Jacksonville, Ill.; R. D. Worrell, Mexico, Mo.; C. W. Love, Rolla, Mo.

Manager Gressing, Mr. Cummins, Mr. Thompson and the entire force of the St. Louis Talking Machine Co., did all in their power to make the stay of their visiting dealers and their wives a most pleasant and agreeable one, and that they thoroughly succeeded was evident from the many words of appreciation expressed by the gentlemen and ladies upon leaving for their homes.

E. B. Walthall, manager of the Columbia Phonograph Co., reports that they had a good wholesale trade for the past month and that their retail trade is increasing and getting back

to the status before the panic. Mr. Walthall made a business trip to Chicago recently.

W. C. Fuhri, district manager of this company, with headquarters at Chicago, was here recently.

W. S. Spear, chief accountant of the Columbia Phonograph Co., here, returned on Sept. 27 from a two weeks' vacation, spent in Omaha and Lincoln, Neb., and at Villisca, Ia. This concern recently received their first consignment of mahogany and oak library table Grafonolas and they aroused a great deal of interest among their callers. They expect a heavy sale on these handsome creations.

R. R. Souders, manager of the Columbia Phonograph Co., Dallas, Tex., was a recent visitor here on his way home from a week's vacation, spent in Chicago.

D. K. Myers, the well-known Zonophone jobber, Mr. Knight, of the Knight Mercantile Co., and Marks Silverstone, president of the Silverstone Talking Machine Co., report trade as improving steadily. Miss Blanche Silverstone, manager of the sales department of this concern, is home from a three months' trip through the East.

H. J. Berlin, well and favorably known in music trade circles, has been appointed manager



H. J. BERLIN.

of the talking machine department of the J. H. Buettner Furniture and Carpet Co. This firm moved into their new store at the northwest corner of Washington avenue and North Seventh street on Oct. 2. Their talking machine department, which is a very finely arranged one on the fourth floor, has been described in these columns. They will give high-class concerts in their large recital hall, commencing at an early date.

S. M. Field, of S. M. Field & Bros., Little Rock, Ark., arrived here on Monday, Sept. 27, and stayed two weeks, which included the week of the centennial anniversary of the city. This is the only exclusive talking machine store in Arkansas. They handle the Victor and Edison lines. Mr. Field reported the business outlook in his territory to be very good and he looks for a big fall and winter trade. He reports a strong demand for high class machines, and the inquiries for the best goods to be the best he has known since he has been in the business. Mr. Field has been giving some high class Auxetophone concerts at the leading hotels and other places in his home city, and states that at one given by his firm he had an audience of over 1,000 people.

The Koerber-Brenner Music Co. report their talking machine business is improving rapidly. The Thiebes-Stierlin Music Co. inform The World man that they have had an excellent trade on high-class machines during the past month, and that the outlook is good.

The Portland Talking Machine Co., Portland, Me., have given up their Victor jobbing business and will in future devote themselves to retailing Victors exclusively at their store at 418 Congress street. Cressey & Allen, Portland, and M. H. Andrews, Bangor, are now the only Victor jobbers in Maine.



Are You Prepared

to meet the big rush the Talking Machine business will surely experience this Fall?

Don't lose business for want of "preparedness," and now is the time to select for your Distributor the one who will "never disappoint."

"THAT'S US"

By placing your orders with us you insure their prompt attention and thorough and complete execution.

We never disappoint.

With pleasure at your service.

St. Louis Talking
Machine Co.

1012 OLIVE STREET

ST. LOUIS, MO.

Exclusively VICTOR Distributors

“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.**

AUXETONE NEEDLE
IS THE LOUDEST PLAYING OF THE WORLD. REFUSE IMITATIONS AND USE ONLY AUXETONE-NEEDLES.
PUT UP IN ENVELOPES ONLY.

DAUER-NEEDLES
THIS PAPER CONTAINS 50
ONE NEEDLE PLAYS 50 RECORDS.
IT IS THE BEST NEEDLE OF THE WORLD.
PUT UP IN ENVELOPES ONLY.

CLIMAX NEEDLES
THIS ENVELOPE CONTAINS 300
THE HIGHEST GRADE NEEDLE MADE
PUT UP IN ENVELOPES AND TINS.

LIGHTONE-NEEDLE
PLAYS VERY FINE AND SOFT ASK ONLY FOR LIGHTONE-NEEDLES.
PUT UP IN ENVELOPES ONLY.

OPERA-NEEDLES
THIS ENVELOPE CONTAINS 200
MADE OF THE BEST EUROPEAN CAST-STEEL-WIRE. THEY GIVE A MEDIUM AND CLEAR TONE.
PUT UP IN ENVELOPES AND TINS.

EXHIBITION-NEEDLES
THIS BOX CONTAINS 300
MADE OF THE BEST EUROPEAN MATERIAL.
PUT UP IN ENVELOPES AND TINS.

STAR NEEDLES
THIS ENVELOPE CONTAINS 300
HIGHLY REFINED AND UNSURPASSED IN QUALITY
PUT UP IN ENVELOPES ONLY.

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

THE EDISON AMBEROLA.

This New Creation of the National Phonograph Co. Has Excited the Keenest Interest in Talking Machine Circles—Those Who Examined the Amberola Speak in the Highest Possible Terms of Its Musical Qualities and Careful Construction—Is Destined to Prove a Big Seller This Fall.

While the formal preliminary announcement, relative to the Amberola, the new concealed horn cabinet of the National Phonograph Co., Orange, N. J., issued by F. K. Dolbeer, general sales manager, appears on another page of this issue of The World, a more detailed description is given in the appended account that appears in the current number of the Edison Phonograph Monthly, to which credit for the accompanying illustrations is also due.

"The Amberola is the product of a popular demand, equally as insistent and emphatic as prevailed before the Fireside and new combination Gem were produced, although emanating primarily from an opposite source. Jobbers and dealers have long and persistently urged upon us the necessity of putting in their possession a machine with which they could appeal to that portion of the music-loving public whose incomes would permit them to purchase a high-grade machine



AMBEROLA MISSION OAK FINISH (OPEN)

that combined utility and perfection of tone reproduction and projection with the highest ornamental effect.

"It was pointed out to us that with such a machine they could approach a trade that either would not be interested in the present type of phonograph because of a prejudice formed by hearing some of the types that at first brought the instrument into disrepute, or that, if interested, preferred a high-grade instrument that would harmonize more thoroughly with the home surroundings. We felt the force of the arguments and set our experts to work to devise an instrument that would meet all requirements.

"The result is the Amberola. It is not the creation of a week or a month; it is the result of patient, intelligent effort on the part of men who are pioneers in the details of phonograph manufacture. We are proud of the Amberola, for we feel that we have given to the public a phonograph that will appeal with irresistible force to the discriminating music-lover and will emphasize the exalted position that the Edison phonograph has assumed in the realm of musical instruments. It is an Edison product and fully maintains the standard that name demands. It carries the guarantee of excellence in every respect that accompanies Mr. Edison's name.

"The distinctive features of the Amberola are its combination of mechanical excellence (which



AMBEROLA MAHOGANY (PIANO FINISH)

means that it is a perfect musical instrument) with originality of design, grace of contour and perfection of style and finish. It is a concealed horn machine with a highly artistic and useful record cabinet.

"The cabinet is finished in either mahogany (piano finish) or mission oak. It is mounted on patent roller castings. Four drawers equipped with special clamps in bottom accommodate one hundred and twenty standard or Amberol records in original cartons. Its dimensions are: height, 49 inches; width, 21 inches; depth, 22 inches. It is equipped with a traveling mandrel and has a stationary, new-style diaphragm reproducer. It has also an automatic stop and a combination starting lever and reproducer lift. By lifting this lever the feed nut is released and sapphire raised for return of the mandrel and removal of the record. When lever is pressed down the sapphire is lowered to a contact with the record and the motor is also started. The motor is of improved type."

Those who have heard the Amberola pronounce it a high-class product in every sense of the word, a credit to the National Phonograph Co., whose



AMBEROLA MISSION OAK FINISH (CLOSED)

entire line represents in every detail the highest development of the phonographic art. As an article that will increase the sale of the phonograph and add materially to the trade's profits is also conceded by prominent jobbers and dealers.

AMONG THE NON-BELIEVERS.

Claim to Have No Faith in Advertising, but Their Actions Belie Their Words.

"I don't believe in advertising," said the treasurer; and then he sat down and wrote to his best friend, telling him what he was doing in a business way and what he expected to do.

"I don't believe in advertising," said the president; and saying good-by to the caller, he took up the thread of the speech he was preparing to deliver to a buyers' association.

"I've heard my husband say he doesn't believe in advertising," said the president's wife; then she carefully penned a note to the society editor tipping off the coming-out party of their eldest daughter.

"I don't believe in advertising," said the sales manager; and then he hustled the last of his salesmen off on a handshaking trip. "It's between seasons, but you boys might as well keep in touch with the trade."

"I don't believe in advertising," said the secretary; and then he dictated a letter to the Charity Ball Association, inclosing a donation that would put the firm's name near the top of the list.

"I don't believe in advertising," said the silent partner; and excusing himself he called up the local paper to say that his name was spelled S-m-y-t-h-e, and that he generally wrote his name out in full.

"I don't believe in advertising," said the vice-president; and then he carefully counted the advantages that owning the swiftest yacht would give him, says the Cosmopolitan.

"We don't believe in advertising," said the board of directors; and adjourning, they hustled to their clubs, the golf links, and two went abroad, which item the papers heralded.

"Intelligent advertising is a proposition that enables a man to become rich with the help of the multiplication table. The manufacturer or business man can establish universal demand for his product with the aid of advertising, and sales can be multiplied in direct proportion to his advertising."

A few years ago, when modern advertising scarcely existed, a merchant's success depended on mouth to mouth praise, or on the number of people that passed his door, or on the number of clerks that he could hire to go out and talk about him.

If a man sent out circulars with a one-cent stamp to 2,000,000 families, or sent mere postal cards, that would cost him \$20,000 for postage alone, allowing nothing for the expense of writing or mailing.

And if a man tried to send his clerks to such a number of families, even though the clerks were paid only a dollar a day, it would cost at least \$200,000 to do the work.

Every intelligent American must be interested in advertising; for be sure of this—that if you ever succeed you will need to know about advertising. And if you don't know about advertising your success will never be more than a small fraction of what it might have been.

UNITED IN SONG, IF NOT IN MARRIAGE.

The presence of Geraldine Farrar, the distinguished soprano, and Antonio Scotti of the Metropolitan Opera Co., in Philadelphia, Pa., last week gave rise afresh to rumors that these distinguished artists were in the city to be married. As a matter of fact, both singers were in Philadelphia on their way to Camden for the purpose of making new records for the Victor Co. Here their voices were united in song and in praise of the Victor, if not in marriage.

Why doesn't some genius start a correspondence school of experience?

1866

1909

NYOIL

FOR

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

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Oct. 9, 1909.

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

September 9.

Bahia, 18 pkgs., \$902; Batavia, 3 pkgs., \$108; Buenos Ayres, 36 pkgs., \$912; Havre, 7 pkgs., \$157; Leicester, 50 pkgs., \$325; Limon, 4 pkgs., \$162; Liverpool, 50 pkgs., \$325; London, 1,452 pkgs., \$11,707; Manchester, 1,743 pkgs., \$25,739; Newcastle, 24 pkgs., \$156; Para, 3 pkgs., \$264; Southampton, 4 pkgs., \$600; Sydney, 5 pkgs., \$285; Tampico, 8 pkgs., \$253; Trinidad, 13 pkgs., \$195; Valparaiso, 13 pkgs., \$681; Vera Cruz, 30 pkgs., \$852.

September 16.

Colon, 3 pkgs., \$4,393; Havana, 44 pkgs., \$1,892; London, 3 pkgs., \$118; Manila, 75 pkgs., \$4,485; Santo Domingo, 11 pkgs., \$352; Trinidad, 6 pkgs., \$207; Yokohama, 4 pkgs., \$189.

September 23.

Amapala, 1 pkg., \$138; Belize, 7 pkgs., \$154; Berlin, 6 pkgs., \$225; Brussels, 30 pkgs., \$250; Buenos Ayres, 40 pkgs., \$370; Cape Town, 23 pkgs., \$2,339; Guatemala, 3 pkgs., \$158; Guayaquil, 2 pkgs., \$130; Havana, 23 pkgs., \$1,807; 8 pkgs., \$306; Lima, 4 pkgs., \$284; London, 9 pkgs., \$668; 667 pkgs., \$7,535; Maracaibo, 1 pkg., \$119; Montevideo, 2 pkgs., \$131; Para, 5 pkgs., \$486; Rio de Janeiro, 18 pkgs., \$624; Vera Cruz, 40 pkgs., \$950.

September 30.

Berlin, 7 pkgs., \$120; Buenos Ayres, 24 pkgs., \$3,720; Christiansted, 35 pkgs., \$219; Havana, 11 pkgs., \$379; Hong Kong, 12 pkgs., \$199; London, 2 pkgs., \$108; 364 pkgs., \$6,994; 8 pkgs., \$1,300; Montevideo, 53 pkgs., \$4,600; Para, 19 pkgs., \$780; Rio de Janeiro, 10 pkgs., \$542; 28 pkgs., \$3,400; Sydney, 2 pkgs., \$164; Trinidad, 3 pkgs., \$144; Vera Cruz, 306 pkgs., \$8,758.

October 7.

Berlin, 15 pkgs., \$427; Berwick, 18 pkgs., \$200; Buenos Ayres, 99 pkgs., \$9,507; Cahia, 3 pkgs., \$135; Guayaquil, 1 pkg., \$127; Havana, 3 pkgs., \$103; 11 pkgs., \$300; Havre, 5 pkgs., \$162; London, 12 pkgs., \$1,552; 2 pkgs., \$191; 45 pkgs., \$16,602; Santos, 4 pkgs., \$364; Tampico, 21 pkgs., \$1,059; Valparaiso 8 pkgs., \$289; Vera Cruz, 78 pkgs., \$2,230.

The Powers Co., engaged in a moving picture proposition, have surrendered their offices in the New York World building. P. A. Powers, of Buffalo, N. Y., financed the enterprise, with C. V. Henkel as general manager,

CONDITIONS IN THE NORTHWEST.

Trade Not as Active as Hoped for at This Season—Dealers Must Soon Arrange to Stock for Holiday Trade If They Desire to do Business—Lucker Visiting Eastern Factories—Graphophone Outfits Popular—Other Items.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Oct. 7, 1909.

The general trade has been only fair in the past weeks and the dealers hardly know how to account for it, as the fall trade ought to be booming, particularly in the wholesale line. The retail trade has been holding out very nicely, and no fault is to be found in that direction, but jobbers think that they ought to be placing more goods in the country.

Lawrence H. Lucker, of the Minnesota Phonograph Co., has gone East to visit with the Victor and Edison officials. He expects to be gone about two weeks. His company will open a branch store in St. Paul in about two weeks.

J. H. Wheeler, of the Columbia Phonograph Co., has all the business that he can attend to. The best seller is the \$45 graphophone outfit, but the higher grade goods find a ready sale. The time for cheap instruments and records is past, and the talking machine business in the twin cities has been established on a firm basis.

Frank J. Weyel, who looks after the Dictophone business in the twin cities, is just a little busier than Mr. Wheeler. About 900 outfits have been placed in the twin cities, and they are coming to be regarded as indispensable in the larger business houses and law offices.

WHO OWNS SALESMAN'S TRADE?

Employer Has No Redress When Salesman Takes Trade to Another House Unless Protected by Written Contract.

Who is the owner of the trade worked up by salesmen? This is a question which has presented itself thousands of times to merchants employing outside salesmen. Has the salesman a legal right to go to another employer and take his trade with him, or, to state it differently, has the first employer any legal redress if the salesman attempts to transfer his regular customers' trade to his new employer? As everybody in business knows, this situation has arisen hundreds of times; in fact, one of the chief assets of a salesman desirous of changing his connection is the trade that he hopes to take with him. To guard against this chance of loss, many employers to-day require their salesmen to sign agreements not to solicit their old customers for a certain time after severing their connection. These contracts, under certain conditions, can be enforced through the courts, says the Furniture World. The employer who makes no such contract, however, is by the great weight of legal authority helpless. His salesmen can do as they like without molestation.

Generally speaking, however, the courts do not favor such contracts, because in a sense they are agreements in restraint of trade and are considered against public policy. A contract by a salesman that for a given time he will not work among the old customers of a certain specified territory is, generally speaking, not favored, for two reasons:

First, it deprives the public of the benefits of the competition which would arise if he did work among them, and,

Second, it deprives himself of a part of his right to earn a living by legitimate effort.

Nevertheless, the courts consider the employers' side of the matter so far as to enforce such a contract, provided it goes no further than the necessary protection of the merchant. If it goes beyond that it will not be enforced.

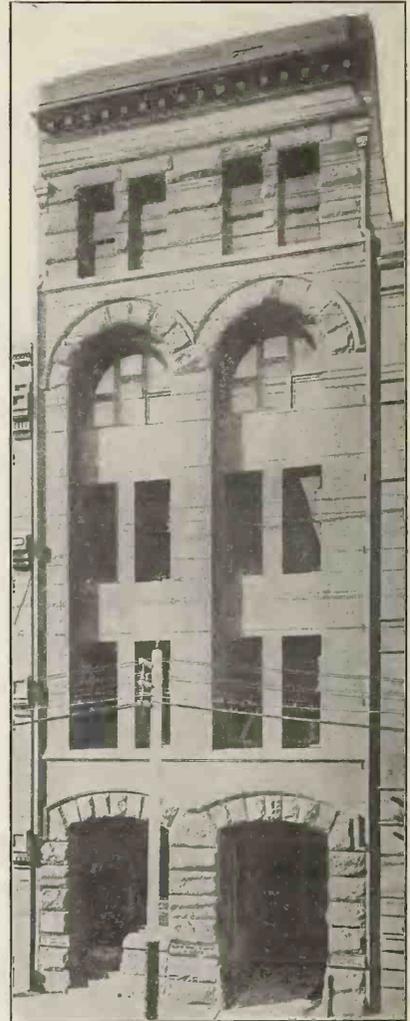
If you are naturally tasty about arranging goods, cultivate the faculty. Get the privilege of dressing the windows and study the art until it becomes a second nature to get up attractive displays.

NATIONAL CO. IN AUSTRALIA.

Conduct Business in the Antipodes as a Separate Corporation with Headquarters in Sydney—Entire Building Pictured Herewith. Is Used by the Company—Occupy Four Other Buildings in That City.

The business of the National Phonograph Co., Orange, N. J., in far-away Australia is growing amazingly. It is carried on by a separate corporation, namely, the National Phonograph Co. of Australia, Ltd., with headquarters at 340 Kent street, Sydney, N. S. W., shown in the accompanying half-tone cut. The entire building is used by the company, but only the small signs, hardly discernible in the view, appearing on either side of the doorways on the lower floor, would indicate that such is the case. The first and a part of the second floor are used as offices, the remainder being employed to carry a great stock of Edison records. The equipment throughout is of the latest and most modern type.

This is only one of four buildings occupied by the company in Sydney. Opposite 340 Kent



EDISON HEADQUARTERS IN SYDNEY.

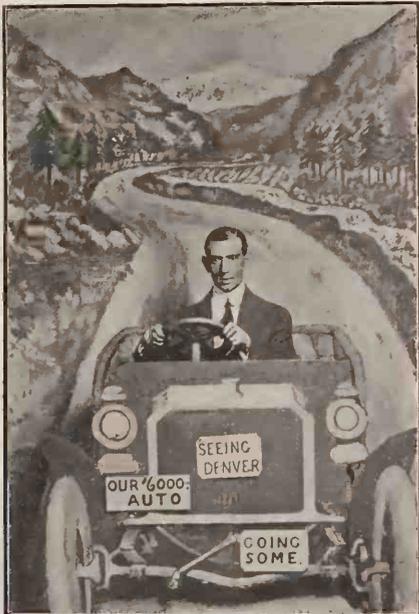
street is a five-story building, in which machines are temporarily stored. Besides, they have a four-story building on another street for storing records, and still another on a third street for storage. With this demand for constantly increasing capacity in which to transact their marvelously growing business, the National Phonograph Co. of Australia have about completed arrangements and accepted plans for the erection of a special building large enough to accommodate their entire interests under one roof in that part of the world.

There are no snaps in the business world. Any time that you have spent in looking for one is so much wasted out of the limited supply available for making success.

HOW LANDAY VISITS THE TRADE.

The Genial Max Was Snapped While Calling on the Trade in Denver.

Max Landay, of the Talking Machine Supply Co., New York, now calling on the trade at large, when in Denver, Col., recently was pictured as



MAX LANDAY SNAPPED IN DENVER.

shown in cut herewith. Max says he is obliged to use a machine in order to get around in time and see everybody. He is a hustler and the orders received prove this beyond a doubt.

MOTION PICTURE OF THE HUNT.

Bear Hunt Arranged by Frank Dickens for the Purpose of Bringing Colorado Into the Public Eye Through the Medium of the Motion Picture—Something of the Development of Plans and Execution of Details.

(Special to The Talking Machine World.)

Marble, Col., Sept. 30, 1909.

The extent to which moving picture men will go to obtain new subjects for illustration was shown recently when twenty-five mounted men, with a well-provisioned pack train and a hundred hounds, left here on what promises to be the most unique and exciting bear hunt ever held in the West—if not in the entire breadth of the globe.

It outdoes the famous Roosevelt hunt in Colorado and will prove an even greater advertising medium than was derived from the former President's visit to the fastnesses of the Rockies. This for the reason that a moving picture operator—Edwin S. Porter, representing the kinetoscope department of the Edison Co.—is to take a motion photograph of the hunt to be reproduced in the thousands of moving picture houses throughout the world.

It was Frank Dickens, famous mountain scout and pathfinder, who conceived the idea of this bear hunt. Mr. Dickens is a Coloradoan who believes in advertising his State. He is heavily interested in Marble holdings, and is closely connected with the workings of a local marble company. He thought that a moving picture of a bear hunt in the mountains hereabouts would bring this section of Colorado into prominence. The Edison people way back in New York thought that such a picture would be more than well worth while. But they expressed a decided opinion by mail to the effect that it would be impossible to get such a photograph. None had ever been taken and it seemed to them that none ever would be secured, they wrote.

Then Mr. Dickens called to his assistance G. F. Stodghill, a business associate, and proceeded to get busy. When they had completed their plans and submitted them to the New York people the

latter wired an acceptance. Then Mr. Porter, the best known and most expert of the company's operators, was sent to Marble to take the picture.

In the meantime Mr. Dickens and Mr. Stodghill had arranged all the details. This meant the enlistment of twenty-five men, all trained mountaineers and all experienced bear hunters. It meant, also, the establishment of a camp in the bear country, over on the Big Muddy, about twenty miles from Marble. Mr. Dickens owns the finest pack of trained hounds in this section, and he secured other packs to join his.

The next step was to corral a few bears in the underbrush near the camp site. This was done the early part of the present week, and a guard stationed about the thicket. A blazed trail has been made for the hunters to follow, and an open space has been cut out in the timber for the picture man.

It is planned to turn the hounds loose in the thicket where the bears are now surrounded. The men and dogs will then drive the animals toward this opening. Mr. Porter will be there to take a moving picture of the finish fight. He is taking desperate chances because the bears may decide to go after him and his machine. But he says that it is a part of his business to take risks of personal injury, so he is not afraid.

It is the purpose of the hunters to permit one of the three bears now under patrol to escape by a trail leading to another thicket, which is to be surrounded until the picture machine can be moved to the banks of the swift flowing Big Muddy, half a mile down the mountain. Then Mr. Bruin will be headed for the creek.

Experience has taught these sturdy sons of the mountains that a bear when pursued will make for the water if a stream is near. It is therefore expected that this shaggy big beast of the Rockies will make a wild dash for the miniature river and then swim across—with the moving picture man grinding out film all the while.

Every rancher, miner, hunter, guide and farmer within a radius of fifty miles of Marble has planned to attend the hunt as spectators. The party will be in the camp from three to five days.

THE IMPROVED VICTOR I

Placed on the Market October 1—Many Important Improvements Embodied in This Creation.

The Victor Co. announce their improved Victor I, embodying the following changes: First, a stronger and better motor; second, a better-designed cabinet; third, a larger tapering arm, thus making the assembled instrument one of the most complete and, at the price, one of the most attractive propositions in the Victor catalog.

In this connection the Victor Co. state: "Our stock of the old-style Victor I has been completely exhausted, and statistics gathered by us show that stocks throughout the country have been reduced to a minimum. Therefore, this announcement, coming as it does just in advance of the big holiday season, is most opportune. We expect to begin shipments about September 20. October 1 shall be the 'simultaneous opening day' for shipment of the new Victor I to dealers. The 'simultaneous opening day' for the sale of this instrument to the consuming public shall be October 5, and no sale or display should be made previously."

LIN-O-TONE HORNS GROW IN FAVOR.

The Pardee-Ellenberger Co., of New Haven, Conn., are doing a nice business with their Lin-o-tone horns, both amplifying and recording; folding boxes and other specialties. They sell direct to the jobber and refer all dealers' inquiries to them. Their representative, F. H. Silliman, is about to start on an extended trip, going as far west as Kansas City and down into Texas, calling on all the leading jobbers through this territory.

Arguments that may land one customer, won't always go with another.



Where Dealers May Secure Columbia Product:

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
 Burlington, Vt., R. C. Smith Co., 68 Church St.
 Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
 Bluefield, W. Va., Duvall Music Co.
 Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
 Buffalo, N. Y., S. O. A. Murphy Co., 622 Main St.
 Chicago, Ill., Columbia Phonograph Co., 210 Wabash Ave.
 Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
 Cleveland, O., G. J. Probeck & Co., 420 Prospect Ave.
 Dallas, Tex., Columbia Phonograph Co., 315 Main St.
 Denver, Colo., Columbia Phonograph Co., 505-507 Sixteenth St.
 Des Moines, Iowa, Columbia Phonograph Co., 704 W. Walnut St.
 Detroit, Mich., Columbia Phonograph Co., 242 Woodward Ave.
 Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
 Jacksonville, Fla., Ludden-Campbell-Smith Co.
 Johnstown, Pa., Porch Brothers, 242 Franklin St.
 Kansas City, Mo., Columbia Phonograph Co., 809 Walnut St.
 Little Rock, Ark., Hollenberg Music Co.
 Livingston, Mont., Scheuber Drug Co.
 Los Angeles, Cal., Columbia Phonograph Co., 518 S. Broadway.
 Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
 Memphis, Tenn., Columbia Phonograph Co., 32 S. Second St.
 Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
 Norfolk, Va., Kraemer & Gosorn, 30 Plume St.
 Nashville, Tenn., Phillips & Buttorff Mfg. Co., 223 3rd Ave. N. (College).
 New Haven, Conn., Columbia Phonograph Co., 25 Church St.
 New Orleans, La., Columbia Phonograph Co., 128 Carondelet St.
 New York City, Columbia Phonograph Co., 89 Chambers St.
 Omaha, Neb., Col. Phono. Co., 1311 Farnam St.
 Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
 Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
 Portland, Me., Maine Phonograph Co., 28 Preble St.
 Portland, Ore., Columbia Phonograph Co., 371 Washington St.
 Portland, Ore., Eller's Piano House.
 Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
 Sacramento, Cal., Kirk, Geary & Co.
 Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
 San Francisco, Cal., Columbia Phonograph Co., 951 Van Ness Ave.
 Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
 Spokane, Wash., Columbia Phonograph Co., 412 Sprague Ave.
 St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
 St. Paul, Minn., Columbia Phonograph Co., 386 Wahasha St.
 Toledo, O., Columbia Phonograph Co., 233 Superior St.
 Washington, D. C., Columbia Phonograph Co., 1212 F St. N. W.

Dealers Wanted

Exclusive selling rights given where we are not properly represented. Write for particulars to the

Columbia Phonograph Co.
 Tribune Building, New York

THOMAS H. MACDONALD ELECTED A DIRECTOR

Of the American Graphophone Co.—An Honor That Is in Every Respect Well Deserved—Will Now be Able to Concentrate on Big Inventive Problems—A Man Who Has Given the Most of His Life to the Perfection of Talking Machines and Records—Horace Sheble Has Been Appointed Factory Manager of the American Graphophone Co.

The election of Thomas H. Macdonald as a director of the American Graphophone Co., which was announced last week, and the fact that he is to be hereafter relieved of the detail of factory management and permitted to concentrate on the big inventive problems in connection with the perfection of talking machines and records, were the chief topics of interest in trade circles.

Mr. Macdonald has been connected with the

A great believer in the future of the industry, he was ever engaged in the work of improving and bettering the machines and records.

It was Macdonald who invented the first clockwork motor ever used in a graphophone, and today, as everyone knows, the use of clockwork mechanisms in talking machines is universal. It was Macdonald who invented the duplicating machine for mechanically transferring wax cylinder records from a master record to a blank

and in like manner when the courts have been called upon to decide cases involving his inventions in his various clashes he has also been victorious."

It is worthy of note that the International Jury at the St. Louis World's Fair awarded a gold medal to Mr. Macdonald for his work as collaborator with the American Graphophone Co.

Under the new arrangement Mr. Macdonald will be able to devote all of his time to experimenting and to perfecting inventions on which he is now engaged, being relieved of the enormous detail incident to factory management.

Horace Sheble, for many years in charge of the manufacturing department of Hawthorne & Sheble Manufacturing Co., has been appointed factory manager of the American Graphophone Co.

BLACKMAN CO.'S ACTIVITY.

Sales Force Increased and Everyone Hard After Business—Larger Stock on Hand—Good Demand for Needles and Record Trays.

The Blackman Talking Machine Co., New York, who exuded optimism from every pore, even when the outlook was darkest, now that prosperous times are actually returning, are out after business in vigorous style. Their sales force has been increased, and the members of the company, J. Newcomb Blackman, George G. Blackman and R. E. Caldwell, are also hot on the trail of the dealer.

J. N. Blackman recently made a flying auto trip, accompanied by his brother George, over the latter's territory in the southern part of New York State. Starting from Orange, N. J., the party went direct to Port Jervis, N. Y., and worked back, covering over 100 miles the first day, when twelve dealers were visited, and 173 miles on the second day, calling on fourteen dealers. Needless to say very little time was wasted en route.

The Blackman Co.'s quarters, being newly decorated throughout and containing a greatly enlarged stock of goods, present an appearance of activity on all occasions. During the recent celebration the show windows and exterior of the building was handsomely decorated, over a dozen large American flags alone being used, besides bunting and special flags.

The Playrite and Melotone needles and folding record trays controlled by the Blackman Talking Machine Co. continue to find favor with both dealers and the public, and through energetic exploitation their popularity is steadily on the increase.

SOME INDIVIDUAL FEATURES

Embodied in the Rockford Cabinet Illustrated in This Issue of The World.

In the advertisement of the Rockford Cabinet Co., Rockford, Ill., which appears on page 15 of this month's issue of The World, will be found an illustration of one of their new style disc cabinets, which has won a large measure of favor from dealers and purchasers alike. As will be noted, the interior of this cabinet is automatic in a way, as it is drawn out with the opening of the door, and this brings out the full interior outside of the cabinet, which is consequently much easier of access. The cabinet is admirably finished and by reason of the especial features embodied it is worthy the consideration of dealers desiring something out of the ordinary as a factor in their business. The Rockford Co. have a large number of new styles ready for the trade this year, and illustrations of these cabinets can be had on application.

AN OLD ONE IN NEW DRESS.

"I'm introducing a brand new invention—a combined talking machine, carpet-sweeper and letter-opener," said the agent, stepping briskly into an office.

"Got one already," answered the proprietor, "I'm married."



THOMAS H. MACDONALD, NEWLY ELECTED DIRECTOR OF THE AMERICAN GRAPHOPHONE CO.

Graphophone Co. for the past twenty years, during which time he has been actively engaged as manager of the big plant at Bridgeport, Conn. He has seen it grow from a small establishment where a few men were employed until now it is one of Bridgeport's leading industries and one of the largest factories in the world devoted exclusively to the manufacture of talking machines and records.

In the development of the graphophonic art Mr. Macdonald's achievements have been brilliant and his patents are of great importance. A man not given to exploiting himself or his work, but absorbed in and as a part of the Graphophone Co.'s organization, he has nevertheless been among the most prolific inventors of actual improvements, and the story of the talking machine since it began to go into the home is in a great measure a story of Macdonald's persistent, painstaking and thorough work.

and made their sale at reasonable prices possible, and it was Macdonald who in later years invented and used commercially a process of molding cylinder records from a permanent metal matrix.

It was Macdonald who invented the graphophone grand in 1888, which was hailed with delight by the whole world at the time because of the marked improvement obtained in the reproduction; and for this he was awarded the Franklin Institute medal. Year after year the records of the United States Patent Office disclose patent after patent issued to Thomas H. Macdonald in the talking machine field, so that his work is dominating and his position unquestioned.

In chatting with an officer of the American Graphophone Co. this week on Macdonald's achievements he said: "Time after time, in interference suits with Edison in the United States Patent Office, Macdonald has been the victor,

RECORD BULLETINS FOR NOVEMBER, 1909

COLUMBIA 10-INCH DOUBLE DISC RECORDS

- A741 Honey on Our Honeymoon—Tenor Solo by Henry Burr, orch. accomp. Schwartz
- I've Got Rings on My Fingers, or Alumbo Jumbo Jibboo J. O'Shea—Soprano Solo by Ada Jones, orch. accomp. Scott
- A744 Moon-Bird—Tenor and Baritone Duet by Henry Burr and Frank C. Stanley, orch. accomp. Schmidt and Dempsey
- Lady Love—Sung by Columbia Quartet, Male Voices, orch. accomp. Gumble
- A742 Don't Take Me Home—Baritone Solo by Ed. Morton, orch. accomp. H. Von Tilzer
- Beautiful Eyes—Soprano Solo by Ada Jones, orch. accomp. Snyder
- A745 Run, Brudder Possum, Run—Tenor and Baritone Duet by Byron G. Harlan and Arthur Collins, orch. accomp. Johnson
- Alexander Jones—Baritone Solo by Arthur Collins, orch. accomp. Burt
- A747 A Rose Fable—Tenor solo by F. H. Ormsby, orch. accomp. Bayley
- Loug, Loug Ago—Sung by Metropolitan Trio—Mixed Voices, orch. accomp. Bayley
- A751 Cadiz (Jota de la Zarcucla)—Played by Prince's Military Band. Chuca y Valverde
- Selections from "Butterflies"—Played by Royal Regimental Band. Robertson
- A750 Sphinx—Valse—Played by Prince's Military Band Popy
- Maria Luisa—Mazurka de Salon—Played by Prince's Military Band. Elorduy
- A749 The Two Grenadiers—Baritone Solo by Albert Edmund Brown, orch. accomp. Schumann
- Vulcan's Song, from "Philemon and Baucis"—Bass Solo by Fredric Martin, orch. accomp. Gounod
- A748 Sleep Time, Mah Honey—Baritone Solo by Carroll Clark, orch. accomp. Howell
- Daddy's Picanniny Boy—Baritone Solo by Carroll Clark, orch. accomp. Cox
- A746 Alpine Violets (Alpenveilchen)—Violin, Flute and Harp Trio by Frank Hornung, Marshall Lufsky and Paul Surth. Andre
- On the High Alps (Auf Hoher Alpe)—Violin duet by Walter Biederbaum and Hans von Wegern Andre

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5131 Nirvana—Tenor Solo by John Bardsley, orch. accomp. Adams
- Thora—Tenor Solo by John Bardsley, orch. accomp. Adams
- A5130 Waltz—Militaire—Played by Prince's Orchestra Waldtenfel
- Pas des Echarpes (Scarf Dance)—Played by Prince's Orchestra. Chamiadeu
- A5129 Serenade Coquette—Played by Prince's Orchestra Barthelemy
- Chansou Triste—Played by Prince's Orchestra Tschakowsky

COLUMBIA 12-INCH SYMPHONY DOUBLE DISC RECORDS.

- A5132 Mary of Argyle—Orch. accomp. Nelson
- Drink to Me Only With Thine Eyes—English Melody, orch. accomp. Words by Ren Jonson

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

- 1190 Automobile March (Automobil—Marsch)—Military Band Fall
- 1191 I Never Knew I Loved You Till You Said Good-bye—Tenor Solo by Harry A. Ellis, orch. accomp. Leighton
- 1192 Take Me on a Honeymoon—Soprano and Tenor Duet by Ada Jones and Walter Van Brunt, orch. accomp. Meyer
- 1193 Moon Fairy—Symphony. Orch. Prantzen
- 1194 On Calvary's Brow—Tenor and Baritone Duet by Henry Burr and Frank C. Stanley, orch. accomp. Swency
- 1195 Strawberries—Baritone Solo by Arthur Collins, orch. accomp. Allen
- 1206 Run, Brudder Possum, Run—Tenor and Baritone Duet by Byron G. Harlan and Arthur Collins, orch. accomp. Johnson
- 1196 Benediction of the Poiguards—Military Band Meyerbeer
- 1197 Arrah, Come in Out of the Rain, Barney McShane—Soprano Solo by Ada Jones, orch. accomp. Helf
- 1198 My Pony Boy—Quartet, orch. accomp. O'Donnell
- 1199 Prunes—Baritone Solo by Boh Roberts, orch. accomp. Furth
- 1200 Mendelssohn's Wedding March—Military Band
- 1209 Games of Childhood Days—Soprano Solo by Lois Lee, orch. accomp. Robinson
- 1201 My Faith Looks Up to Thee—Sung by Metropolitan Trio, orch. accomp. Mason
- 1202 Let's Go in to a Picture Show—Tenor Solo by Byron G. Harlan, orch. accomp. A. Von Tilzer
- 1203 Zep Green's Airship—Original Sketch by Ada Jones and Len Spencer, orch. accomp. Spencer
- 1204 That Wasn't All—Baritone Solo by Fred Duprez, orch. accomp. Hirsch
- 1205 Santiago Waltz—Symphony Orch. Corbin
- 1207 The Actor and the Rubic—Original Sketch by Fred Duprez and Byron G. Harlan Duprez
- 1208 Pass dat Possum—Xylophone Solo by A. Schmehl, orch. accomp. Mills
- 1210 Medley of J. K. Emmet's Yodel Songs—Sung by George P. Watson, orch. accomp.
- 1211 Sadie Salome, Go Home!—Tenor Solo by Ed. M. Favor, orch. accomp. Berlin
- 1212 Drink to Me Only With Thine Eyes—Baritone Solo by Frank C. Stanley, orch. accomp. Jonson
- 1213 The Whistlers—Military Band Reiterer

EDISON STANDARD RECORDS.

- 10237 Powhatan's Daughter March Sousa's Band
- 10238 Pennyland Manuel Romain
- 10239 She's an Awful Nice Gal. Edward Meeker
- 10240 La Zingana American Symphony Orchestra

- 10241 I Want Somebody to Play With Byron G. Harlan
- 10242 There'll Come a Day Stanley and Gillette
- 10243 Sadie Salome Edward M. Favor
- 10244 Oakley Quickstep Oily Oakley
- 10245 We've Been Chums for Fifty Years. Will Oakland
- 10246 Whiter Than Snow Anthony and Harrison
- 10247 Arrah, Come in Out of the Rain, Barney McShane Ada Jones
- 10248 The Coquette United States Marine Band
- 10249 Oh! Doctor Grace Cameron
- 10250 Baboon Bungalow Collins and Harlan
- 10251 It's Hard to Kiss Your Sweetheart When the Last Kiss Means Good-bye. Arthur C. Clough
- 10252 Ripples—A Serenade American Symphony Orchestra
- 10253 Uncle Josh at the Opera Cal Stewart
- 10254 Zep Green's Airship Ada Jones and Len Spencer
- 10255 Dublin Daisies Peerless Quartette
- 10256 Daughters of America March. New York Military Band

EDISON AMBEROL RECORDS.

- 285 Stars and Stripes Forever March Sousa's Band
- 286 Just Plain Folks Ada Jones and Chorus
- 287 Selections from "Little Nemo" Victor Herbert and His Orchestra
- 288 How She Gets Away With It is More Than I Can See Grace Cameron
- 289 Flannigan and Harrigan Porter and Meeker
- 290 Gypsy Airs (Sarosate, Op. 20) Albert Spalding
- 291 Grandma's Mustard Plaster. Murry K. Hill
- 292 Waiting and Watching for Me Anthony and Harrison
- 293 Eglantine Caprice United States Marine Band
- 294 Pansies Mean Thoughts, Dear, and Thoughts Mean You Manuel Romain
- 295 A Thousand Leagues Under the Sea. Gus Reed
- 296 Lasca Edgar L. Davenport
- 297 Just Before the Battle, Mother Will Oakland and Chorus
- 298 He Leadeth Me Edison Mixed Quartet
- 299 Wedding—Dance Waltz American Symphony Orchestra
- 300 The Song I Heard One Sunday Morn. James P. Harrison and Mixed Chorus
- 301 Run, Brudder Possum, Run! Collins and Harlan
- 302 Carnival of Venice Olivvotti Traubadours
- 303 My Old Kentucky Home Knickerbocker Male Quartet
- 304 A Georgia Barn Dance—New York Military Band

AMBEROL RECORDS IN ITALIAN.

- 5006 Quell' uom dal fiero aspetto—"Fra Diavolo" (Auber) Maria Avezza and Francesco Daddi
- 5007 Serenata d'Arlecchino—"Pagliacci" (Leoncavallo) Maria Avezza and Francesco Daddi
- 5012 Addio alla madre—"Cavalleria Rusticana" (Mascagni) Francesco Daddi

AMBEROL RECORDS IN HEBREW.

- 5036 A Mensch soll men sein (Perlmutter and Wohl) Simon Paskal
- 5037 Das Mizule (H. Altman) Simon Paskal
- 5038 Was zu Gott ist zu Gott und was zu Leute ist zu Leute (Kannapoff) Simon Paskal

NEW VICTOR RECORDS.

- No. L'ORCHESTRE SYMPHONIQUE, PARIS. Size.
- 58016 Faust—Prelude Gounod 12

- 58015 Faust—Ballet Music (Part I—Valse, "Les Nubiennes") Gounod 12
- 5744 Forest King March Peters 10
- 5742 Le Secret d'Amour Klein 10
- Mlle. Korsoff of the Opera Comique, Paris, with ORCH.
- 52723 Il bacio (Waltz Air, "The Kiss") Arditi 10
- DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
- 5745 I'm Glad I'm a Boy—I'm Glad I'm a Girl Hayes-Norworth 10
- HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.
- 5743 Lonesome Meyer 10
- COMIC SONGS BY HARRY LAUBER, WITH ORCH.
- 58011 Rob Roy McIntosh 12
- 58017 Fu' th' Noo' (I've Something in the Bottle) 12
- VICTOR LIGHT OPERA CO., WITH ORCH.
- 31751 Gems of The Dollar Princess Ross-Fall 12
- "How Do You Do," "My Dream of Love," "Ring of Roses," "Tennis Dance," "Hip! Hip! Hurrah!" 12
- DOUBLE FACED RECORDS.
- 35084 (a) Spring (Grieg) Victor String Quartet 12
- (b) Evening Bells—Idyll (Eilenberg) 10
- 16357 (a) Berlin Echoes—March Pryor's Band 12
- (b) Two-Step (Luncke) Victor Orchestra 10
- (c) Chiribiribi Waltz (Pestalozza) Victor Orchestra 10
- 16362 (a) Eternity (P. P. Bliss) 10
- (b) Twenty-third Psalm and Lord's Prayer 10
- 16358 (a) Ocean Breezes Waltz (Herbert) 10
- (b) Gavotte from "Paris and Helen" (Gluck) Victor String Quartet 10
- 35082 (a) Villa Song (Lehar) from "The Merry Widow" Elizabeth Wheeler 12
- (b) Then You'll Remember Me (Raife) from "Bohemian Girl" Pryor's Band 12
- 16355 (a) Do You Think of Me at Home? (Glover) Metropolitan Trio 10
- (b) White Wings (Winter) Will Oakland 10
- 16360 (a) Don't be an Old Maid, Molly (Bryan-Mills) Haydn Quartet 10
- (b) Red Head (Franklin-Green) Ada Jones 10
- 16354 (a) Experiences in the Show Business Charley Case 10
- (b) Foolish Questions—From "The Beauty Spot" (Lee-Sloane) Billy Murray 10
- 16363 (a) When I Dream in the Gloaming of You (Ingramham) Walter Van Brunt 10
- (b) When We Listened to the Chiming of the Old Church Bell (Roden-Helf) Manuel Romain 10
- 35083 (a) I Long to See the Girl I Left Behind (Kelly) Manuel Romain 12
- (b) The Blind Gallery Boy (Macdonough) Digby Bell 12
- 16356 (a) My Pony Boy (Heath-O'Donnell) Ada Jones and Chorus 10
- (b) "When I Marry You" Medley Victor Orchestra 10
- 16359 (a) Little Willie (Hall) American Quartet 10
- (b) Strawberries (Here Comes the Strawberry Man) (Allen) Arthur Collins 10
- 16365 (a) Bow to the Huskin' Bee Collins and Harlan 10
- (b) The Hat My Father Wore on St. Patrick's Day (Jeanne Schwartz) Murray and Haydn Quartet 10
- 16361 (a) The Vacant Chair (Root) Haydn Quartet 10
- (b) When You and I Were Young, Maggie Elizabeth Wheeler-Harry Macdonough 10
- 16366 (a) Lady Love (McKenna-Gumble) 10
- (b) Dixie Land, I Love You (Brown-Ayer) Billy Murray 10
- NEW RED SEAL RECORDS.
- JOHANNA GANSKI, SOPRANO—IN GERMAN.
- 88185 Die Götterdämmerung—Fliegot gemm (Immolation Scene) Wagner 12
- 88186 Siegfried—Ewig war ich (Deathless Was I)—Brunnhilde's Appeal to Siegfried, Act III Wagner 12
- LUISA BRUZZINI, SOPRANO—IN ITALIAN.
- 92070 Aprile Tosti 12
- WILHELM BACKHAUS, PIANIST.
- 71046 Prelude—Opus 3, No. 2 Rachmaninoff 12
- BLANCHÉ ARRAL, SOPRANO—IN FRENCH.

IT IS JUST LIKE THIS



You are right if you buy Udell Cabinets. We are the Cabinet people and our Cabinets on your floors will make you more money than any others.

Why? you ask.

1st—Because we make Cabinets in such large quantities that we are able to put a price on them that is so reasonable that you can add on a good margin and your trade will pay it.

2nd—Because every Cabinet is made and finished as if it was going in the White House.

3rd—We have so many patterns that all can be satisfied.

4th—Our New Catalog has fairly taken the trade by storm and on every mail we are being complimented, not only because the book is so beautifully designed and printed, but because it *Helps* the Dealers sell the Cabinets it illustrates.

You will receive one of these Catalogs showing 96 Cabinets from \$4.00 to \$32.50 for Disc Records, Cylinder Records, Sheet Music and Piano Player Rolls if you but write

THE UDELL WORKS, INDIANAPOLIS, INDIANA U. S. A.

- 74146 Lombardi—Polonaise.....Verdi 12
- HERBERT WITHERSPOON, BASS—IN GERMAN.
- 74145 Meistersinger—Was duftet doch der Flieder
(The Scent of Elder Flower).....Wagner 12
- 74144 Parsifal—Char-Preitags-Zauber (Good Fri-
day Spell) Scene from Act III.....Wagner 12
- LEO SLEZAK, TENOR—IN GERMAN.
- 61207 Die Lotusblume—The Lotus Flower (Opus
25, No. 7).....Schumann 10
- 61205 Cavalleria Rusticana—Abschied von der
Mutter (Turiddu's Farewell to His
Mother).....Mascagni 10
- 61206 Manon—Traum (The Dream).....Massenet 10

ZON-O-PHONE 10-INCH DOUBLE RECORD DISCS.

- ZONOPHONE CONCERT BAND.**
- 5544 (a) National Emblem March.....Bagley
- (b) Old Oaken Bucket March.....Hayes
- 5545 (a) Manolo Waltz.....Waldteufel
- (b) Jolly Robbers Overture.....Suppe
- ZONOPHONE ORCHESTRA.**
- 4546 (a) Die Lotusblume Intermezzo.....Lincke
- (b) An American Heiress Waltzes.....Rosey
- 5547 (a) All the Candy—Two-Step.....Kelly
- (b) Klein Kobold—Characteristic Sketch Ellenberg
- INSTRUMENTAL SELECTIONS WITH ORCH. ACC.**
- 5548 (a) Will o' the Wisp.—Flute and Clarinet
Duet Played by Frank Mazziotto and
Theo. Pussinelli.....Bendix
- (b) Polish Dance.—Violin Solo Played by
Henry Hess.....Drake
- VOCAL SELECTIONS WITH ORCH. ACC.**
- ADA JONES AND LEN SPENCER.
- 5549 (a) Bowers Sam and His Kitty—Character Sketch
- (b) Race for a Wife.....Descriptive Scene
- ARTHUR COLLINS AND BYRON G. HARLAN.
- 5550 (a) Down Where the Big Bananas Grow.....Barron
- (b) Dinah Dear.....Larkins-Smith
- ALICE C. STEVENSON.
- 5551 (a) Elegie of the Soul.....Massenet
- (b) Song of the Soul.....Brell
- ARTHUR COLLINS.
- 5552 (a) Strawberries.....Allen
- (b) Come Right In, Sit Right Down, Make
Yourself at Home.....Discon
- BYRON G. HARLAN.
- 5553 (a) Sweetheart's a Pretty Name When It's
Y-O-U.....Piantodosi
- (b) Lonesome.....Meyer
- FRED LAMBERT.
- 5554 (a) When You've Got No Other Place to Go,
Then Home, Sweet Home.....Speyer
- (b) You'll Never Miss the Water Till the
Well Runs Dry.....Williams-Van Alstyne
- FRANK C. STANLEY.
- 5555 (a) You're a Grand Old Bell.....Schmid
- (b) The Bugler.....WALTER VAN BUREN.
- 5556 (a) What's the Use of Moonlight?..Kahn-LeBoy
- (b) I Want a Girl from a Yankee Doodle
Town.....Prantzen
- ELIZABETH WHEELER.
- 5557 (a) Loch Lomond.....Scotch Melody
- (b) The Kerry Dance.....Molloy

COLUMBIA CO. IN WASHINGTON

To Occupy New and Larger Quarters at an Early Date in the Capital City.

The Washington, D. C., store of the Columbia Phonograph Co., is preparing to remove into new and larger quarters. The change will be made before the middle of the month, and H. A. Yerkes, manager of the Columbia's wholesale department at the executive offices, will arrange and model the premises in accordance with plans that have given the greatest satisfaction in several other eastern cities, and which have been carried out under his personal supervision.

SILVERMAN WITH UNIVERSAL CO.

Louis Silverman, well known in the metropolitan talking machine trade, is now with the Universal Talking Machine Mfg. Co., Newark, N. J., covering the field in the Greater New York territory. Mr. Silverman's past connections equip him as one of the up-to-date, thorough-going salesmen, and reports of his work for the Zonophone line bear out this reputation.

General Manager Mainabb desires to notify the trade that the Universal Talking Machine Mfg. Co., Newark, N. J., will make no advance in price on any size of Zonophone records on account of royalty charges for copyright music. This extra cost the company will assume, and therefore the current prices for records will remain unchanged. Also, there will be no curtailment in the number of selections or the range of repertoire because of the copyright exactions.

TRADE FABLE

No. 2

There was once two brothers who were familiarly known as Bill and Jim. Since they first mastered the art of standing on their pins, Bill had always walked the straight and narrow, while Jim had been under the sad necessity of raising Hell enough to keep the whole family supplied, and the way in which he kept up the average was creditable from an unbiased standpoint.

After being put through the regular college course, including all the frills on the calendar, by an indulgent Old Man, the two brothers secured jobs in the office of a big Talking Machine house, where Bill's strict attention to business, his phenomenal accuracy in figures, and his natural frugal and cautious mode of living endeared him to the heart of the Boss.

Jim did not fare so well, however, and the Boss cast many an angry glance at the clock each morning before Jim would materialize, a half an hour late, with his derby worn at an angle corresponding to his cigar, and begin talking about yesterday's race to the office force. For some time the Boss had been thinking of giving Jim the High Sign to seek another office where he could hang up his fancy vest in the mornings, but the friendship that existed between him and Jim's father always intervened in the latter's favor.

One afternoon while ensconced in a leather chair in his private office listening to an enthusiastic account of some new burlesque show which Jim was amusing the office force with, the Boss got a bright idea.

"At last I will have peace in the office," mused the Boss, frowning heavily at hearing the conversation still going on, "I'll send the Sporty One out on the road and while he is gone I will fill his position so that I can let him down easy on his return by facing him with the few sales he may make, and gently but firmly give him the G. B."

About this time Bill, who had been conscientiously plugging along, decided to get married to the rich and ugly daughter of a local coal dealer, and in order to strengthen his suit for her hand, was desirous of becoming a salesman for the house so that his weekly stipend would undergo a change for the better. With an inwardly quaking heart Bill braced the Old Man, who did not have the nerve to refuse him.

It so happened that both brothers left the Home Plate on the same day to benefit mankind by placing the firm's machines in every hamlet in their respective territories.

"Ah," sighed Bill, as he swung into a day coach and bit a large chunk from a cheese sandwich, "my mode of living will enable me to reduce my expenses to a minimum, and my sales will be all velvet. On my return, covered with glory, I will intercede for my foolish brother and fix it so that he will not be turned away without another chance. If he only was like myself what a glorious future would be his."

From another part of the station Jim swung aboard a gilded Pullman and promptly fell in with a whiskey agent. There was plenty doing on board that night. Every town Jim stopped at remembered him for many a day. The leading buyers had a habit of waking up mornings to see pale pink lizards crawl over the transoms, and recollect in a hazy way signing an order book.

On the Home Stretch Jim left a trail of empty bottles that stretched from Chicago to New York. At the Grand Central he met Bill who was hustling off to the office to report his sales. Jim leisurely hid himself to a Taxi and went to the nearest Turkish Bath to sweat out lingering traces of Western booze.

Bill arriving at the office safely, approached the Old Man and opened up as follows:

"Boss, I know that you have decided to make me a partner. My exceptional sales and insignificant expense account justify your decision, should that be necessary, but before you heap wreathes of praise and glory on my deserving brow, allow me to intercede for my foolish brother. Give him another chance. I'll have a private chat with him and hand him some points that will be beneficial to him on his next trip. Now I'm ready! Turn on the calcium." (Here Bill assumed a Washington crossing the Delaware attitude and waited.)

"Bill," said the Boss, giving him a peculiar look, "I had decided to fire you before you came in this afternoon. Now that I've heard what you had to say, however, I've come to the conclusion that the recent muggy weather has affected your thinking apparatus. That brother of yours is the hottest piece of broadcloth that ever lugged a catalog. The business you turned in looks like a peanut compared to his sales. The manner in which he drew on the house was certainly, I'll admit, fierce, but he certainly sold the goods. We now have orders on hand that will keep us busy at the top notch until six months from now. I'm waiting for him to come in and sign a contract with us at his own terms. Out of respect to your brother you can have your old job back. Good afternoon!"

Moral—It doesn't matter how you do it as long as you "make good."

VICTOR CO.'S SUIT AGAINST GOLDBERG.

The suit of the Victor Talking Machine Co., Camden, N. J., against Joseph Goldberg, a dealer of New York, for contempt of court in connection with price cutting on Victor goods, and which was postponed several times, was decided by Judge Lacombe, Circuit Court of the United States, Southern District of New York, on September 24, when he filed the following memorandum:

"In view of the conflict of testimony as to identity of the person who made the sale, motion to punish for contempt must be now denied. If complainant now decides, it may take an order referring it to a master to take proof as to alleged contempt."

Goldberg had previously been enjoined from selling Victor goods below the contract price.

CREATING NEW COLUMBIA DEALERS.

T. K. Henderson, manager of the Columbia Phonograph Co.'s establishment in Philadelphia, is devoting the major part of his time and energies to the wholesale end, and is creating new dealers in the eastern part of Pennsylvania, where he has recently visited a number of the leading places. Mr. Henderson, with his wide acquaintance in the music trade and pleasing personality, has secured some of the strongest representatives for the Columbia in his territory.

Price cards should be used in show windows, also, whenever possible. It attracts the attention of passers-by to the articles displayed.

MUNSON FOLDING HORN

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3 1/4 inches square.



THE MUNSON FOLDING HORN

Greatly improves the tone of the records and means increased record sales. **Retails \$7.00**

Further Particulars and Discount Sheet on Application.

650-652 NINTH AVE. FOLDING PHONOGRAPHIC HORN CO., NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Oct. 9, 1909.

AUTOMATIC STOP FOR PHONOGRAPHS. Charles A. Rumble, Lowville, N. Y. Patent No. 932,061.

This invention relates to means for stopping sound-reproducing machines when a record has been played and consists of a clip secured to the reproducing arm and carrying an angled rod which is clamped by means of a set screw upon the clip against the reproducer arm and held in an adjusted position, the angled end of the rod being adapted to be positioned in the path of the record.

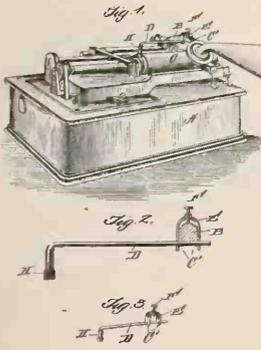
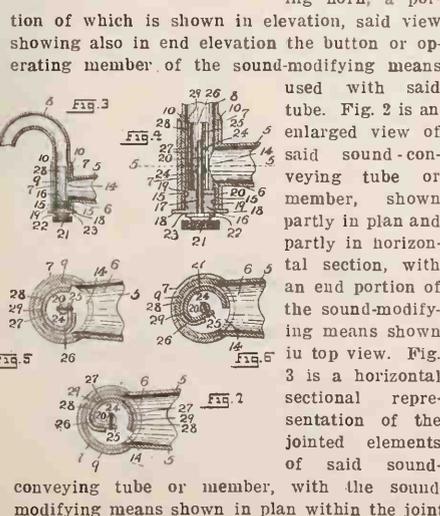


Fig. 2 is a sectional view through the reproducer arm showing the stopping device in side elevation, and Fig. 3 is a detail perspective view of the device and a clip for holding the same upon the reproducer arm.

SOUND-MODIFYING MEANS FOR TALKING MACHINES. Ellis S. Oliver, Newark, N. J. Patent No. 932,055.

This invention therefore has for its principal object to provide a simply constructed and efficiently operating sound-modifying means for use with the sound-conveying tube or member of the various forms of cylinder talking machines, which is under perfect control of the operator and can be most easily worked, so that the sounds can be reproduced with modified effects, and especially is this so with the reproduction of musical sounds, as the singing of a person, or a piece played upon a musical instrument or instruments, the pianissimo and forte effects being most perfectly reproduced.

Fig. 1 is a side elevation of one form of talking machine and its sound-conveying tube or member leading to the sound-reproducing horn, a portion of which is shown in elevation, said view showing also in end elevation the button or operating member of the sound-modifying means used with said tube. Fig. 2 is an enlarged view of said sound-conveying tube or member, shown partly in plan and partly in horizontal section, with an end portion of the sound-modifying means shown in top view. Fig. 3 is a horizontal sectional representation of the jointed elements of said sound-conveying tube or member, with the sound-modifying means shown in plan within the joint



of said elements, and Fig. 4 is a horizontal section, made on an enlarged scale, of said jointed elements, and of the sound-modifying means arranged in said joint, showing one general arrangement of the parts comprising said sound-modifying means. Fig. 5 is a vertical section taken on line 5-5 in said Fig. 4, but made on a still larger scale, said section showing the sound-modifying means in its wide-open position within the jointed elements of the sound-conveying tube or member, and Figs. 6 and 7 are similar sectional representations of the same parts, but showing the sound-modifying means in two of its other positions for modifying the sound.

PHONOGRAPH. Herman Wolke, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 932,222.

This invention relates to phonographs of the type wherein the reproducer or recorder is carried by a traveling carriage which is fed across the surface of the rotating record so as to cause the stylus to trace upon said surface a spiral path, the progressive movement of the carriage being produced by means of a rotating feed screw. In an application filed concurrently herewith Serial No. 350,649, the inventor describes and claims an improved form of feed mechanism adapted to be applied to a phonograph for feeding the movable carriage, by means of which a feed screw is used, having, for example, one hundred threads to the inch and effect a progressive movement of the carriage of only one-half inch for one hundred turns of the feed screw, or one two-hundredth of an inch for one turn.

The object of the present invention is to provide means whereby the movable carriage may be fed at two different rates of speed, as desired, from one and the same feed screw. For instance, with a feed screw having one hundred threads to the inch, the device will permit the carriage to be fed either at the rate of one one-hundredth of an inch or one two-hundredth of an inch for each revolution of the screw, as desired by the user.

Fig. 1 is a front elevation of a phonograph provided with a feed device embodying the invention; Fig. 2 is a section on line 2-2 of Fig. 1 with the feed device in the proper position for feeding the carriage at the rate of one two-hundredth of an inch per feed screw revolution; Fig. 3 is a section on the safe line as Fig. 2, with the feed device in position for feeding the carriage one one-hundredth of an inch per feed screw revolution; Fig. 4 is a section on line 4-4 of Fig. 2, and Fig. 5 is a front elevation showing the parts in the position of Fig. 3.

PHONOGRAPH. John F. Ott, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 932,314.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface. It has been the usual practice for many years to provide a feed screw of fine pitch which will advance the traveling carriage a distance of one one-hundredth of an inch for each revolution of the mandrel. More recently, however, it has been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriage will be suitable for operating

upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution, and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may readily be applied to such phonographs whereby the feed screw may be driven at one-half the speed at which it has been heretofore driven, such means also permitting the driving of the feed screw at its usual speed, so that the phonograph can be used interchangeably with sound records having either one hundred or two hundred threads per inch, and the invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the feed screw at the desired rate of speed.

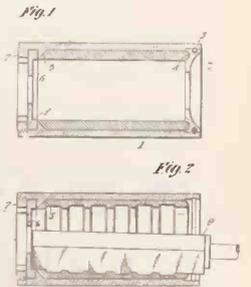
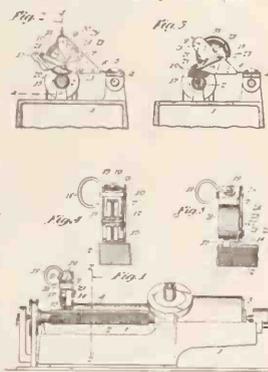
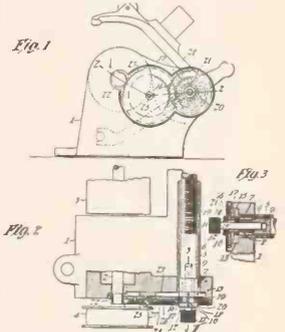
Fig. 1 is an end elevation of a well-known form of phonograph to which the invention is applied; Fig. 2 is a plan view, partly in section on line 2-2 of Fig. 1, and Fig. 3 is a detail section on line 3-3 of Fig. 2.

SOUND-RECORD MOLD. Jonas W. Aylsworth, East Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 932,237.

This invention relates to various new and useful improvements in sound-record molds, adapted for use in the molding of duplicate records by a spinning process, in which the mold is rotated at a high speed and contains a charge of molten material which is distributed over the record surface by centrifugal force. In actual practice difficulty has been encountered in constructing the ends for the molds in such a way that they will be perfectly tight to prevent the escape of the molten wax-like material, as well as to prevent the entrance of water, which is ordinarily sprayed over the molds to cool the records after the wax-like material has been distributed over the record surface. One of the caps is readily removable, so that after the record is formed it may be taken off to permit the record to be removed from the mold after it has contracted diametrically. The other cap forms practically a permanent fixture and considerable trouble has been experienced in connection therewith, for the reason that when the reaming tool is introduced to finish the interior of the record, it is liable to injure the cap and destroy the joint between the cap and the mold. To overcome these difficulties is used a construction in which a hardened steel cap is used, which in addition to forming a tight joint at the end of the mold, will also act as a stop or gage for the reaming tool, limiting its position not only longitudinally with respect to the record, but also limiting the movement which the reaming tool shall make to define the thickness of the record and its internal diameter.

Fig. 1 is a longitudinal sectional view of the complete mold, and Fig. 2 a corresponding view of the same with the end cap removed and showing a record formed in the mold and the reaming tool operating thereon.

NEEDLE HOLDER FOR SOUND BOXES. Minard Arthur Possons, Cleveland, O. Patent No. 931,957.



This invention relates to improvements in needle holders for sound boxes, and the object is to provide a needle holder adapted to support a rotatable needle and said holder adapted to be secured in the needle receiving socket of the sound box.

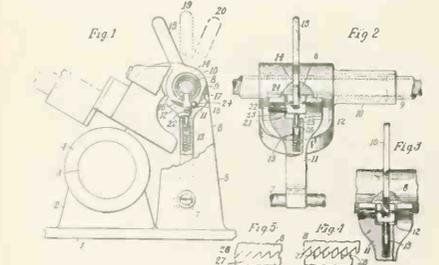
Another object of the invention is to provide a needle holder of this character which can be made independent of the sound box and secured within the needle receiving socket of the ordinary sound box.

In the accompanying drawings, Fig. 1 is a side view of an improved needle holder attached to the ordinary sound box now in use. Fig. 2 is an edge view of Fig. 1 looking in the direction of the arrow shown in Fig. 1. Fig. 3 is an edge view looking in the opposite direction from Fig. 2. Fig. 4 is an enlarged perspective view of the needle holder as it would be manufactured and sold to be adapted to the ordinary sound box. Fig. 5 is an enlarged sectional view showing the swivel connection of the thumb-nut with the swinging arm.

START AND STOP-MECHANISM FOR GRAPHOPHONES. Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 934,451.

This invention relates to graphophones or other talking machines, especially of the construction intended to operate interchangeably for recording and reproducing. In these machines there is provided a feed-screw whose thread has one side vertical and the other at an angle to the axis of the screw-shaft, and a similarly-threaded partial nut normally engaging therewith to propel the carriage longitudinally of the record; the start-and-stop mechanism has means for disengaging the nut from the screw, and for causing the two to mesh together again. In order to permit the nut to have sufficient play to permit the meshing, a certain looseness of mounting sometimes occurs, there is also a "back-lash" between the threads of the nut and those of the screw, besides rattling and other objections that will be appreciated by those familiar with the use of such machines.

The object of this invention is to provide means for preventing this back-lash, rattling, etc., without interfering with the efficiency of the machine. Preferably this is accomplished by providing means that, while the feed-nut is being brought into engagement with the feed-screw, will force the nut sidewise to the limit of its play and into proper mesh, in order to prevent the back-lash, and that will hold it there



against rattle; and, in combination with this, other means for restoring the nut to its former position when disengaged from the screw.

In these drawings, Figure 1 is an end elevation, partly in vertical section, of a graphophone showing invention; Fig. 2 is a partly broken away rear view of a part of the same, viewed from the right in Fig. 1; Fig. 3 is a vertical section of a detail; and Figs. 4 and 5 are details in an enlarged scale.

STYLUS-REPLENISHING MECHANISM FOR TALKING MACHINES. Guadalupe Buelna and Arthur E. Burson, Santa Barbara, Cal. Patent No. 931,676.

This invention relates to a stylus replenish-

ing mechanism and particularly to such mechanisms for use in connection with talking machines employing disc records.

An object of this invention is to provide a device for this purpose, in which the stylus of a sound-box is caused to be ejected from the stylus

holder, and a new stylus inserted in its stead by suitable stylus setting mechanism. A further object of this invention is to supply such stylus setting mechanism with a fresh stylus whenever the stylus supplied thereto has been delivered to and inserted in the stylus

holder, and to so arrange such mechanism that the various functions of the mechanism for carrying out these objects are performed in predetermined succession, all of such mechanism being controlled by the mere movement of the carrier arm for the sound-box of a talking machine.

In the drawings: Figure 1 is a side elevation of the improved replenishing device, showing the same attached for operation to a talking machine; parts of the view are broken to contract the same. Fig. 2 is a front elevation. Fig. 3 is a side elevation showing the device attached to a talking machine (the sound-box being shown in fragment) and proper mechanism for adapting the replenishing mechanism to such machines known as the Zonophone or Victor. Fig. 4 is a front elevation showing the application of the replenishing mechanism to a Columbia talking machine. Fig. 5 is a side elevation looking to the left of Fig. 4. Fig. 6 is a side elevation showing the application of the replenishing mechanism to a Zonophone or such machines in which the sound-boxes are provided with screws for clamping the stylus. Fig. 7 is a fragmentary side elevation showing the stylus setter in the act of delivering a stylus to the stylus-holder. Fig. 8 is a fragmentary detail of stylus

retaining mechanism for Zonophones. Fig. 9 is a detail of the stylus retaining toothed wheel and spring. Fig. 10 is a perspective view, illustrating the mechanism for actuating the

stylus clamp to release a used stylus, preparatory to inserting another, the dotted lines indicating the active, and the full lines, the passive position of such mechanism. Fig. 11 is a detail sectional view of the trackway and carriage. Fig. 12 is a detail of the link for controlling the stylus releasing mechanism. Fig. 13 is a detail of the lever for releasing the stylus from frictional hold in the stylus holder. Fig. 14 is a detail of a funnel arranged to be fitted on the stylus holder of a Zonophone sound-box. Fig. 15 is a detail plan of the spring arranged to hold the disc A of the magazine in place. Fig. 16 is a fragmental detail showing position of mechanism for releasing the stylus from the stylus holder, before the actuation thereof. Fig. 17 is a similar view showing the stylus releasing mechanism in position to cause the stylus to drop from the stylus holder. Fig. 18 is a plan view of one of the magazine discs, and Fig. 19 is a plan view of the platform, showing the opening in the delivery chute, the magazine proper being omitted.

AMPLIFYING-HORN. William Tattelbaum, St. Louis, Mo., assignor of one-third to Sigoloff Bros. Hardware Co., same place. Patent No. 931,161.

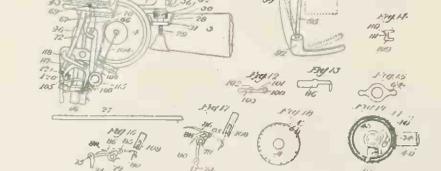
In the drawings Figure 1 is a longitudinal-sectional view on line 1—1, Fig. 2 of an improved horn, showing the regulating valve in adjusted positions in dotted lines; Fig. 2 is a cross-sectional view on line 2—2, Fig. 1; and Fig. 3 is a cross-sectional view on line 3—3, Fig. 1.

The object of this invention is to produce a horn provided not only with means for regulating the volume of the tone or sound waves, but also with means which eliminate substantially all metallic vibrations from the horn, such later means also spreading and rounding out said tone waves, modulating or modifying the same and making them sweet and distinct.

TALKING-MACHINE. Henry F. Cook, Sag Harbor, N. Y. Patent No. 933,234.

This invention relates to a means by which the movement of the stylus in spiral grooved records is stopped immediately after the stylus has left the record groove in order to avoid disagreeable sounds produced by the stylus scratching on the record carrying body beyond the record groove. In particular it relates to means which are controlled in their stopping operation by the member or arm which carries the sound-box.

Figure 1 is a plan view of a part of a flat record talking machine. Fig. 2 is a side elevation thereof seen in the direction of the arrow in Fig. 1. Fig. 3 is a modification of the means for yielding by moving the sound-box over the record. Fig. 4 is a side view of the stopping device acting upon the record table after the



stylus clamp to release a used stylus, preparatory to inserting another, the dotted lines indicating the active, and the full lines, the passive position of such mechanism. Fig. 11 is a detail sectional view of the trackway and carriage. Fig. 12 is a detail of the link for controlling the stylus releasing mechanism. Fig. 13 is a detail of the lever for releasing the stylus from frictional hold in the stylus holder. Fig. 14 is a detail of a funnel arranged to be fitted on the stylus holder of a Zonophone sound-box. Fig. 15 is a detail plan of the spring arranged to hold the disc A of the magazine in place. Fig. 16 is a fragmental detail showing position of mechanism for releasing the stylus from the stylus holder, before the actuation thereof. Fig. 17 is a similar view showing the stylus releasing mechanism in position to cause the stylus to drop from the stylus holder. Fig. 18 is a plan view of one of the magazine discs, and Fig. 19 is a plan view of the platform, showing the opening in the delivery chute, the magazine proper being omitted.

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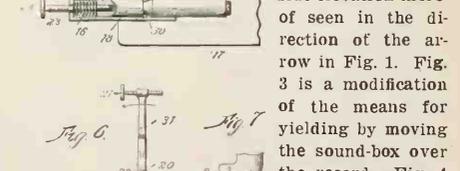
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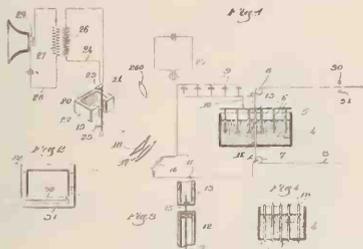
stylus has passed over the record, shown in enlarged scale. Fig. 5 is a horizontal sectional view thereof, in still larger scale. Fig. 6 is a vertical section thereof on line X X in Fig. 4. Fig. 7 is a modification of sprig 10 shown in Fig. 2.

METHOD OF RECORDING SOUND-VIBRATIONS. Percy W. Fuller, Boston, Mass. Patent No. 934,600.

This invention has for its object to provide a novel method of recording magnetically sound vibrations so that they may at any time thereafter be reproduced.

It is a fact that when a body containing or coated with magnetizable material is magnetized, the intensity of the magnetism at any point on the body depends on the amount of magnetizable material at this point. This fact is made use of in practicing the improved method, which consist broadly in depositing on a wire, disc or other body, which is preferably of non-magnetizable material, a layer of magnetizable material which varies in thickness at different points along the wire or disc in accordance with the variations of the sound vibrations to be recorded, and then subsequently subjecting said wire or disc to the influence of a magnetic field strong enough to magnetize the magnetizable material to saturation point. Since said wire or disc has a layer of varying thickness of the magnetizable material thereon, the result of thus magnetizing it will be that said wire or disc will have at different points along its length magnetism of different strengths, (this being so because the magnetic strength at any point has a definite relation to the thickness of the magnetizable material on the body at this point,) and the completely magnetized wire or disc will represent a magnetic sound record. When a sound record thus made is passed over the poles of a telegraphone-reproducing apparatus, the sound vibrations thus magnetically recorded on the wire or disc will be reproduced in a well-known manner.

While it is possible to carry out the method in a great variety of ways, there is shown in



the drawing more or less diagrammatically one simple apparatus for accomplishing the desired result, it being understood, however, that the inventor has not gone into detail of the construction of such an apparatus.

Figure 1 shows diagrammatically one apparatus for carrying out the improved method; Fig. 2 is a detail of a magnet for magnetizing the wire after the magnetizable material has been deposited thereon; Fig. 3 is a detail of the shield for protecting the wire from electrolytic action except at the point where the magnetizable material is to be deposited; Fig. 4 is a section through the electro-plating apparatus on the line x-x, Fig. 1.

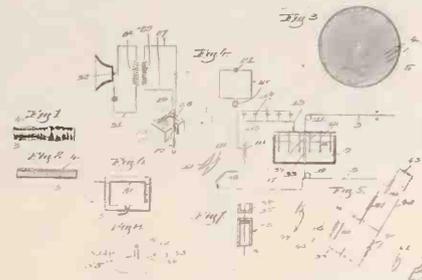
SOUND-RECORD. Percy W. Fuller, Boston, Mass. Patent No. 934,601.

There are at present two well-known ways of making permanent records of sounds. One is by making an impression or groove in a body by means of a stylus which is attached to or actuated by a diaphragm that is set in vibration by the sounds to be recorded as is made by a phonograph or graphophone, such as is produced by the telegraphone, and the other is by locally magnetizing successive points of a body by passing said body across the poles of a magnet in which the magnetic flux is varied in accordance with the sound vibrations to be recorded.

The present invention has for its object to provide a sound record which differs from the above-mentioned sound records in that the

record of the sounds is represented by a coating or deposit of material applied to a body, which coating or deposit has a characteristic that varies at different points thereof in accordance with the variations in the sound vibrations recorded. Such characteristic may be the thickness of the coating which represents intensity or amplitude of sound vibrations, or may be some other characteristic which represents pitch or quality.

Referring to the drawings, Figure 1 is a view illustrating the principle of the invention when embodied in a sound record applied to a wire; Fig. 2 is a view showing the principle of the invention when the sound record is applied to a body in the form of a disc, both said Figs. 1 and 2 being more in the nature of diagrams than in the nature of actual illustrations of sound records; Fig. 3 is a plan view of a disc having the sound record applied thereto; Fig. 4 is a diagram view showing an apparatus by



which the improved sound record may be formed on a wire; Fig. 5 is a diagrammatic view showing a different method of accomplishing the same end; Fig. 6 is a view showing the operation of permanently magnetizing the wire to form a magnetic sound record; Fig. 7 is a detail of the apparatus shown in Fig. 4; Fig. 8 shows diagrammatically a reproducing apparatus capable of reproducing a sound record when said record is represented by a coating of material having good magnetic permeability.

Referring to Fig. 1, 3 designates the wire or other body on which the sound record is made. The sound record is represented by a coating 4 which is applied to the body 3 and which varies in thickness at different points in accordance with the sound vibrations. Where the body is a wire, the coating or deposit 4 representing the sound record will preferably completely encircle the wire.

This improved record may also be formed

on a disc 5, such as shown in Figs. 2 and 3, in which case the sound record would be in the nature of a ridge or line of material applied to or deposited on the disc in the form of a spiral, as shown in Fig. 3. Fig. 2 illustrates a section through the disc, which section is taken along the length of the line of deposit, said figure being for the purpose of illustrating the varying thickness of the coating or deposit 4. The body 3 or 5 may be of any suitable or usual material, but preferably some non-magnetic material, such as copper, although other materials than copper might be successfully used, and this invention is not limited to the use of any particular substance for the body 3, 5. The material of the coating or deposit 4 may also be varied without departing from the invention, although preferably is used either metal capable of being readily deposited by an electro-plating process and capable of being magnetized, such, for instance as nickel, or a metal capable of being readily deposited by an electro-plating process and having good magnetic permeability, such, for instance, as iron.

TELEGRAPHONE. Frederic Schaefer, Wheeling, W. Va., assignor to American Telegraphone Co., of the District of Columbia. Patent No. 934,843.

This invention relates to telegraphones and has for its object the provision of a machine in which the record medium is in the form of a disc rotatively supported and is particularly adapted for commercial work of various kinds, such as the dictation and transcribing of letters, etc.

BUILDING STORE SENTIMENT.

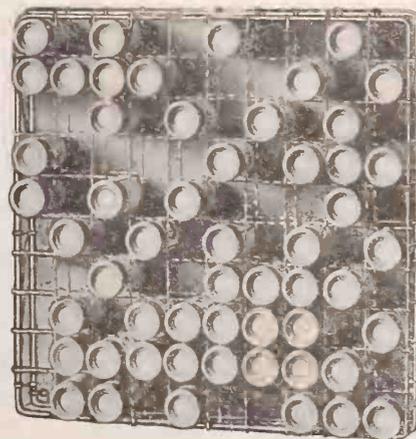
It pays to build up a store sentiment. By that we mean "that intangible but precious element in store keeping which sells the most goods at the best profit." One writer says that a merchant should devote at least fifty per cent. of his advertising, every day in the year, to the creation of store sentiment. When John Wanamaker paid \$1,500 for a full page ad with nothing in it but a request to every man who had bought a certain brand of collar to call and get his money back because the collar was discovered to be not as represented, he made an investment in store sentiment that is paying dividends yet.

MULTUM IN PARVO.

The man who permits his pleasure to interfere with his business may reach the point where he won't have any of either.

Extra Profit from Record Sales is Possible

By Selling Record Buyers the HEISE SYSTEM WIRE RACKS



Just the thing for the home. Small Racks for 100 and 150 records made upon the same plan as our store Racks which have proven so popular with dealers.

Compact, convenient and durable. Get in a line in time for fall trade. They mean more record sales, for owners want to see them filled.

Write us for interesting information.

We will supply Convincing Printed Matter for Dealers.

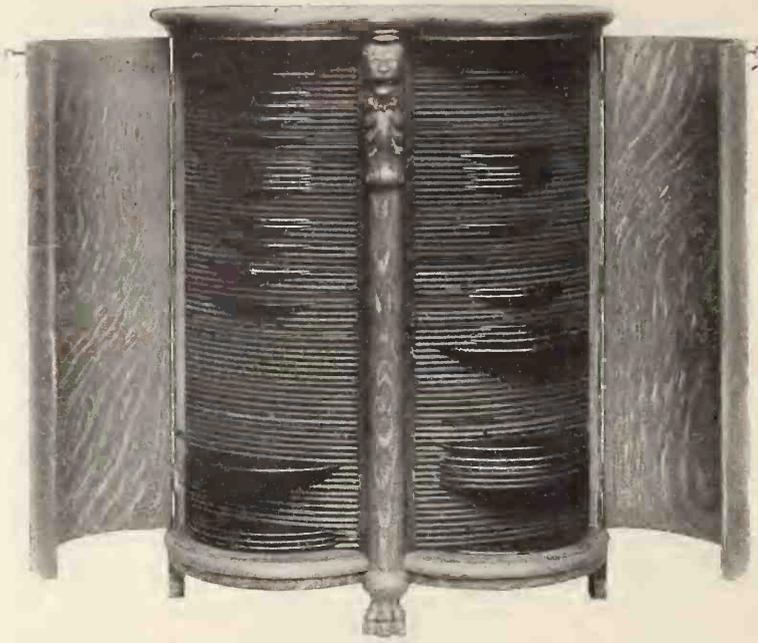
The 100 Space Racks like cut in half doz. lots, \$15
The 150 Space Racks created " " " \$20

Send to your jobber or us for complete Catalog of racks for store use.

SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: The R. S. Williams & Sons Co., Toronto and Winnipeg

**Salter's
Improved
Cabinets**



**For Disc
or Cylinder
Machines**

Wherever you see this style of Cabinets, you may know they are

**SALTER'S
MAKE.**

No. 784. (SHOWN OPEN)

Each shelf is lined with soft green felt to prevent scratching of the records and makes an excellent appearance. Compartments are indexed to correspond with index cards furnished with the Cabinet.

Our New catalogue showing latest styles of cabinets is just out.

Write for one.

SALTER MFG. CO.

337-343 North Oakley Avenue, CHICAGO



SALTER GRAND CABINET, No. 741
Front View, open, in operation

These
Cabinets
are not
"Victrolas,"
but
"BETTER
and
CHEAPER"

Any size
Disc
Machine
can
be used.



SALTER GRAND CABINET, No. 741
Side View, open, showing machine, also sliding Record case. Capacity, 100 Discs up to 12 inch

Leading Jobbers of Talking Machines in America



THE DITSON STORES

Are delivering the most wonderful
TALKING MACHINE

NEEDLES

ever manufactured.

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

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

OLIVER DITSON COMPANY

150 Tremont Street, BOSTON, MASS.

Chas. H. Ditson & Co. J. E. Ditson & Co.
Nos. 8, 10, 12 East 34th Street No. 1632 Chestnut Street
NEW YORK, N. Y. PHILADELPHIA, PA.

This is a Columbia year in the
Talking Machine business

We are

EXCLUSIVE COLUMBIA JOBBERS

and handle the full line. All orders given immediate attention. Write for our special Columbia Dealer Proposition.

R. C. SMITH @ CO.
Burlington, Vt.

HARGER & BLISH JOBBER

VICTOR EDISON

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

Des Moines IOWA Dubuque

BABSON BROS.

19th Street and Marshall Boulevard

CHICAGO, ILL.

EDISON JOBBERS

LARGEST STOCK OF EDISON PHONO-
GRAPHS AND RECORDS in the U. S.

Southern Talking Machine Co.

MEMPHIS, TENN.

We assign exclusive territory to progressive
dealers for the sale of

Columbia Double-Disc and Indestructible
Cylinder Records and
Columbia Disc and Cylinder Grapho-
phones

Write for offer. All orders filled the very day received.

EXCLUSIVE COLUMBIA JOBBERS

STANDARD TALKING MACHINE COMPANY

EDISON

PITTSBURG, PA.

VICTOR

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

EXCLUSIVE COLUMBIA JOBBER

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

KRAEMER & GOSORN
NORFOLK, VA.

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time - every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

EXCLUSIVE

Columbia Jobbers

Columbia Double-Disc Records. Columbia Indestructible
Cylinder Records. Columbia Disc Graphophones. Colum-
bia Cylinder Graphophones.

Orders Filled on Time—all the Time

PORCH BROS.
242 Franklin Street : Johnstown, Pa.

CHASE & WEST

Eighth Street, between Walnut and Locust

DES MOINES, IA.

Victor Distributors

Talking Machines, Records and Supplies.
Everything in stock all the time.

The best
service in IOWA

Columbia Jobbers

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

Scheuber Drug Company
LIVINGSTON, MONT.

IF YOU'RE IN WESTERN MICHIGAN

it will be money in your pocket to order

Victor Machines and Records

... of ...
JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

Exclusive Columbia Jobbers

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

Phillips & Buttorff Mfg. Co.
NASHVILLE, TENN.

LUDDEN-CAMPBELL-SMITH COMPANY

Jacksonville, Florida

Exclusive Columbia Jobbers

We Carry the Full Line.
COLUMBIA DOUBLE-DISC RECORDS
COLUMBIA INDESTRUCTIBLE RECORDS
COLUMBIA GRAPHOPHONES and SUPPLIES
PROMPT SERVICE
Exclusive Territory Assigned

The Geo. J. Probeck Company
420 Prospect Avenue, CLEVELAND, O.

COLUMBIA JOBBER

Complete Stock Prompt Service
Dealers Wanted
Write To-day

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

The TALKING MACHINE SECTION

AND
NOVELTY
NEWS

NEW YORK, OCTOBER 15, 1909

THE USE OF PRICE TICKETS.

Veritable "Silent Salesmen" Help to Increase Trade—Obtain Attention of Customers.

Every retail store uses some price tickets. A few stores use many price tickets. Not one retail merchant in a hundred uses enough price tickets. The average store does not use one-tenth as many as it ought.

No store uses "enough" until shoppers can tell the price of every article without having to ask the question. The purpose of price tickets is to interest people in other goods than those which they have decided to purchase.

A dealer who has used price tickets quite consistently says it has saved him the cost of an extra clerk in his store.

The average customer who has plenty of time on his hands likes to wander around a store and look at the various things that interest him. Sometimes he sees an article which he fancies. He examines it and in a few minutes he knows everything about it but the price, for it is not marked. As yet the decision to buy is not strong enough to induce him to ask the price, so he just lets it go. A possible sale has then been lost.

Customers will invariably go to a counter where goods are displayed with a price on them. They see a sign, "Anything on this counter for 50 cents," and immediately they want to see what they can get for 50 cents. Often they will pick up articles and sell it to themselves without any effort on the salesman's part. It is the price card, mostly, which is responsible for the sale.

MEDIUM PRICED WATCHES.

One of the Most Desirable and Profitable Side Lines for the Talking Machine Dealer.

One of the neatest and most desirable articles that can be carried as a side line by the talking machine dealer is the popular-priced watch. The ease in which this specialty lends itself to attractive display without unnecessary trouble is but one point in its favor. When these watches are carried the dealer appeals to an exceptionally large audience, composed of people in every walk of life. Popular-priced watches are carried by everyone. It is not an unusual sight to see a well-groomed person withdraw a nickel watch from his pocket, while across the street a baker's errand boy might be carrying the same priced timepiece.

The inference is obvious. The medium priced watch gives universal satisfaction, hence it finds a ready sale.

SHORTAGE OF VIEW POST CARDS.

The World is advised from an apparently authoritative source that there is a noticeable shortage of view post cards at the present time in New York and vicinity. Meanwhile manufacturers of post cards must have been aware that before the tariff went into effect over fifty per cent. of the view cards were of German manufacture. The fact was also obvious that

view cards were and are becoming more and more popular. It seems strange, therefore, that provision was not made for the inevitable.

THE ART OF MIXING.

How It Helps the Merchant to Extend His Personal Acquaintance—A Gift That Pays Big Dividends.

Many men stick too closely to their stores. They do not get out and "mix" enough and fail to fully appreciate the wants of their neighborhood. An excellent idea for country dealers is to attend auctions, and that in doing so they learn what people want and get acquainted with the farmers of their vicinity from whom they must seek trade.

Dealers should make themselves prominent at all public gatherings and never fail to let the people know in what business they are engaged, says the "Traveling Man." The trick of making acquaintances easy is a great acquisition, especially for retail merchants or salesmen. It is a gift that rightly used pays big returns. There are men so constituted who will get on a railroad train for a fifty-mile journey and will know all the men sitting anywhere near them before they leave the car. You've seen them and noted that they are generally bubbling over with enthusiasm about their business. There are others who rather icily hold themselves aloof from their fellows and wait for advances which seldom come. Of course, there is a limit, but generally it is the man who isn't backward about butting in when an opportunity offers, or who has the ability to create an opening for himself, who has the biggest line of customers. Make all the personal acquaintances of a desirable nature possible. It's good advertising and equal to money in the bank.

FILM PRESERVER DISCOVERED.

Brazilian's Solution May Increase Photographic Trade with United States.

Vice-Consul Tarleton B. Taylor writes that a representative of an American photographic company, recently in Bahia, after studying the climatic conditions of Brazil, has found a chemical composition which, when added to the regular developer, counteracts the bad effects which the tropical climate has on photographic papers, plates and films. Mr. Taylor's details follow:

"The representative claims that photographic papers, plates, and films that heretofore have been guaranteed for one year only in Brazil can on account of this discovery be safely guaranteed for three years. I have seen him work with developing papers which had been in this climate for four years and were considered useless by a photographic supply dealer in Bahia, and which, when placed in the regular developing solution, turned black before the picture appeared. When the extra chemicals were added they seemed to retard the oxidation formed under the severe

climatic conditions, and brought out the exposed picture as well as if the developing paper had been only six weeks in this climate.

"This discovery will, without doubt, greatly increase the sale of American photographic materials in this country, because this chemical composition will not aid European products on account of the use of strong chemicals for preserving the emulsion of their plates, papers, and films, the decomposition of which, when started, cannot be stayed by this new discovery."

BRIEFNESS IN ADVERTISEMENTS.

Readers' Time Valuable and They Do Not Want to Spend It Reading Unnecessary Words—Few Words Will Describe Many Goods.

Other people are, or ought to be, just as busy as we are, and it is but a point of fairness to suppose they are, no matter whether they are farmers, or mill people, or what-not. When we are busy and someone appears with a something or other to which he wishes to call our attention, we are always anxious and sometimes insistent that he shall be brief and to the point in his talk, that we may be convinced one way or the other without needless delay and distraction from the thing in hand. And right there is the point where we need to have care regarding our own conduct in calling attention of others to what we may have to offer for their consideration and purchase.

The advertising of our wares is always a problem; we are puzzled as to when we have said enough and are not always sure we have not said too much. There is a limit to terseness and condensation, but the limit is seldom reached when we are able to state facts. The simple facts regarding the goods are the only things which the public cares about and the public never cares to wander through a maze of needless words in order to get those simple facts. Too much "gab" is as easy and possible in the advertisement as behind the counter and a possible sale is as readily spoiled by too many words in the advertisement as too much talk behind the counter.

If there be a special reason for the sale or the offer of goods made, there is a good place for an introductory talk, says an authority, but that talk should be an explanation and not a great collection of words and phrases. To say it all briefly is interesting, to be verbose is distracting to the reader. The descriptions of goods need no more words than will tell of their points and merits. Why should valuable space be used to afford a setting for unnecessary words? To be able to tell enough in a few words is a real accomplishment in a speaker and of inestimable value to a writer of an advertisement which is perforce nothing more than a talk to busy people about something not yet theirs and therefore not yet very interesting.

The H. Hagemeister Company, of 41 Warren street, importers of post cards, have been adjudged bankrupt by the U. S. Court, Third District. The business is being carried on at the present time by a referee appointed by the courts.



THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year \$1.00 Domestic; Foreign \$1.25

NEW YORK, OCTOBER 15, 1909

SYSTEM IN BUSINESS

As Necessary as a Compass to the Mariner—
Where System Is Needed and Some Excellent
Suggestions on the Subject.

Business without system is like a ship on the ocean without a compass; no one knows which way it is drifting. Some of the fundamental laws of system are:

1. The art of keeping all departments of the business enterprise in good running order, as regular and as smooth as a faithful clock.
2. It is keeping your store and shelves in such good order that at a moment's notice an article can be produced.
3. In buying goods know exactly what you have in stock, and especially what you should not buy. Buying goods that are not needed is the contributive cause of over-stock.
4. Your correspondence requires system. You are using system when you can lay your hands within five minutes on any letter written or received or any order shipped during the year.

You follow system when you can see at a glance the voucher of every article in the store, where it came from, what it cost, and what it sells at. The jobber can keep books for this purpose. The retailer can write it in small figures on the tag of each article.

When you have a little book in your vest pocket in which you write down, as soon as the thought comes to you, everything you want to remember. Such a little contrivance is a great relief to an overtaxed brain, because you don't need to worry about some important matter being forgotten. When you know, at the end of each year, exactly how much profit you have made, or how much money you have lost in every department of your business. If one department does not pay throw it out.

When you know every three, six or twelve months whether a traveling salesman makes or loses for the firm. In the latter case the place must be filled by a better man.

When, daily, you can see at a glance how many goods of a certain number is sold, how many are in stock and how many are ordered.

When you can ascertain in a moment what kind of goods sell and what kind do not sell.

When every employe is in his proper place, knows exactly what his duties are, and does not interfere with anybody else.

When you can every moment open your ledger and point out exactly how much expenses you had, how many goods have been sold, how much money is outstanding and how much you owe.

When not a thing can go out of the store without it is properly examined, counted, checked off, paid for or charged.

When the smallest articles, as wrapping paper, twine, ink are charged to the expense account and added to the cost of the goods. Not to forget interest on capital invested, which many merchants do.

In merchandising there are two very essential things—buying and selling. The old saying is, things well bought are half sold, but there is no doubt that how well you may buy them, you do not get any returns until you sell them. If you purchase too many simply to get them cheap, you had better pay more and sell them oftener. I would put the selling above the buying for the average dealer, and state that in my opinion if

he is unable to look after both carefully, he would better leave his buying largely to some conscientious jobber whose interest it would be to see that he had the right goods in the right quantities, and at the right place, and then push his sales.

"'Tis sales that move the wheels of business."

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

I place first knowledge of yourself. Self-appreciation stands at the top. I mean by that, self-appreciation, know yourself, develop the strong points and overcome the weak ones. That is what I mean by knowledge of yourself. Build yourself up. You should have a knowledge of your goods, how they are made, how constructed, and who makes them, and why one factory's goods are better than the other's, and why you believe they are better. Also cultivate appearance and attitude, for first impressions are lasting ones. There is a sermon in every line, and there is a sermon in every one of those points.

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

First, prepare the way by getting the attention of the customer. This is done largely by judicious advertising and attractive display; then a conscientious showing of the goods (not your ability, or your oratorical powers, but your merchandise), thereby creating an interest in them. Interest naturally leads to desire, and then close the sale.

Confidence in the goods is necessary, as the customer must see that the salesman is sincere, or no amount of talk will avail. The manners and general appearance may create the confidence of the customer in the salesman and therefore in his goods. The salesman's interest in the goods is soon transferred to the customer, and he likes the goods because you do; and in order to keep the confidence you have won you must at all times be honest with your customers, and you can do this by being at the same time honest with yourself, and honest with your house.

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

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

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

The real difference between men is energy. As S. A. Sanderson writes in the Sporting Goods Dealer, a strong will, a settled purpose, an indomitable disposition to go ahead and succeed is the real difference between great men and little men.

You want to be sincere in your business. Honesty above all things is essential. When you tell a person a thing you yourself want to believe that it is actually so. If it is not true do not say it. Stand back of your statements; if you recommend an article higher than you ought to and

the customer brings it back, give him a new article and do not ask any questions, or make him feel that he has encroached on your rights.

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

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

LATEST CUSTOMS RULINGS.

Duty is Reduced on Some Lines of Pictorial Postcards.

In a decision by I. F. Fischer, the Board of United States General Appraisers partially sustained protests filed by Fillman, Lee & Happel and others of New York, regarding the classification of pictorial postcards.

The cards were held for duty at the rate of 25 per cent. under the provision in the Dingley tariff for "printed matter." This classification was opposed by the importers, who alleged specific rates of duty as "lithographic prints." The board finds that a portion of the cards are printed from metal plates or by other processes not lithographic. These goods are allowed to come in as claimed, although other cards are held dutiable as assessed by the Collector.

MANY MEN DO NOT CONSIDER

It Oftentimes Doesn't Pay to be Too Busy—
Brain Mustn't Get Clogged.

Earnestness and activity in business is a good thing, but it doesn't pay to be too busy. Unless a man has some time to think in a natural way about things in general he loses a great measure of mental growth. It is well to be active—a wholesome thing for every faculty of the mind. But as trees and flowers need both periods of rain and periods of sunshine, so men need to be sometimes busy and sometimes able to stop and think. Quiet thought is refreshing to the busy man.

A great many men in business do not at all appreciate this fact, however commonplace it may seem. They drive themselves or let themselves be driven by their work all day long, day in and day out, year in and year out. What time they have away from their work is often spent in an endless round of social and pleasurable activities, leaving practically no half hour without its impending purpose, no time to stop and think and set their minds in order, no time to reflect or to let the mind act from impulses other than the purposes with which it is being driven continuously. Such a man's mind gets into a whirl, revolving in a very small orbit, and making him oblivious to greater themes that lie wholly outside of the limited circle of his own strenuous activity.

On a strictly business basis, this does not pay. It deprives the man of thoughts and ideas that might open up new opportunities of immeasurable value to his work. Whatever clogs up thinking retards progress.

LOWENBERG'S ANNUAL BUYING TRIP.

Martin Lowenberg, of E. J. Samson & Co., manufacturers and jobbers of postcards and novelties, sailed on the Kaiser Wilhelm the 28th of last month. Mr. Lowenberg will be gone about three months. This is his annual buying trip abroad and he will stop at all the important novelty centers, collecting salable articles for the Samson firm.



MADE IN U.S.A. **Gillette** MADE IN U.S.A.
KNOWN THE WORLD OVER

The Gillette is one of the best selling Specialties you can have in your store. It is especially good at Holiday time. Now is the time to stock for your Holiday trade. The Gillette display will create interest—sales—profits—just as soon as you get it on your counter—but not a minute sooner.

Every Christmas buyer who comes into your store is a possible Gillette purchaser. Women are looking for just such articles as gifts for their men folks. Men want the Gillette for themselves, and to give it to their friends.

Few other displays will give you as many sales for the space they take as your showing of Gillette Safety Razors.

Gillette Safety Razor, standard set, \$5.00.

Pocket Edition, cases in gold, silver, or gun metal, with razor and blade box to match, retail complete from \$5.00 to \$7.50.

Gillette Combination Sets—from simple ones containing razor, soap and brush at \$6.50 up to elaborate sets with everything the most fastidious shaver could desire at \$50.00. Especially sought for gift purposes.

Ask us about special display cases with initial order for one hundred dollars' worth of razors. Or write your jobber without delay.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange
Building

Gillette Safety Razor
NO STROPPING NO SHAVING

MOVING PICTURE MEN LOSE.

Justice Giegerich Refuses to Issue Injunction Against the Police.

Supreme Court Justice Giegerich handed down decisions, October 5, denying applications for injunctions in twelve suits brought by proprietors of moving picture shows against the Mayor and Police Commissioner. These suits were all brought when General Bingham was Commissioner, and asked that the police be restrained from closing up the shows on Sunday and from arresting the officers and employes for any other cause than a misdemeanor.

Justice Giegerich says of the allegations of threatened arrest that a study of the authorities convinces him that it is immaterial whether the police threaten arrest on the ground that it is unlawful for the places to keep open on Sunday, because under the stipulation by which the licenses have been issued the shows are to run only on week days, or because, under the penal statutes, it is unlawful to conduct such exhibitions on Sunday at all.

The court cited the decision of the Appellate Division in the suit brought by the Eden Musée for an injunction, in which the higher court said that a court of equity should not issue an injunction restraining a police officer from performing what he thought was his duty, even on the theory that the police officer was mistaken in his conclusion that the act complained of was a crime. The court held in this case that the remedy is an action at law against the police officer.

Justice Giegerich refers to the affidavit by Mayor McClellan in opposition to the injunction applications, which says that because of numerous complaints with respect to the conduct of moving picture places he formulated a new rule regarding their operation and required that those who got the licenses should agree not to run their shows on Sunday.

THE VALUE OF BARGAIN SALES.

Attract Trade When the Low Prices Are Genuine—Should Not be Featured Too Strongly at Expense of Regular Stock.

Bargains are fine things with which to attract trade, especially when they are real bargains—that is, goods of real merit offered at unusually low prices, but bargains are not what the merchant depends upon for the greater part of his profits. It is sometimes easy for an inexperienced merchant—and sometimes for old and

experienced ones—to offer so many bargains and feature them so strongly and attractively that his customers, and other stores' customers, flock to buy them, but are so taken up with the bargains that they do not pay any attention to the more staple goods upon which the merchant relies very largely for his profits. In that case, the merchant is very likely to find that too many bargains, featured at the expense of his good, substantial profit payers, are dangerous.

A certain great department store in one of the largest cities of the country struck a terrific gait some years ago, using great double-page advertisements in the newspapers devoted entirely to a remarkable offering of exceptional bargains which were advertised as reductions of 33½ per cent. from regular prices. A few old and expert merchandisers shook their heads and predicted trouble; they said that the store could never keep up such a pace.

The people flocked to the store and snapped up the bargains as fast as they were offered, but the regular lines lagged and were neglected. Pretty soon people began to "get wise" to the fact that the offerings did not really represent a reduction of 33½ per cent.—that is, the prices were not 33½ per cent. below the prices asked for the same goods in other stores—and they were not, because the big store could not keep on securing the goods to sell at the prices it advertised.

DETERMINED TO ADVANCE.

The Man in Business or Social Life Who Has Definite Aims in Life and Who Pursues Them with Character as a Basis Will Win Out.

The very reputation of having an ambition to amount to something in the world, of having a grand lift aim, is worth everything. The moment your associates find that you are dead in earnest; that you mean business; that they cannot shake you from your determination to get out in the world, or rob you of your time or persuade you to waste it in frivolous things, you will not only be an inspiring example to them, but the very people who are throwing away their time will also admire your stand, respect it and profit by it, and you will thus be able to protect yourself from a thousand annoyances and time wasters and experiences which would only hinder you.

In other words, there is everything in declaring yourself, in taking a stand and thereby announcing to the world that you do not propose to be a failure or an ignoramus; that you are going to take no chances on your future; that

you are going to prepare yourself for something out of the ordinary, away beyond mediocrity, something large and grand. The moment you do this you stand out in strong contrast from the great mass of people who are throwing away their opportunities, and have not grit and stamina enough to do anything worth while, or to make any great effort to be somebody in the world.

The very reputation of always trying to improve yourself in every possible way, of seizing every opportunity to fit yourself for something larger, better, grander, is an indication of superiority, and will attract the attention of everybody who knows you. It will win you recommendations for promotion, which are never won by those who make no special effort to get on. Lincoln was so hungry for an education, so anxious to improve himself, that everybody who knew him felt a real interest in him, and was anxious to help him. Most people are eager to help ambitious people who are trying to do something and to be somebody in the world. They throw opportunity and advancement in their way whenever they can. The very reputation of being ambitious—an earnest, thorough worker—is a splendid capital to start out with. It gives confidence and credit. It not only makes people admire you, but it also makes them believe in you.

LEADING THE SIMPLE LIFE.

A \$75,000 automobile rolled through the \$60,000 bronze gates and up the \$35,000 winding avenue to the \$20,000 marble steps.

Descending from the machine, the billionaire paused a moment to view the smiling \$500,000 landscape.

Across the \$90,000 lawn a \$125,000 silver lake lay speeling in the shades of early evening, and beyond it rose a lordly \$80,000 hill, whose crest, cloaked with forest at an expense of \$200,000, glowed in the last golden rays of the setting sun.

The billionaire sank luxuriously into a \$2,000 ivory porch chair and rested his feet on the rosewood railing of the \$160,000 veranda.

"It is pleasant," he observed, "to get back to Nature once in a while. After the cares and worries of the business day, I certainly love to run out to this quiet little \$60,000,000 country club of ours and taste a bit of simple life. It is good to keep in touch with the soil, for what is man but dust, after all?"

Feeling restored, he passed in through the \$400,000 doorway to his \$1,500 dinner.

VALUE-OF THE LOCAL NEWSPAPER.

Often Underestimated by Merchants—A Valuable Business Ally.

Many a merchant would be astonished if he knew how many people "size up" a town by the local newspaper. A live newspaper in a community is read by the people, ads as well as local news items—the whole family read it. If the merchants of a community will educate the people to look for their announcements in the newspaper, more and more people will read the paper and greater will be the returns. Stand behind your newspaper and push it, but not against the wall. A live and progressive newspaper will help every merchant in that community. If you have a store and property interests, the more reason you should help them, for by pushing their business your own will go forward. It does not prove anything if you run an ad once or twice and don't get results anticipated; keep at it and things will come your way. If the editor or publisher is any kind of a man he will be fully alive to his opportunities. Mail order or any other kind of competition will not bother you.

Money is not made by manual labor alone these days. A living will be the portion of the man who only toils with his hands, but fortune waits for him who uses both head and hands judiciously.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

\$5.00

FOR

1000

IN TWO COLORS



\$7.20

FOR

1000

In Hand Color
Send for Samples

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

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

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

WHY SIDE LINES PAY.

Bring New Customers to the Talking Machine Dealer Wherever Tried.

An interesting story is told by a novelty salesman who has just returned from a business trip.

In a certain western town he called on two talking machine dealers and succeeded in getting a nice order from one of them. The other merchant treated the salesman to a lengthy impromptu address on the reasons why side lines would not pay. The salesman gave him up in despair and left without his order. This happened on a previous trip.

He stopped off in the same town on the trip he has just returned from and reports that now there is but one talking machine dealer there. Incidentally the remaining one carries side line goods.

The same salesman tells one of another town. He called on a dealer and was told that the goods could not be sold at all in that place. The retailer went as far as to say that he had made a study of local requirements and spoke authoritatively.

Two blocks away the drummer saw the complete line of his principal competitor and was told when he called in that they were the quickest selling goods he had ever carried.

REACHING NEW FIELDS.

How the Advertiser Can Be Benefitted by Publicity in the World.

About the knottiest problem confronting the advertising manager to-day is how to reach new, undeveloped fields of business that promise to yield a harvest of orders if cultivated.

The wily advance agents of a circus sizes up a new town with a keen eye and can tell immediately whether his show will pay there, and part of the advertising manager's duty is to keep his eye on the business horizon and be ready to grasp the opportunities that appear from time to time.

The Talking Machine World offers to manufacturers of articles that can be handled as side lines by the dealer, the greatest opportunity they have ever had to increase and broaden their business.

Monthly thousands of talking machine dealers, the cream of the trade, are reached by this paper, and it is not hard to perceive what an excellent advertising medium it makes.

The field is new for the greater number of manufacturers of specialties. The opportunities for quick and large sales are particularly favorable. The trade appealed to have money and are unusually progressive. Therefore everything is in favor of these manufacturers reaping a bountiful harvest. Need more be said?

SOME FORCEFUL MAXIMS

Scattered Around in a Large Rochester, N. Y., Factory for the Perusal of Employes—Some Good Solid Business Sense in Paragraphs.

A visit to the factory of the Pritchard-Strong Co., Rochester, N. Y., is always interesting, because of various maxims, bearing consecutive numbers, which are scattered around. Each one is brief, to the point, and forceful. They are the work of Mr. Pritchard, and convey so many good ideas that they are worth close study on the part of talking machine men. They read:

If you want to be successful, attend to business.

It's the man who's up and doing that comes out on top.

Quality first; speed afterwards. Don't hurry 'til you're sure you're right, then "Johnny on the spot."

Remember that we must work together in order to get the best results. Boost where you can; don't knock.

Never mind the other fellow's job. Your own is sufficient for you, and your firm will notice your improvement.

Blue Monday spoils your week as well as ours. Let's have every day better than the one that has gone before.

We won't forget you if you're pushing for front rank honors, and don't forget us.

Help us all you can, and we are bound to help back.

You must push hard and steadily to succeed in anything.

Lack of interest means lack of success—both for you and us. Competition will then kill us.

Wasted time is wasted money, yours and ours.

Only a fool is easy—the soldier hard and stern—the latter wins battles and is remembered, the former soon drops out of sight.

Be a good engineer—try to make time—at the same time remember that quality counts.

There is plenty of dignity and respect and responsibility in every job. Your job is what you make it.

Let's be a happy family together, not merely employers and employes—but all workers for the best that is in us. It's the only way we can get ahead of competition and makes us all feel better. The world knows us by our work.

Let's make the best goods in America. Reputation, after all, is the only thing that endures.

Never mind pay day—we will attend to that for you.

Industry always beats idleness. There is no goal it cannot reach.

You want the best salary you can earn. We want your best efforts so we can pay it.

Keep your character as well as your body strong—strong characters are always in demand at a good price.

It is a fine art to do uniformly good work—we want only the best.

Kind thoughts, kind words, kind acts and a shoulder to the wheel all together, will bring the best success for all of us. The race is won!

Let's start and stop at full speed. Lost time is lost money for somebody—that's all of us.

CUT OFF USELESS STEMS.

In Business, as in Everything Else, It Pays to Eliminate the Things That Don't Count.

Eliminate the things that don't count. Put all your strength into the things that do. That's the way to make a real success in any line. In a florist's shop I saw a vase of great shaggy chrysanthemums. My thought flew back a few years to the small and insignificant chrysanthemums we had then, not much bigger than a daisy, but with a great many stems and flowers on one plant. Now, we have bigger ones than were even dreamed of then. It was found that by cutting off some of the branches and forcing all the growth into one stem it would produce a splendid flower worthy of the admiration of all.

Many persons wonder why they don't amount to more than they do. They know they have good stuff in them, that they are sincere, energetic, persevering, and have ample opportunities. But they feel that they are not making satisfactory headway in any particular line. Let them trim some of the useless branches. The men who have made the real successes have done so, and have thrown the whole force of their lives into the development of things that were essential to the kind of success they desired. They have not prided themselves on the number, but on the quality of their branches. They have not dissipated their time by taking part in every by-play that claimed their attention, but have cultivated the main stem.

—W. D. WARREN.

GOOD SIDE LINE FOR "TALKER" MEN.

With commendable enterprise, the Arctic Novelty Co., 30 West 32nd street, New York, have put on the market elaborate alabaster statuettes of Dr. Cook and Commauder Peary, as well as one of a Polar bear and also an Esquimau boy. These miniatures are finished in shaded ivory effect, are very finely modeled and can profitably be retailed for 75 cents. A sample dozen, assorted, can be procured by sending \$6.00 to the firm at the above address.

GET OUT OF THE RUT!

There are many men in special lines of trade who do not realize the many paying opportunities which are afforded them in handling lines of merchandise which blend harmoniously with that which they are selling.

Take for instance piano players.

Now there is nothing which will come into the life of the talking machine business that will compare in selling strength with piano players.

They will help the dealer to increase his profits without increasing his overhead expenses.

Now which player?

That's the question.

And it's easy to answer.

THE ANGELUS by all means.

It's the original piano player and has kept its position right to the front through all the years.

All the details incident to the Angelus agency can be easily explained and we can tell you—show you—the way to secure more business, but better still, paying business.

A word to the wise is sufficient.

**Wilcox and White
Company**

MAKERS OF
PIANO PLAYERS **ANGELUS** PLAYER PIANOS

**MERIDEN
CONNECTICUT**

"GOOD WILL" HARD TO DELIVER.

Better Work Up Your Own Says Hollis W. Field in the Worker's Magazine—Some Forceful and Pertinent Observations.

"Yes," quoting the proprietor of shop or store, "everything is for sale—stock, lease, furniture, fixtures and good will!"

But does the average investor appreciate that one of the most difficult of all the valuable assets of an established business to deliver to the purchaser at any price is that intangible "good will" of a business?

It is conceded that any business long established on successful lines must have its distinct good will asset. The measure of its success is the measure of its attendant good will. But this good will has been built up altogether by another management than that of the new purchaser. In putting a price upon it the seller virtually is attempting to sell to the purchaser a proprietary right to the trade of his old customers.

"I'm going to sell out to a new man," he explains to this customer, "and he's counting upon you to continue to trade here as you have been doing for so long."

Is anything more easily natural to thousands of people than a mental "Oh, indeed! Is that so?" and at once for the person to decide for himself that thereafter he purposes buying almost anywhere else in the country? Will the proprietor who is selling out attempt to measure just what proportion of this good will he is able to deliver? Will the purchaser attempt to gauge just how much of it he may expect for his money?

Purchaser Overlooks Many Things.

Too often the purchaser of such an established business counts far too much upon the good will asset. He is disposed at first thought to think of the place as having a "rousing trade." He takes this for granted as easily as he considers that the business carries a large stock. He forgets altogether that in taking over the business it is more necessary for him to take invoice of himself with reference to holding this trade and good will than it may be to take an invoice of the stock itself. A certain amount of money will buy a similar stock almost anywhere in the market; often all the money the business man may wish to have is insufficient to command trade.

In many cases where a small neighborhood business is involved the personality of the proprietor has been the strongest factor in building up a good will for his establishment. This particular individual has been a good "mixer." He is in sympathy with the local atmosphere which surrounds him; he has established pleasant social relations with his customers. Some unusual circumstance in his life there may have given him opportunity for emphasizing his personality to a neighborhood.

Whatever this personal hold upon his patrons, in that degree it must come as a disappointment that he should sell out and leave his business to the stranger. To the extent that his successor differs in his personality the successor may count upon the old customers remarking, "What a change in the place!" That first impression of change must be most marked in the individual successor himself.

Problem One of Retention.

It is just here that the purchaser relying upon

the intangible good will of a purchased business should take stock of himself and look to the ways and means by which the former proprietor has built up this good will. The problem of the successor is not so much paying the price for this good will as it is to retain that good will after it has been acquired by purchase. It is absurd for a purchaser to imagine that this asset, under a new management, is to continue as a matter of course. In one way and another it has been carefully nurtured by the good business man who has built up the business. Whatever the methods to that result, they must be continued perhaps in stronger measure than before.

As a good business venture it is impossible that a purchaser should expect to succeed to a good will based on the personality of a man wholly different to himself. It is preposterous that a sober, silent, diffident man should succeed to the good will of a business built up by a typical good mixer with knowledge of human nature and possessed of the tact and diplomacy to carry him through.

Often the matter of nationality is of enormous consideration in such a trade. Especially in the larger city neighborhoods where some one nationality largely is represented in the population, the business man builds upon this nationality line. If his successor shall be of another race it is almost impossible that he should hope to succeed to a business good will.

Day's Sales No Criterion.

While this asset of good will may be the greatest factor in a business, at the same time it often is mistaken by the enthusiastic purchaser who finds a proprietor inclined to trade upon it and bring it forward as something worth the expenditure of money. To this end the proprietor of the business most often points to the average sales of the business. As a matter of fact, the magnitude of a day's sales may have the least bearing upon good will. It may be that the site of the business is such that no other competitor is in easy reach. Customers by scores may buy there always under protest.

Looking over a neighborhood and inquiring into the standing of the lone house with the big trade, the discovery that its proprietor is unpopular with the resident population may be the strongest encouragement for his opening a business in competition upon the nearest corner. He determines that the existing house has no element of good will within it; he feels that he

knows how to make this good will appeal to logical customers—and his venture is based upon this fact.

Again, good will as an asset of a business is a questionable investment, its promise depending not a little upon the honesty of the man who has worked it up. Often a gullible purchaser, satisfied of a good will asset, pays a fancy price for the intangible property only to discover later that the "retiring" head of the concern has become dissatisfied with his location, stock and fixtures, and has sold out only that he may open anew just around a corner, where he can maintain his good will hold upon his old customers.

"Good reasons for selling," is one of the old exactions in such a trade, but for the plausible man prepared to bank upon a good will sale these reasons may be framed most attractively to the purchaser, who has visions of a new and paying business already on its feet. A wife or child in bad health and needing a change of climate—a farm left to the proprietor through the death of his father—"reasons" are easy.

One phase of this good will asset traded upon largely in Chicago in the past has been the new apartment building, for sale by the contracting builder, and already fully tenanted.

To the uninitiated purchaser, often from some rural community at a distance, a new flat building built to sell and every apartment filled with dressy furniture belonging to respectable-appearing tenants bound by a year's lease holds out to the purchaser a vision of the easiest kind of money. Yet in times past it has been found that builders of these new apartments virtually have had tenants under lease to themselves, promptly to fill up a new building for this purpose of sale.

In contrast to this good will bait so often used as a confidence game is the sale of a business in which the new proprietor is quick to make plain to every passer in the street that "This Place Has Changed Hands!" This notice most often is served in large letterings upon the public from the front of a saloon, but often from the Chicago restaurant front.

Starts With Clean Slate.

Here the new proprietor gives evidence that he has made a bargain purchase in which the absence of any evidence of good will of the former management allows of his offering new attractions to new customers. He announces, in fact, that not having been taxed at a premium for good will built up by a former proprietor, he is prepared to start in with a clean bill and attract the good will of the business to himself.

"You must have been dissatisfied under the old management of this place," is the interpretation of the notice; "come in again and see how differently you will be treated."

Looking such an announcement over in this light, too, providing that the successor is a capable man of business, will the potential customer of the place deny that it holds out considerable promise on the face of it?

A report has been received from an American consular officer in the Far East furnishing the name of a local concern that is desirous of securing a supply of slot machines of the weight-giving, fortune-telling, and music-vending varieties and combinations.

ORDER NOW
Arctic Statuettes
The latest craze

Made of Imported Alabaster Plaster, finely modeled, with Shaded Ivory Finish.

SUBJECTS:

Dr. Cook
Commander Peary
Esquimau Boy
Bewildered Bear

Now having a sensational sale.
Sample dozen, assorted, \$6.00

The Arctic Novelty Co., 20 W. 32d St., N. Y.

NOW IS THE TIME TO PLACE

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

60 YEARS' EXPERIENCE

PATENTS

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DESIGNS
COPYRIGHTS & C.

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

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

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

This man



Thomas A. Edison

built the instrument that plays the music
composed by

This man



Victor Herbert

and the Edison is the only instrument that can
offer

This Combination

All the people know it, and the EDISON
Phonograph is the instrument they want. It's
the instrument that will keep your stock mov-
ing and bring home the profits. Your jobber
will see to stocking you up.

National Phonograph Company, 59 Lakeside Ave., Orange, N. J.