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.
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.

Newark, N.J.

Distributors of Zon-o-phone Goods:

MINNESOTA

MICHIGAN

MISSOURI

SPRINGFIELD . . . Morris Linen, 220 Beavertail St.

St. Louis . . . . Knight Mercantile Co., 213 N. 12th St.

St. Louis . . . . D. K. Myers, 8823 Fenway Ave.

NEW JERSEY

Newark . . . . Oliver Piano Co., 14 New St.

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

NEW YORK
Brooklyn . . . F. W. Rous Co., 423 Fifth Ave.


OHIO
Akron . . . . Geo. S. Dales Co., 158 S. Main St.

Cincinnati . . J. E. Proctor, Jr., 603 Main St.

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

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


Philadelphia . H. A. Weymann & Son, 1010 Chrishtian St.

Pittsburgh . . C. C. Miller Co., Ltd., 819 Fifth Ave.

TEXAS
Austin . . . . Pomeroy Company, 111 Main St.

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

MARYLAND


Baltimore . . Leslie Macy, 282 E. Pratt St.

REG. U. S. PAT. OFFICE.

THE PLEASURE DOUBLED
THE COST REDUCED

WOOD HORNS FREE

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

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SOME REMARKS ON TRADE-MARKS

By H. S. Snyder of the Advertising Department of the Joseph Dixon Crucible Co. in the New York Commercial.

In his book, "The Law of Advertising and Sales," Clowry Chapman shows a page of trade-mark registration and awards of 135, and this is perhaps not more than a quarter of the comparatively well-known marks and symbols used by advertisers. There consist of proper and coined names, facing, signatures, phrases, numerals, figures or designs—in many instances, combinations of two or more of these elements.

A face and a signature constitute a good trade-mark, in that they give excellent protection against infringement. There is little likelihood of one advertiser looking so much like another as to confuse his customer, and the duplication of an advertised signature is a serious matter for the guilty party.

One of the best examples of this class of trade-marks is the signature of Thomas A. Edison used by the National Phonograph Co. Not only does this trade-mark possess what might be termed the generic advantages of this kind of mark, but it has, in addition, a distinctive value, given it by the prestige and fame of Mr. Edison. No amount of paid advertising could have secured a like effect in its full extent. A mark, such as that used by the advertising field has stated that he believes it cost the General Electric Co. thousands of dollars to build up the same prestige and reputation behind the name which existed before the name Edison was dropped from their corporate title.

An advertiser who finds it desirable to improve upon his photograph or his personality, which will give his announcement a touch of individuality, can use his photograph to advantage. This applies especially where a service more than a commodity is being advertised. If an advertiser's face has the stamp of integrity and experience, and he is dealing in real estate, for instance, the use of his photograph is advisable. It has been stated that when Mr. Ostrander (whose face was a standard feature of the magazine advertising section a few years back) omitted his photograph his address sales dropped from 40 to 50 per cent.

Like the photograph, the signature has an ulterior effect beyond its value as a means of identification and an expression of personality. Signatures, like stamps, and seals, are badges of marks of affadavit—"I hereby set my hand and seal." A modern corporation is, in the popular mind, an intangible sort of an affair, and its statements partake of this intangibility. But an individual is usually careful about statements to which he attaches his name, and so it follows that, given a signature, we get a careful statement.

But behind all trade-marks there must be advertising, for the trade-mark is valuable chiefly to the extent to which it is known. A good trade-mark well advertised is one of the best of assets. There are many advertising rumors, which are probably based largely on fact, that immense sums of money have been offered for such names as Royal, when applied to baked powder, and Mennen for toilet powder, and that such names as Royal, when applied to baking powder, are oftentimes amusing in their ignorance when discussing talking machines. With some exceptions, they treat this wonderful creation as a toy and refer to it in a bungler or sarcastic vein, thus proclaiming how thoroughly out of touch they are with the development of this special industry and the perfection which has been reached in the manufacture of present-day machines. Here is an item, for instance, from a Birmingham Hall, daily paper:

"A modern corporation is a cross between a bezemaw and a split-fire. It can issue more noises in a given time than an aardvark and a jambaw together. It is an excellent means of torturing one's neighbors, and often the only relief to the victim is to summon the police and thereby preserve the public peace. A female boarding school during biblical and vocal practice hour would be far preferable in the neighborhood to those who have some ear for or appreciation of music than a talking machine working full time."

Now, here is a man who desires to be a member of the Royal Association of Jackasses. We have read many in novels so malicious, so ridiculous, as this estimate of the talking machine. It is evident our friend either owns or heard a talking machine "born" around 1876, or else his home adjoins that of a neighbor who owns a machine, or possibly measured the guards to see the ships in time to warn them, this phonograph is invaluable.

The announcement which it is intended to spread broadcast through vessels, no matter from what direction they may come, is spoken into the machine, and then, without any further attention from human hands, the warning is shouted at stated intervals through the eight megaphones at once.

It is said that the sounds emitted from this wonderful device can be heard four or five miles away, and this is a matter of ordinary belief, and its further attention from human hands, the warning is shouted at stated intervals through the eight megaphones at once.

LAUGH IT OFF.

Are you worried in a fight? Laugh it off.

Are you flying on a storm? Laugh it off.

Don't make tragedies of trifles. Don't drown butterflies with wine.

Laugh it off.

Does your work get into a mess? Laugh it off.

Are you under any sort of threat? Laugh it off.

If it's really your fault. There's no feeling like. Laugh it off.
CASH REGISTER THAT TALKS.
Invented by Minnesota Man—Sings Out Sales Made.

Something elaborate in the way of a cash register has been invented by a Minnesota man. His cash register not only rings up a sale and registers the amount in figures, but sings it out. When the keys for a sale of $1.18 are touched certain phonograph reproducers are released and the machine sings out: “One dollar and forty-eight cents! Thank you very kindly. I think you will find those goods satisfactory,” or some other appropriate remarks. In addition to its novelty, this register has some very useful traits. For instance, in stores where clerks are disposed to line their own pockets and ring up the wrong amount, such a machine would frustrate their plans by calling out the figures they had pressed. It might be put to further use by having a few records singing the praises of bargains in the various departments or making a few pleasant remarks about the weather and inviting the customers to call again.

GOAHEAD AUSTRALIANS

Jackson & MacDonald, the enterprising Edison jobbers, corner of Kent and Drulif street, Sydney, Australia, have favored us with some literature bearing upon the Edison Amberol and Standard records, which have been issued to dealers for the purpose of stimulating trade. They are certainly most attractively designed and emphasize that our Australian cousins are right up-to-date in developing business in the talking machine trade. In their window sheets they make a special feature of the Leader Edison records as well as those by Ada Jones and Billy Murray. We congratulate Messrs. Jackson & MacDonald on their enterprise.

HOW HE GOT HIS INSPIRATION.
Love Poems from the Phonograph Record and Effusions of an Overheated Imagination.

In a recent $10,000 breach of promise suit brought by Clara M. Catoaggio against Dr. Walter H. Henning, the attorney for the plaintiff in which he avowed his affection for the plaintiff in most endearing terms and which naturally raised her opinion of him as a poet. It was disclosed, however, in the suit that the doctor had no desire to shine as a poet laureate, and stated that his effusions were not composed by him, but had been copied from a phonograph record. Thus are inspirations and reputations undermined. Incidentally it may be said that Miss Catoaggio did not get her $10,000, for the suit was dismissed.

NEW EDISON MEXICAN RECORDS.

The National Phonograph Co. obtained a number of records by the Jorda-Rocabruna Quintet, along with many other Mexican records, while recording in Mexico lately. A total of thirty-two selections by this orchestra have been secured, twelve Amberol and twenty-two-minute. Many of these selections are typically Spanish, with the characteristic haunting rhythm of tropical music, and they comprise a number of enchanting dances and several classical and operatic pieces, all of which should receive a hearty welcome wherever good music is appreciated. The Jorda-Rocabruna Quintet is a unique organization, undoubtedly the best orchestra in the Republic of Mexico. Under the joint leadership of Senors Jose Rocabruna and Luis G. Jorda it has attained a distinction unrivaled. It is composed of a first and second violin, violoncello, piano and organ. This orchestra, besides being in great demand for all exclusive social affairs, is always selected to play at Presidential and diplomatic functions, and at a recent banquet given by President Diaz to the foreign diplomatic representatives and their wives, the instrumental numbers of the program were rendered alternately by the Jorda-Rocabruna Quintet and the Banda de Policia. A number of records by the latter have also been obtained by the National Co., and were dwelt upon in the last issue of The World.

Seilor Josef Rocabruna, who plays the first violin part in the quintet, is an eminent violinist and enjoys an immense popularity not only in Mexico but in all the capitals of Europe and South America, where he has toured many times and always met with great success. Really less famous than his predecessor is his violin, which is an Amati and valued at $2,000. The violin is nearly four hundred years old and is a masterpiece of violin construction. The National Co. were also fortunate in obtaining a few violin solos by Seilor Rocabruna, played on this wonderful instrument, and it is safe to say that such a treat to lovers of violin music is rarely offered. Seilor Luis G. Jorda, whose place in the quintet is at the piano, is one of Mexico's best composers, and has written many beautiful dance pieces and operettas. The Jorda-Rocabruna Quintet have not made records for any other company, and the National Co. were certainly fortunate in prevailing upon them to make these selections. While made primarily for Mexican and Spanish trade, it is thought these records will find a ready sale in the domestic field, for, as indeed may be said of most Mexican instrumental music, they are very high class, and the selections possess an appealing and delightful charm.

SHEIP & VANDEGRAFT, INC., WIN SUIT.
Action of Excelsior Drum Works against Sheip & Vandegrift, Inc., Over Infringement of Patent on Wooden Horn Dismissed with Costs—Appeal to be Taken.

(Special to The Talking Machine World.)
In a suit brought by the Excelsior Drum Works, Camden, N. J., against Sheip & Vandegrift, Inc., of this city, manufacturers of the Music Master wood horn, for infringement of patent. No. 872,598, Judge McPherson in the United States Circuit Court, eastern district of Pennsylvania, on October 20, 1909, dismissed the bill against the defendants with costs.

There was a mass of expert testimony introduced into the suit, such well known personalities in the talking machine industry as S. F. Geissler, general manager of the Victor Talking Machine Co.; James Wobensmith, Adolph G. Soinstmann, Robt. P. Hains and others.

In speaking of the suit the Sheip & Vandegrift people said: “The complaint was brought on the theory that the Sheip & Vandegrift patent conflicted with that on which the suit was brought, but the sustaining of the defense holds to the contrary, and gives the Music Master wood horn a clear title.”

A. G. Soinstmann, vice-president and general manager of the Excelsior Drum Works, informed your correspondent that an appeal will at once be taken from the Judge's ruling to the Circuit Court of Appeals.

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 side lines and so 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.

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.

JORDA ROCABRUNA ORCHESTRA MAKING RECORDS FOR THE NATIONAL CO.

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that play for it, the quality of its records, the all-inclusiveness of its library, and thereby prove or two Victor recitals.

little additional hammering at your end of the line.

popular for a Christmas gift as the Victor.

during this "hustle" month means sales for "the other fellow."

from every standpoint, the Victor has no peer.

You know, too, what past Decembers have proven to you—that there is nothing quite so popular for a Christmas gift as the Victor.

Make this December your "biggest ever." Back up your knowledge and our efforts with a little additional hammering at your end of the line. Talk Victor; show Victor; announce one or two Victor recitals. Emphasize the class of artists who sing for the Victor, the kind of bands that play for it, the quality of its records, the all-inclusiveness of its library, and thereby prove from every standpoint, the Victor has no peer.

Don't let the Christmas of a single good "prospect" get by without selling him a Victor.

and keep in touch with your local distributor—your being "just out of" wanted supplies during this "hustle" month means sales for "the other fellow."


Berlin Gramophone Co., Montreal, Canadian Distributors.

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

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y. Flisch & Hahn.
Austin, Texas. The Pottencry Co.
Baltimore, Md. Cohen & Hogate.
Bosco, H. & Son Co.
H. R. Eberhardt Sons.
Wm. McCallister & Son.
Bangor, Me. M. H. Andrews.
Brooklyn, N. Y. The Eastern Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steavert & Sons Co.
Burlington, Vt. Sterling Photograph Co.
Canton, O. The Knick & Keefehman Co.
Charlotte, N. C. S. W. & Barringer Co.
Chicago, Ill. S. W. & Barringer Co.
Lynn & Story.
The Philadelphia Piano Co.
The Talking Machine Co.
Cincinnati, O. The Philadelphia Piano Co.
The Philadelphia Piano Co.
Cleveland, O. W. H. Shaffer & Son.
S. G. & Son.
The Eastern Music Co.
Columbus, O. The Eastern Music Co.
Dallas, Texas Dallas Talking Machine Co.
Denver, Colo. The Hirt Music Co.
The Knight Camera Music Co.
Des Moines, Iowa Chase & West.
Hager & Silas, Inc.
Dubuque, Iowa. Hager & Silas, Inc.
Duluth, Minn. French & Stewart.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. The Wunderer-Stewart Music Co.
The Musical Echo Co.
Jacksonville, Fla. Carter & Logan Broth.
Kansas City, Mo. E. W. Jenkins Sons Music Co.
Schneider Arms Co.
Lincoln, Neb. Ros P. Curtier Co.
Little Rock, Ark. O. K. Hoxe Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Memphis, Tenn. E. E. Forb's Piano Co.
O. K. Hoxe Piano Co.
Minneapolis, Minn. Minnesota Phonograph Co.
Mobile, Ala. Wil. H. Reynolds.
Montreal, Canada Berlin Gramophone Co., Ltd.
Murfreesboro, Tenn. O. K. Hoxe Piano Co.
Newark, N. J. Price Piano Machine Co.
Newark, O. The Ball-Fintze Co.
New Haven, Conn. Henry Horton.
Philip Werneke, Ltd.
New York, N. Y. Stockman Talking Machine Co.
Sell Bloom, Inc.
C. Bromes & Son, Inc.
J. Davie Co., Inc.
S. R. Davie Co.
A. E. Dent Co.
Janet Music Box Co.
Landis Brothers, Inc.
Mars, Kansas.
New York, N. Y. The Hirt Piano Co.
Standard Talking Machine Co.
Portland, Me. C. J. Allen.
C. E. A. Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Cable Piano Co., Inc.
W. D. Moses Co.
Richmond, Va. The Talking Machine Co.
Salt Lake City, Utah. Cargile & Ansor Co.
The Consolidated Music Co.
Spokane, Wash. The Blount Piano Co.
O. K. Hoxe Piano Co.
St. Louis, Mo. Kraftwerk-Mittler Music Co.
St. Louis, Mo. The Consolidated Music Co.
St. Paul, Minn. W. J. Dynes & Bros.
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The Consolidated Music Co.
TRADE ON THE PACIFIC COAST.


(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 5, 1909.

Quite an improvement has been noticed by talking machine dealers on the Pacific Coast for the last month, considerably more life being noted in both city and country business. Local, of course, things were more or less interrupted by the Portola Festival, which brought a good many people interested in any particular line of merchandise. All the firms, however, took advantage of the crowd to put out their best window displays, and many country people made inquiries regarding high-class goods with which they have had little familiarity in the past. With the exception of one week, the movement of both machines and records has probably been more active than at any earlier time in the year, while some houses have exceeded last year's sales records. This week has brought a further improvement, and from now on the regular holiday rush is expected to prevail.

The outside dealers placed most of their orders earlier in the season, but many who came to the city last week made arrangements for additional stock, and the local wholesale firms are now busy shipping out goods to retailers in the smaller towns. The latter, as a rule, have had a better run than they expected this month, and look for one of the most active holiday seasons in their experience.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., went to Portland, Ore., last week, where he met General Manager George W. Lyle. After spending a couple of days in this city, Mr. Lyle left for Los Angeles. Mr. Gray accompanied him, but returned early in the week.

The San Francisco store of the Columbia Phonograph Co., in charge of Mr. Scott, has not yet changed its location. As Van Ness avenue was out of the way of most of the Portola excitement, it had rather a dull time, though things are picking up a little this week. Mr. Scott says the month as a whole was much better than September, and it looks like a steady gain from now on. The Columbia people have two downtown locations in sight, and will move just as soon as a lease can be closed. It is their expectation to secure a "nice before the holidays, and they will fit it up according to the most modern ideas.

Good work is being done by the wholesale Columbia agents in other parts of the Coast. Kirk, Geary & Co., at Sacramento, are placing large quantities of goods for the holiday season all over northern California, and the Elk's Music House, which recently took the Columbia agency in the Northwest, now has its preliminary campaign well under way.

Benj. Curtis & Son have given comparatively small space to the talking machine department in their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale from their new store, but are nevertheless getting a rather good sale.

Clark Wills & Co. have been sending machines-one of their principal features, and their machine playing opera airs from the upper window was quite an attraction last week. Their window display was one of the most attractive in the city, and brought in many inquiries.

Manager Arms, of the W. B. Allen Co., states that the new talking machine department in this city is expanding its business steadily, and is doing particularly well on high-class Victor goods. This, it is believed, is largely due to the location, which seems to bring in only the better class of trade. Quite a lot of lower-priced goods were put in stock when the store first opened, but they are still moving slowly here.

The Oakland store, however, is getting its usual share of all classes of business. The sale of Victrolas has been especially gratifying.

Brown Manny reports a good amount in his talking machine business this month. He took full advantage of the crowds that thronged Union Square during the Portola Festival, playing a Zonophone from an upper window a large part of the time.

Mr. Beck, who has charge of the retail talking machine department of Kohler & Chase, is keeping very busy these days, as nearly all of the city trade to take care of, he is covering it as thoroughly as possible, and getting very satisfactory results.

The Pacific Phonograph Co. are now beginning preparations to move into the new Kohler & Chase building at O'Farrell street and Basgley Place, which is to be occupied about the first of December. There is considerable work to be done, as in addition to the main office, which is now in the Harry J. Moore building, the entire wholesale stock is to be moved over from the warehouse in Oakland. The concentration of the business in one location, however, will be of great benefit in economy of handling the stock.

Peter Bacigalupi, of Peter Bacigalupi & Son, reports from his eastern trip that he witnessed the Portola parades, which he believes surpassed the New York celebration in beauty.

J. H. Gill, representing the Edison interests, is visiting the outside stores in southern California, accompanied by O. A. Lowder, of the Southern California Music Co., taking orders for the Gulf Coast. They are taking large orders from practically every dealer in that territory.

On Sunday, Oct. 16th, the baseball teams of Sherman, Clay & Co., and Kohler & Chase played the last game of the season, Sherman, Clay & Co. winning by a score of 2 to 0. A great deal of interest was manifested in this game as the championship of the Musical League was at stake. The Sherman, Clay & Co. boys lost no time in straightening out Bland's curves, and in an endeavor to stem the tide, Kohler & Chase used three pitchers without success. Among the features of the game were the hitting of Zobler and Fallon, of the B., C. & Co., team, and the fielding of Beck, of the K. & C. team.

THE COLUMBIA GRAFONOLA LINE.

The Columbia Phonograph Co. desire to emphasize the fact that the Columbia line now includes an entirely separate line of hornless instruments all of which are classified as Grafonolas, and not graphophones or phonographs.
TWIN CITY HAPPENINGS.

General Manager Wilson, of National Phonograph Co., a Welcome Visitor—Scotti Photographed While Listening to Victrola—First Consignment of Grafonolas De Luxe Arrives.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Nov. 5, 1909.

General Manager Wilson, of the National Phonograph Co., was in Minneapolis and St. Paul last week and his presence was quite an event in the talking machine circles of the two cities. He looked over the stocks of W. J. Dyer & Bro., in St. Paul, and the Minneapolis Phonograph Co., in Minneapolis, and the other houses which handle the Edison goods and was much pleased with their size and the business transacted.

Mr. Wilson promised several new ideas in the Edison goods along the lines of the new Am. berola cabinet machine—records that can be played for ten and fifteen minutes. And he even hinted that the future will not be long in producing a thirty-minute record. He insists that the phonograph has not begun to reach the climax of its development and that the talking machine trade at present is really in its infancy.

While Scotti, the great baritone, was in St. Paul, the house of W. J. Dyer & Bro. prevailed upon him to be photographed in the attitude of listening to his own solos from a Victrola. He was much delighted. The house will use the photograph in its Victrola publicity campaign.

Jay H. Wheeler, northwestern manager for the Columbia Phonograph Co., is rejoicing over the arrival of the first consignment of Grafonolas De Luxe. There has been an incessant call for these goods and Mr. Wheeler says that his allotment between now and the first of the year will be disposed of as soon as they arrive. The jobbing trade has been excellent.

DRAWS POWER OF SHOW WINDOWS

Many Merchants Apparently do Not Appreciate the Value of Such Displays—Display Window Should be Like a Framed Picture.

It is strange that all merchants do not take advantage of the wonderful opportunities contained in a show window. It should be presented by a like a framed picture and that picture should tell a story which would constitute effective advertising for the store.

The mail order houses send out catalogues several times a year to many of the merchant's patrons. If it were possible for the mail order house to make arrangements so that a separate page of the catalog describing some seasonable article would be displayed and remain before the eyes of the prospective patron for some time on each day, the opportunity for a business-building standpoint would be very great.

Why should not the merchant regard his window as similar to the printed page of the catalog? The opportunity for telling a business story and making a convincing selling talk is many-fold greater in the window than in the printed catalog of the mail order house.

Merchants should make their windows talk to their prospective customers. The actual articles are far more powerful than a printed cut. The price mark may be made more attractive in the window than the type in the catalog can make it. The invitation to inspect the goods ought to be more inviting when the goods are only a few steps away.

First, arrange the store so that the window itself serves the purpose for which it was intended and then with the assistance of merchandise make it an active salesman.

3-IN-ONE "PRICES CHANGE JAN. 1!"

But until January 1, 1910, you can continue to buy "3-in-One" at present prices. On and after January 1st, every retailer everywhere—one and all alike—will pay the advanced prices.

The great increase in freight rates of late years—and the higher cost of bottles, labels, packages, labor and oil has made this advance in price absolutely necessary!

Every jobber and every jobber's salesman in the country knows all about this new price list. They also know of our plans to enormously increase our already big advertising, so that you and every other dealer in the land will sell at least double the quantity of "3-in-One" in 1910 that you sold in 1909. Remember, we will help you more than ever next year to make sales if you'll let us. Ask about our successful plan of sampling people whose business you want—bringing them right up to your counter for this famous oil—the first, the best, the only oil for lubricating, cleaning, polishing and preventing rust.

Now—Here's Your Big Chance!

See exactly how much "3-in-One" you have on hand to-day. See how much you sold the past year. Add 50 per cent to your total "3-in-One" sales of the last six months—and order that quantity of "3-in-One" from your jobber. WITHOUT ANY DELAY! By carrying a little stock of your own of "3-in-One," instead of just a dozen or two, you have the chance of making a FINE, FAT, EXTRA PROFIT.

But—you've got to buy b-4-f or re January 1st.

3-In-One Oil Co.
42 Broadway, NEW YORK
THE TALKING MACHINE WORLD.

EDWARD LYMAN BILL, Editor and Proprietor
J. B. SPILLANE, Managing Editor.


Boston Office—Ebenezer L. WATTS, 69 Summer St.
Chicago Office—E. F. VAN HEUSINGEN, 150 Wabash Ave.
Philadelphia—MINNEAPOLIS AND ST. PAUL:
M. H. DERBY.

San Francisco:
CHAR. N. VAN BUREN.

Cleveland: S. H. BICKERT, 89 First St.

LONG DISTANCE TELEPHONES—Numbers 4677 and 4678.

Published the 15th of每个月 at Madison Ave., N.Y.

SUBSCRIPTION ($2.00 per year, $7.50). ADVERTISEMENTS, $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount allowed. Advertising Faxes, $6.00; special position, $7.50. We retain the right to place any advertisement in the manner that we may deem proper. RENUNCIATIONS, should be made payable to Edward Lyman Bill by check or Post Office Order. The Editor is not responsible for the opinions expressed in communications.


New York, November 15, 1909.

From time to time suggestions have been made in the columns of The Talking Machine World urging retail establishments to hold regular meetings of attaches in order that through open discussions better results might be achieved in the selling of talking machines and records.

We believe if the entire working staff of a business establishment will meet at regular intervals for an exchange of ideas and the discussion of topics which have a direct bearing upon the business, that excellent results will be achieved, and better still, it will draw the selling force into a harmonious whole.

The men had not only absorbed a great deal of selling information upon which to draw, and which will be most valuable to them. Some salesmen talk too much, and it does not take some of them very long to tell how much they know. But if they go at selling seriously and with the object of gaining every point possible, they will find in the end that they will be steering their minds with a useful lot of knowledge which will be of great benefit later on. If there was less watching the clock, less smoking cigarettes, less leaning about the warerooms in a lackadaisical manner, there would be more, not less paid salesmen than there are to-day.

NOW, this criticism does not wholly apply to the talking machine line, but to every trade, and salesmanship counts for something in every trade.

We know of some men at the head of departments who are making splendid incomes, and we have known these men for more than twenty years. They worked steadily up. They did not watch the clock. They did not fail to watch the clock. They did not fail to treat customers with the utmost courtesy and they did not fail to employ tactfulness at all times.

What is the result?

To-day they are occupying high positions of trust and profit.

In other words, they have made good.

Now, there is a splendid field for young talking machine salesmen, and one of the best ways to increase the interest in talking machine selling is for the retail establishments to establish regular meetings at which time the entire selling force may be present and listen to discussions on salesmanship as an art.

The Eastern Talking Machine Co., Boston, has followed such a plan successfully for some time past, and Mr. TAFT, the general manager of that company recently remarked to The World that he was more than pleased with the interest it had aroused in his salesmen.

The men had not only absorbed a great deal of valuable information through an exchange of views at these meetings, but they had developed greater selling strength, and that, after all, is where it counts.

There are some salesmen to-day who are so forgetful of their employer's interest that they do not even greet callers even politely.

There are some who do not understand the art of using tact in showing off certain records.

We are drawing very close to the holidays and heavy emphasis must be placed upon trade from this time on. The fundamental conditions are certainly satisfactory and every talking machine man in the land should do his utmost to increase the public interest in talking machines, for we must all do our share to stimulate public sentiment in talking machine specialties.

Dealers should understand, too, that if the manufacturers should withdraw their advertising from the periodicals of great circulation for a considerable time, that at once sales would immediately begin to diminish from the very time when the advertisements were canceled.

Now, the manufacturers are doing their utmost through a liberal use of great public mediums to interest the public in talking machines, and the dealers themselves should supplement this work with gossipy energy and a proper use of local publications.

Then the entire plan will work out harmoniously and everyone will be benefited.

There should be a good holiday trade.

In fact, there are many who consider that the holiday trade for 1909 will be a record-breaker in many particulars.

The people have refrained from liberal buying for some time past, and now when the fever begins to work in their veins there is no telling how it will all end.

Certainly they should be interested in one of the most marvelous products of the century, for viewed from any standpoint, the talking machine of to-day is a wonderful creation.
The Edison Phonograph newspaper advertisements shown on the two following pages published in 416 newspapers throughout the country, reach 11,000,000 out of the 16,000,000 families in the United States—55,000,000 out of 80,000,000 people, 9 times a month.

This is what we are doing in November and December to boost your holiday sales of the Edison Phonograph.

This is what we are going to continue to do through January, February, March, April and May—to enable you to keep up your selling pace right through the Spring season.

And this campaign is not only on Phonographs but on Records as well, helping you to realize new profits on sales already made.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.
THE TALKING MACHINE WORLD.

Edison op works and plays November r, 1909

Our November Advertising

reaching ninety five times in one month
December 3, 1909

Victor Herbert wanted the EMSON Phonograph.

December 17, 1909

The world's best entertainers, the headliners of the vaudeville shows, the stars of the opera, the good composers, band leaders and orchestrers are making Records for the Edison Phonograph. Every one of the best talent in the country has been engaged in making these and other Records. Hear them at your dealer's and enjoy the enjoyment they will bring you.

December 21, 1909

An Edison Phonograph makes a Family Christmas.

The one thing that brings joy to all the household, big and small, old and young, is an Edison Phonograph with a selection of Edison Amberol Records.

December 28, 1909

Ad. No. 20.—6 inches, double column

To be inserted on December 14, 1909

Every day is Christmas with an Edison Phonograph.

In the holiday making for Christmas there is a time of restraint, of pure enjoyment. What do you think of such a Christmas? You hear the Edison Phonograph play some of those new Sousa's Records, and you will learn for the first time what Edison Phonograph means for such a Christmas. Listen to the Band—Sousa's Band. Notice how the music is picked up, just as it was at the concert or played by the orchestra in making the Records.

Ad. No. 21.—6 inches, double column

To be inserted on December 21, 1909

Ad. No. 22.—6 inches, double column

To be inserted on December 28, 1909

Ad. No. 23.—6 inches, two-column

To be inserted on December 24, 1909

Ad. No. 24.—5 inches, single column

To be inserted on December 31, 1909

Ad. No. 25.—6 inches, double column

To be inserted on December 31, 1909

Ad. No. 17.—6 inches, double column

To be inserted on December 3, 1909

Bring your PHONOGRAPH up to date.

Many people are not using all of the entertainment that could be had at all of the household, big and small, old and young, is an Edison Phonograph with a selection of Edison Amberol Records.

Victor Herbert makes good music for himself. He is now making it for re-entertainment in the Edison Phonograph and is himself supervising the work of his own orchestra in making the Records. Victor Herbert's Records are but one of the many attractions which the Edison Phonograph offers you.

December 10, 1909

Ad. No. 18.—6 inches, double column

To be inserted on December 7, 1909

You ov your o. DISC Phonograph.

You spend every year, for all you want, not so good, more than $12.50 on music and enjoyment. Give it all away. If you should ever purchase a good Phonograph, you will make every effort to get one.

December 10, 1909

Ad. No. 19.—6 inches, double column

To be inserted on December 10, 1909

Victor Herbert wanted the EDISON Phonograph.

Because he believed it was the only sound-reproducing instrument that fulfilled all conditions, and because he believed that by means of an Edison Phonograph he could have music equal to that which he had at home, he consented to make Records for the Edison Phonograph.

Ad. No. 16.—6 inches, double column

To be inserted on December 21, 1909

Listen to the Band—Sousa's Band.

play their most popular music at the Washington Post and High School Caled. Both in the January list of Edison Amberol Records for the Edison Phonograph.

December 21, 1909

Ad. No. 21.—6 inches, double column

To be inserted on December 21, 1909

Ad. No. 22.—6 inches, double column

To be inserted on December 28, 1909

Ad. No. 23.—6 inches, two-column

To be inserted on December 24, 1909

Ad. No. 24.—5 inches, single column

To be inserted on December 31, 1909

Ad. No. 25.—6 inches, double column

To be inserted on December 31, 1909

NOW in 14 MILLION homes during 1909.


December 17, 1909

Ad. No. 20.—6 inches, double column

To be inserted on December 14, 1909

Ad. No. 17.—6 inches, double column

To be inserted on December 3, 1909

Ad. No. 18.—6 inches, double column

To be inserted on December 7, 1909

Ad. No. 19.—6 inches, double column

To be inserted on December 10, 1909

Ad. No. 21.—6 inches, double column

To be inserted on December 21, 1909

Ad. No. 22.—6 inches, double column

To be inserted on December 28, 1909

Ad. No. 23.—6 inches, two-column

To be inserted on December 24, 1909

Ad. No. 24.—5 inches, single column

To be inserted on December 31, 1909

Ad. No. 25.—6 inches, double column

To be inserted on December 31, 1909

The world's best entertainers, the headliners of the vaudeville shows, the stars of the opera, the good composers, band leaders and orchestrers are making Records for the Edison Phonograph. Every one of the best talent in the country has been engaged in making these and other Records. Hear them at your dealer's and enjoy the enjoyment they will bring you.
This is the biggest newspaper advertising campaign ever put out in the interest of a sound-reproducing instrument.

It goes right into the hands of your own customers and prospects.

It is backed up by our big magazine campaign which has been increased to double pages.

And these two big advertising campaigns will drive the holiday crowds into your store in bunches, that is, if you do your part. This advertising is stirring up the interest in Edison Phonographs and Records. Let this crowd know that your store is the place to buy them.

These newspaper ads are all dated. Watch these dates and get your local ads into the same issue.

We need your local endorsement. We’re doing our part. You do yours. “Team work” on this campaign means bigger business for all of us.

Get ready to take care of this holiday crowd. Write your jobber to-day.
AROUND THE ST. LOUIS TRADE.

Centennial Celebration Attracted Many Visitors to City—St. Louis Talking Machine Co. Make Cherry Report—Grafonola in Favor—North Pole Window, Attracts—Amberola Displayed at Silverstone's—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 5, 1909.

The talking machine business is reported to be in very fair condition, with signs of improvement appearing each day. The recent centennial celebration here, which continued throughout the week, drew crowds to the city. From time to time crowded the talking machine stores, becoming more than ever appreciative of the great entertainment qualities of the machine.

O. A. Gressling, manager of the St. Louis Talking Machine Co., says that there is a snap and bounce to the fall business that did not show a year ago, and that all signs tend to show that previous records will be beaten. Their dealers are looking forward to an immense holiday trade and are beginning to place their advance orders for machines and records. The new Dr. Cook record, just placed on the market by the Victor Co., has met with a remarkable reception, and records are coming in from all the St. Louis Talking Machine Co.'s dealers. This is also true of the new and improved Victor needle and Victor Half-tone needle, which are unquestionably proving to the dealers that there is a large and growing market for these goods.

The St. Louis Talking Machine Co. are displaying in their window this week the Victor "Ready-Made" window display, which features the Dr. Cook record, and the continual collection of interested people before their window is the best proof of its attractiveness. Mr. Gressling just returned from a ten days' trip to points in Indiana, Kentucky and Tennessee, and reports conditions and the outlook for a splendid business better than they have been in years.

L. A. Cummins, traveler for the house, had rather an odd experience in Quincy the other day. In response to an inquiry received at headquarters he tried to reach a man in an inland town by 'phone and was informed that his man was at that moment in Quincy. The only other clue he had was that the man was driving a Packard automobile, and armed with this information Mr. Cummins left the hotel to search for him. Just as he stepped from the hotel a large auto drew up to the curb. Mr. Cummins noticed that it was a Packard, and walking over to the machine he introduced himself to the surprised occupant, who proved to be the man he was looking for.

S. M. Field, of Little Rock, Ark., spent Friday, October 25, here on his way back from a short trip to New York. O. A. Reynolds, the only exclusive talking machine dealer in Illinois, outside of Chicago, was the guest of the St. Louis Talking Machine Co. for a day last week.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports trade moving along nicely and steadily improving. They recently received their first shipments of the Grafonola De Luxe Instruments. They sold two of the $25 class the first day they were received. Mr. Walthall is expecting a fine business on these instruments.

Geo. W. Lyle, general manager, and W. C. Pohr, district manager of Chicago, spent Oct. 14 in St. Louis on their way west to the Coast.

E. L. Bird, formerly with the St. Louis Talking Machine Co., is now with the retail selling force of the Columbia.

The North Pole window of the Columbia Phonograph Co. attracted as much or more attention than any show window in St. Louis during the Centennial week. It represented Dr. Cook at the North Pole, which was made of indestructible records, with the following sign: "Dr. Cook broke all records, except Columbia Indestructible records, which cannot be broken." The fact that Dr. Cook lectured one evening during Centennial week and was in the Historical parade lent additional interest to the window.

Col. F. B. T. Hollenberg, of the Hollenberg Music Co., of Little Rock, Ark., and E. S. Payne, manager of the talking machine department of the Hollenberg Co., spent Centennial week in St. Louis.

F. G. Cook, now traveling for the St. Louis office, is making a record signing new Columbia dealers, having landed 15 in one month.

Mark Silverstone, president of the Silverstone Talking Machine Co., reports business fair and improving. He recently received his first shipment of the Amberola hornless instrument of the National Co., and reports a good demand for them. J. K. Savage, formerly a local talking machine dealer here, is now with this company as a traveling salesman and has just returned from a successful business trip through the Southeast.

D. K. Myers, the well-known Zonophone jobber, reports trade only fair, but is looking for an improvement.

The Knight Mercantile Co. report their business to be moving along fairly well, with signs of improvement.

H. J. Berlin, manager of the talking machine department of J. H. Baustner Co., reports their trade moving along quite well. They have just completed several very handsome sound booths.

Mr. C. Hawkins, a talking machine dealer of Decatur, Ill., was a recent visitor here.

The Thiebes-Stierlin Music Co. report a fair trade in their talking machine department.

Mr. Collins, of the Universal Talking Machine Co., was a recent visitor here.

TRAFORD CO.'S PUBLICITY.

The Trafford Co., 106 South Main street, Mason City, la., are great believers in publicity. One of their recent ads in the local papers was most attractively designed and was largely devoted to featuring the Victor talking machine and Edison phonograph.

Salesmanship without courtesy belongs in a class with bricks without straw. Courtesy is the king-pin of salesmanship and without it there will be few large sales and no well-pleased customers.

THREE VICTOR DE LUXE PORTRACTORS.

-KEEP YOUR VICTROLAS IN GOOD CONDITION-OUR SPECIAL CABINETS-NEW YORK-WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK-

WE JOB ROLLER & ICE SKATES. A GOOD SIDE LINE. Write for Prices.

WE JOB SAFETY RAZORS & BLADES. Write for Full Information.

WE JOB SAFETY ICE SKATES. Write for Prices.

WE JOB SAFETY BLADES. Write for Full Information.

WE JOB SAFETY RAZORS & BLADES. Write for Full Information.

WE JOB INGERSOLL WATCHES. ANOTHER GOOD SIDE LINE FOR THE PHONOGRAPH DEALER.

WE JOB INGERSOLL WATCHES. ANOTHER GOOD SIDE LINE FOR THE PHONOGRAPH DEALER.

WE JOINT INGERSOLL WATCHES. ANOTHER GOOD SIDE LINE FOR THE PHONOGRAPH DEALER.

THE TALKING MACHINE WORLD. 13.

WE JOB ELECTRICAL NOVELTIES AND COLLEGE FLAGS AND PENNANTS.

S. B. DAVEGCA CO. 126 UNIVERSITY PLACE : NEW YORK.
A number of Auxetophones were placed in restaurants and hotels and the immediate future for this style instrument gives promise of a number of sales. There was an exceptional demand for Victorolas for clubs and churches for entertainment purposes, and these entertainments have resulted in good publicity for the Victrola and Auxetophone.

The prospects for holiday trade are excellent, and already Victorolas have been sold and are being held for holiday delivery. The Wurlitzer Co. have been getting out some very attractive literature in connection with the Victrola, which has been giving results.

Mr. Hug, of the National Co., was a visitor, and brought with him a sample of the new Amberola, which was inspected by the local dealers who placed orders for future delivery with Mr. Hug. Mr. R. P. Ornstein and Mr. Goldsmith, of the Victor Talking Machine Co., spent several days in Cincinnati, in the interest of the Victor Co., and report splendid trade conditions throughout the country. Max Landay, of New York, was another visitor to the trade in behalf of the Talking Machine Supply Co.

The demand for Victorolas in the small towns brought a number of dealers to Cincinnati to select special wood in Victorolas for their customers from the big stock that the Victor representative (The Rudolph Wurlitzer Co.) carry on exhibition on the main floor of their establishment.

Mr. Ahaus, of the Victor department of the Wurlitzer Co. has just recovered from typhoid fever, which kept him from work for several months. He is now on deck. His illness has in no way affected his ability as a Victor salesman. Mr. Sigman, of the same department, has had a very successful trip through Ohio and Indiana.

The Columbia Phonograph Co. have completed remodeling their store, and with other improvements have put in several spacious and handsome booths for display purposes, these being made necessary by their increased business, especially in the high grade graphophones and records, which now hold the attention of the purchasing public.

They have on exhibition three unusually attractive new types of instruments, known as the Grafonola De Luxe-A, Grafonola De Luxe-B (with Regina attachment) upright cabinets, and the Grafonola Regent, which is an entirely concealed graphophone in the form of a handsome library table.

The Grafonolas are creating intense interest in musical circles and among the higher class of people, and many sales are reported.

While the principal trade interest centers in the high-class machines and records they report a satisfactory return of business from the laboring class of people, and every indication is for the best winter's graphophone business in the history of the firm.

The wholesale business is playing a large part in their fall campaign as their policy of exclusive selling rights and 10 per cent. free advertising, backed by their complete line of goods, is appealing to every up-to-date merchant.

The Ohio Concertophone Co., which have arrived with the Victor Mfg. Co. of Chicago, for sale rights in this state, was incorporated at Columbus last Friday with a capitalization of $100,000. Half of this stock will be of the preferred class and the remainder in common. The company will have its headquarters at J. G. Greene's piano store, 424 Race street. Those who will take an active interest in the corporation are Charles J. Christie, W. A. Jones, W. W. Woodward, Joseph Krolage, W. C. Hippey, George Knorr and Mr. Greene.

SMITH BUYS OUT FRIEDRICH

Edgar N. Smith has purchased the half interest of Walter H. Friedrich in the business of the Walter H. Friedrich Co., Parkersburg, W. Va., and hereafter the firm will be known as the Smith Music Store. They carry a full line of talking machines and musical instruments.
**REVIEW OF DECEMBER RECORDS.**

Issued by the Victor, National, Columbia and Universal Companies.

A feature of the very elaborate list of records issued by the National Phonograph Co. for December is Bach's celebrated air on the G string, No. 3526 (Standard), which has been specially arranged by Victor Herbert for stringed instruments. As played by Mr. Herbert and his orchestra this makes one of the interesting Edison productions of the month. Another record by Victor Herbert and his orchestra is Mendelssohn's "Spring Song," No. 10,260 (Standard). This classical gem is given a very beautiful reading and makes a record of extreme interest. Other striking records are "Manhattan Beach" and "El Capitan," No. 319 (Amberol)—two famous marches on one record and played with great spirit and finish by Sousa's famous band. Another Sousa record worthy of special commendation is No. 10,272 (Standard). The United States Marine Band is also in evidence with a notable addition to the list of high-class productions issued by this company.

The Columbia Phonograph Co. in their December list of records are prepared for the Christmas demand by listing two famous Yuletide numbers—sacred and operatic. "Silent Night," by Thomas Chalmers, and chorus of the Metropolitan Opera, is listed for No. 10,270 (Standard), "The Lincoln Centennial March," which is played with that snap and brilliancy for which this organization is known to the trade. The line of vocal productions listed must unquestionably attract the close attention of dealers and purchasers. It includes three new numbers by Harry Lauder (Nos. 6,668-6,670);"The Three C's" by Avezza and Daddi, and a selection from Sullivan's "Ivanhoe" on one record, and "Manhattan Beach" and "Silent Night," sung by Harry Lauder (Nos. 6,668-6,670). The opera recordings are also in evidence with Giuseppe Pimazzoni, a baritone of distinction, singing "Silent Night," by Thomas Chalmers, and chorus of the Metropolitan Opera, is listed for No. 10,270 (Standard). The United States Marine Band is also in evidence with a notable addition to the list of high-class productions issued by this company.

Fifteen new Red Seal records are listed in the December list of the Victor Talking Machine Co., and they are contributed by Geraldine Farrar, soprano; Mme. Schumann-Heink, contralto; Jeanne Gerville-Reache, soprano; Antonio Scotti, baritone. Three of these are duets, two by Farrar-Scotti, and one by Farrar-Jacoby. As may be seen from the full list elsewhere these records are of great value. Another addition to the Red Seal list and must arouse the interest of those musically inclined, who have come to value the Red Seal series, is a valuable contributon in an educational and musical way. Other Victor records in the regular list for December which merit especial commendation are the ballet music from "Parsifal" (8,618), by the famous French Symphony Orchestra, and Joyce's "Sonde de Autome" (52,002), which is played by the Bohemian Orchestra of London and notable for the beauty of tone produced by the strings. There are also two records by the Vienna Quartet—"Danse Caprice," Grieg (31,706), and "Chant Sans Parole," by Tschaikovsky (5,760). This organization, which has been received in New York with such favor, has given these numbers a beautiful reading. Two excellent records by Fryer's Band are the "Hungarian Rhapsody," No. 31,752, and "The Entertainers Military March," Lampé (5,748). This Rhapsody No. 9 of Liszt is one of the most brilliant of the fourteen which he has written, and the admirable performance of the band merits high praise. The duet for trombone and cornet from Act. IV. of "Aida," played by Arthur Pryor and Emil Kreese (33,754), is also notable for its great beauty of tone and fine expression.

In addition to the foregoing there are many other good prospective sellers included in the single-faced list, which are worthy of consideration, while the 12 double-faced records include many of the popular favorites of the day, both instrumental and vocal, which are played and sung by well-known artists. The list, broadly considered, is one of the most interesting sent out by the Victor Co. in some time.

In the December list of Zon-o-phone ten-inch doublesided records many of the popular favorites of the day are to be found, while among the numbers of a semi-classical nature which will invite the consideration of musical purchasers are Mozolowski's "Serenade" (5,569), which is backed with Lincke's "Festival March," A flute and clarinet duet and a flute and violin duet (5,563) are also records of very commendable compositions which should become popular. Two other instrumental numbers which are excellent are the "Second Hungarian Fantasia," and that now famous, "A Triumphant Banner" (5,569). In the vocal list are two numbers which should appeal to Christmas purchasers—Gounod's "Nativity" and Adams' "Christmas Song," sung by Thomas Chalmers (5,564). There are also a number of trio and quintet selections which should greatly please those inclined to compositions of that ilk—and they are legion.

**RECENTLY INCORPORATED.**

The American Cinephone Co., of New York, have been incorporated at Albany, to deal in musical and talking machine, moving picture apparatus, etc. Capital, $250,000. The incorporators: Isadore Finkler, Leon Kaufman, Stuart M. Kahn, all of 2 Rector street.

The Frank S. Bump Co., of Binghamton, N. Y., have incorporated with the secretary of the State at Albany, to deal in talking machines, automobilia, bicycles, sporting goods, etc., with a capital of $10,000. The incorporators are, Frank S. Bump, Maud L. Bump and Austin S. Bump.

**DEATH OF MRS. W. H. LOCKE.**

Many in the talking machine trade will regret to hear of the death of Mrs. Wm. H. Locke, wife of Wm. H. Locke, manufacturer of the one-time famous Searcighthorn, and later of a collapsible amplifying horn that is now equally well known to the trade. The sad event occurred recently.

W. D. ANDREWS' NEW STORE.

W. D. Andrews, the well-known talking machine dealer of Buffalo, N. Y., has opened a new store at G32 and G34 Main street, that city, in charge of Ray E. Crandall. The store is handsomely fitted out and a large line of Edison and Victor machines and records are carried in stock.

It doesn't always take a far-seeing man to see his own finish.
IMPORTANT VICTOR MOVES.

A most important move by the Victor Talking Machine Co., Camden, N. J., concerning their new list of double-faced records and cut-out exchanges is embodied in the appended letter sent the trade last week by General Manager Geissler.

"To the trade: We beg to call the attention of the trade to two very important moves on the part of the company, in the matter of records, which will have a very great influence upon the Victor record trade, in both advancing the sales thereof and by means of our new exchange system on 'cut-out' Victor records, in giving assurance to the trade of the standard value of Victor record stock.

"Proposition No. 1: First—Let us call your attention to a list of newly double-faced records—fifty (50) in all—forty-five ten-inch and five twelve-inch, on which list of records we will be ready to begin shipments to our far-western distributors on November 1, preceding with shipments easterly therefrom in the endeavor to make simultaneous deliveries. The opening day of wholesale will be Monday, November 15; the opening retail sales day will be Tuesday, November 16.

"To doubling up this list of standard stable records this company is making the first intelligent experiment that has ever been made in America, or, in fact, in the world, to find out gent experiment that has ever been made in records this company is making the first intelligent experiment that has ever been made in America, or, in fact, in the world, to find out gent experiment that has ever been made in records this company is making the first intelligent experiment that has ever been made in America, or, in fact, in the world, to find out gent experiment that has ever been made in records this company is making the first intelligent experiment that has ever been made in America, or, in fact, in the world, to find out gent experiment that has ever been made in records this company is making the first intelligent experiment that has ever been made in America, or, in fact, in the world, to find out...
Actual Sales
VERSUS
Possible Sales

Have you ever thought Mr. Dealer that you are only selling talking machines to the people who are satisfied or are willing to make themselves satisfied with the talking machine as they know it?

Are you not aware that there is a vast number of people, right in your town, who would prove customers, and the best class of customers, if you could overcome their objections to the talking machine as it now appeals to them?

If you could get at the reasons for their prejudice would you not find them voiced about as follows:

"The tone is too loud for my home."

"I could enjoy it were it not for the scratch and noise."

"The records won’t last," etc., etc.

"B. & H." FIBRE NEEDLES absolutely eliminate all these objections. With their use the talking machine appeals to the lover of soft, beautiful, artistically produced music.

They do away entirely with the scratch and noise of the steel needle.

The tone is just right for home use.

They preserve the records PERMANENTLY.

We have many letters in our files from dealers stating that because of the Fibre Needle they have sold machines to people they have hitherto been unable to interest. You can do the same.

Now is the harvest time of the year. Take advantage of the full sales possibilities, and reach for the class of trade now denied you, by handling Fibre Needles.

Write at once for samples, prices and full details.

"B. & H." Fibre Mfg. Co. 33 W. Kinzie St., Chicago, Ill.
The Talking Machine Business
Coming Into Its Own Again

By FRANK L. DYER

The Talking Machine Co.'s wholesale department. A fine initial statement.

OUT of the hustle and bustle of preparation to meet the demands of the holiday trade, when profusely spare a moment for a personal reflection upon the developments of the year that is fast drawing to a close.

Thanksgiving, the harbinger of "The Season," is already knocking at our doors. This year more so than at any time since the inception of the talking machine industry, we have all—manufacturers, jobbers and dealers—made it a point to be wide-awake dealers at this time, but they have had to run the risk of bitter disappointment in not being on the safe side by ordering early

The necessity of placing holiday orders early is an excellent motto for dealers to follow at this particular time. It goes like this: "Courage, too frequently mistaken for conservatism, is the cause of more business failures than bravery, too often considered mere recklessness."

There is a world of logic in those words, and climbing fast. While it of course follows that a very large percentage of this is due to the impetus of the holiday prospect, a comparison with the fourteen years during the course of the Christmas season convinces us of a satisfactory general improvement. We are further impressed by the significant fact that eastern localities, which of necessity bore the brunt of the financial depression, are now contributing generously to the grand total of orders.

The demand for our popular-priced machines increases daily, and we are preparing for a big business in those types during this season. Am- berol attachments are moving very satisfactorily as their 25-cent package. The new Amberola has surprised us by the enthusiasm and optimism in its own again, and has become exclusive Columbia dealers, the new package the Three in One Oil Co. amply fills the need for a considerable increase, and three and one-half times as much oil is being delivered to supply our requirements. There is never any excuse for cutting prices anyway. The new Amberola has surprised us by the enthusiastic sale of all commodities during the past few years. Freight rates are much higher than in the past. This is due to the increasing cost of raw materials, labor, labels, brokers, cartons, etc., something that is going into making a complete package of Three in One—has increased. To preserve their manufacturing costs at a smaller outlet, the manufacturers have found it absolutely necessary to increase the cost both to jobbers and to retailers. This was done only after due consideration, and wisely so, to place their goods in a better position than it was by the manufacturers, jobbers, dealers—let's co-operate, and by united, concerted action, by enthusiasm and optimism in our individual work, make this season so memorable for its success that next year's Thanksgiving will be offered up not for survival but for influence.

CHANGE IN THREE-IN-ONE PRICES.

The Three in One Oil Co., manufacturers of the famous Three in One Oil, have just sent out notifications to the trade all over the United States that January 1, 1910, a new schedule of prices goes into effect. The new prices at which dealers will buy from jobbers are a little higher than in the past. This change is necessary because of the increased cost of all commodities during the past few years. The new Amberola has surprised us by the enthusiasm and optimism in its own again, and has become exclusive Columbia dealers, the new package the Three in One Oil Co. amply fills the need for a considerable increase, and three and one-half times as much oil is being delivered to supply our requirements. There is never any excuse for cutting prices anyway. The new Amberola has surprised us by the enthusiastic sale of all commodities during the past few years. Freight rates are much higher than in the past. This is due to the increasing cost of raw materials, labor, labels, brokers, cartons, etc., something that is going into making a complete package of Three in One—has increased. To preserve their manufacturing costs at a smaller outlet, the manufacturers have found it absolutely necessary to increase the cost both to jobbers and to retailers. This was done only after due consideration, and wisely so, to place their goods in a better position than it was by the manufacturers, jobbers, dealers—let's co-operate, and by united, concerted action, by enthusiasm and optimism in our individual work, make this season so memorable for its success that next year's Thanksgiving will be offered up not for survival but for influence.

The Three in One Oil Co. also announces that beginning with January 1, 1910, they will put a new package on the market at $1.50, which which will retail for 50 cents. This contains eight times as much oil as their 10-cent package, and three and one-half times as much oil as their 25-cent package. There has been an in- sistent and growing demand for a considerable time for a larger size package for use in factories, offices and large households. Therefore, in putting up a new "factory or household" size at 50 cents indications are that large sales of this size will result.

In changing the prices and putting out this new package, the Three in One Oil Co. simply protect the jobber and the retailer in the way of profits, as they always have done in the past.

M. Hirsh & Son, music house, Holyoke, Mass., have become exclusive Columbia dealers, the new Amberola having been adopted by the manufacturer as the special representative of the Columbia Phonograph Co.'s wholesale department. A fine initial order was placed for goods.

Says the President of the National Phonograph Co., who writes a Stimulating Article About Present and Prospective Conditions—Success Can Be Won by United, Concerted Action, and by Enthusiasm and Optimism on the Part of Manufacturers, Jobbers and Dealers.

(Special to The Talking Machine World.)


General trade activity has received somewhat of a check by reason of the rapid advancement of the bank rate to 5 per cent. and consequent tightness of money this last few weeks, but even so, it has not materially affected talking machine sales, although from some quarters complaints have reached me to the contrary. On the whole, however, I think we have seen a much greater proclivity to be anything but optimistic, for the season is opening up remarkably well, considering the many outside influences at work. Nevertheless, it is useless to attempt to disguise the fact that much uneasiness obtains in the whole trade. Litigation, covering several important points, looms large upon the otherwise cloudless horizon, and the idea prevails, unfortunately, in too many directions, that trade will—is in consequence bound to suffer.

Without expressing any opinion on the merits of the questions at issue or departing from our always strictly impartial attitude in such matters, I think there is little cause to do other than help business in progress as much as usual. Anyhow, scaremongers are to be shunned. Let each man judge the position for himself, and act accordingly. As I reported last month, traders here are gradually coming to recognize that the days of the cheap machine are over, gone, maybe, forever. There was little profit in selling it, and still less satisfaction to the purchaser. Housewife trading is dependent upon successful goods. If there were no cheap, always-wanting-repair machine on the market, we should lose one of the chief causes of failure in business, especially among dealers. There is more satisfaction in selling one good machine than a dozen rubbishy ones, and more profit, too. Beside instrument, bad customer; good instrument, good customer. Is it not so, Mr. Dealer? A certain manufacturer of this city told me the other day that he was making two reliable models at $3 and five guineas retail, but the latter's sales in comparison with the former were three to one. That is evidence of a great change for the better, it is a sign which it should be noted as a salutary prospect for all engaged in the talking machine industry.

Their Debtors' List.

According to the Gramophone Co.'s report, no less a sum than $196,012 is itemized against debtors!

The Copyright Situation.

Copyright matters are now at a standstill. The Board of Trade Committee have interrogated dozens of witnesses selected from the ranks of the talking machine trade, player roll makers, and we are all now anxiously awaiting some information as to the committee's findings. Their report, however, will not be made public probably for some months yet, in view of the delay necessarily involved by such a chaotic situation in political circles as at present prevails. At the commencement of the controversy we opened our columns to the opinions of manufacturers, who, without exception, whole-heartedly opposed the unjust demands which the publishers, who, without exception, whole-heartedly opposed the unjust demands which the publishers seek to levy under the guise of a specious pretext. We are quite prepared to look at the question through the other man's spectacles, and admit the sentimentality of his claim, we contend that it should rest with the customer; good instrument, good customer; good instrument, good customer; good instrument, good customer.

Beka Publicity.

A window bill bearing the words "Beka for Real Music" has just been issued to the trade. This and other literature will be forwarded to any dealer desirous of making his shop attractive. The November list of 16-inch double-sided Beka records is a particularly good one, and contains several selections from which I would mention the following: "Ushah's Call" (march), "Convivial March," "Tresoro Trio" (waltz), and "The Merry Widow Waltz," all played by the Beka London Orchestra, ably conducted by Julian Jones; "In the Evening or the Moonlight, Dear Louise," and "Sweet Adeline," by James Hudson, who also gives us that popular song: "I Like Your Old French Bonnet"; Bert Alvey is responsible for three comics—"Has Anybody Here Seen Kelly?" "With the Little Wigger-Wagger, and Have a Hand," and "Evreche." A very nice flute solo by H. Fransella is "Valse" (Goddard), and "In Cellar Cool" (with variations); H. Taylor (clarinettist) makes a splendid record. Ready Under the Companies Act.

Giving judgment in the case of David Rees (director of the defunct British Songram Co.), charged with an offense under the Companies act, it is stated that the judge has found in favor of Mr. Rees' previous honorable character, and that others were perhaps to blame more than he, a nominal sentence of eight days only would be imposed, which entitled Mr. Rees to be discharged forthwith.
American Band in London.
The American National Guard Band of fifty performers won a magnificent ovation on the conclusion of their first performance at the Aldwych Theatre, this city. We have as yet seen no issue of records by this fine instrumental organization, and we are wondering which company will secure their services first.

Depends on Whose Corn Is Pinched.
On the grounds that it would not pay to build works there, a deputation representing the London and other chambers of commerce has waited upon Captain R. M. Collins, London representative of the Australian Commonwealth, to oppose the Australian Patents Bill, which makes compulsory the working of patents in that country at the risk of their revocation.

Death of Mrs. J. L. Young.
The talking machine trade will learn with deep regret the death of Mrs. J. Lewis Young, who passed over on the night of October 24, after a very long illness, borne with exceptional fortitude. To Mr. Young we extend our heartfelt sympathy in his great loss.

The Current Twin List.
In the current "Twin" list will be found a selection of titles suitable to Christmas. New and older records also figure in this impression.

List of Foreign Traders.
The Commercial Intelligence Branch of the Board of Trade has a special list of firms or traders to whom, as a help in foreign competition, information of a confidential nature likely to be of interest is forwarded direct.

An American Visitor.
E. A. Hawthorne was one of the distinguished visitors to this city last week. He returned to America on the 28th.

Big Columbia Sales.
The Columbia Co. report big sales of the "Prince" model graphophone, which sells at £2 12s. 6d. retail. It is described as a better machine than before at a lower price. This season's model is fitted with the same motor as was formerly in the 6 guinea instrument. Truly remarkable value for the money. The trade have not been slow to recognize it. Other cylinder machines, and disc also, are selling very freely, while in records there is quite a boom.

Talking Machine Wanted to Packet of Tea.
In the course of time the talking machine has been the subject of caricatures in some of the comic papers, and so doubt, like many other good things, it lends itself, or rather is appropriated to the use of advertisers of divers wares. The latest association in this respect is Tea. T is good and so are T. M.'s; in fact, they make good associates. But to the point. Glancing through my newspaper the other day I came across what...
at first I took to be a fine talking machine advertisement. Investigating further I found it was an advertisement for Maypole Tea. Underneath the heading, "Maypole T Speaks for Itself," it was displayed an illustration of a machine, complete in all details, having for the case a packet of tea.

True, the tone arm looked a bit rocky and the sound box appeared to be of rather doubtful constitution, so much so as to raise grave doubts of its ability to give forth any speech whatever, but there it was. I'm a strong advocate of tea for talking machine traders, so think what you like of the designer of this illustration, but don't blame the tea. Another cup, please!

Some Popular Selections.

Rena Co.'s Batch of Records.

An interesting selection came to light in the courts recently, where Justice Warrington had for hearing the case of the Gramophone Co. against the Magazine Holder Co., of Leeds. Plaintiffs alleged an infringement of a cabinet design, which defendants denied. After the usual arguments by counsel, his lordship said he found that although the 12-inch double-sided disc was issued as recently as October 5, their success has been instantaneous. I note with pleasure that in strong contrast to the all too common practice of issuing good records in flimsy paper coverings, the Rena 12-inch is put up in a thick but neat envelope made to stand ordinary wear and tear of usage. Notwithstanding the issue of no less than 45 of the 12-inch double records last month, it has been found necessary to put up a special supplement for November, comprising six well-chosen records. And included in these is one of the most perfectly recorded selections I have ever heard, and truly "Barracrole," from the "Tales of Hoffman" is indeed a wonderful record in all respects. The following are also recommended to dealers with every confidence that they will demand a big sale anywhere: 12-inch record, double, at 4s.—"Overtures" "1812" and "Rienzi," by the Royal Guards Band; "The Phantom Brigade" and "Virginia House Warming," by Hayden Orchestra; "Kathleen Mavourneen," and "Believe Me, If All Those Endearing Young Charms," by the Royal Guards Band; "The Phantom Brigand" is indeed a wonderful record in every respect, too, Rena records are exemplary, in details, having for the case a packet of tea.

To H. M. the King and Queen of Spain.

H. Lange's Successors, Ltd. Notice was issued on October 23 calling a meeting of the creditors of this company to be held on November 5 at 25A, Wells street, Oxford street, this city. Hicks, Arnold & Mosley, 35 King street, Covent Garden, W.C., solicitors for Frank Browning Wilson and Michael Kaiser, voluntary liquidators. I understand that a scheme of reorganization is to be proposed at this meeting.

Fleet & Rees (Joseph William Fleet and David John Rees), 84 Pentonville Road, London, phonographic record and accessories manufacturers, August 26. Debts by D. J. Rees.

No Longer Connected.

Karle Maurice is no longer connected with H. Lange's Successors.

Messrs. Lockwoods Have Removed.

Messrs. Lockwoods, the only exclusive Twin and Zonophone factors, have removed from Moorfields to 43 City Road—the old premises of the Zonophone Co.

Catalog for Colonial Trade.

A new illustrated catalog, replete with all the latest in talking machines and accessories, etc., has just been issued for the Colonial trade by Barnett Samuel & Sons, Ltd.

Records of "The Merry Peasant.

The first records yet issued of selections from "The Merry Peasant," which was produced at the Strand Theater on October 23, have just been issued by the Rena Co. in their November list of 16-inch records. They comprise the inevitable waltz, which seems to have become a standard feature of this class of musical comedy, and the peasant march from the play. It is interesting to note that "The Merry Peasant" has for its composer Leo Fall, who was responsible for the music of "The Dollar Princess," and further, it's master's voice. The Premier Manufacturing Co.'s five-minute

ROYAL APPRECIATION

of the

GRAMOPHONE

By Appointment

To H. M. the King

OF ITALY

To H. M. the QUEEN

TO H. M. THE KING OF EGYPT

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD, LONDON

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

To H. M. the SHAH

OF PERSIA
FROM OUR LONDON HEADQUARTERS—(Continued.)

"Bechodi" 10-inch disc, as was to be expected, is meeting with big sales, and indeed they deserve to. With this line traders have something which has never before been attempted on a disc record. It is double-sided and sells at 3s. retail. A generous percentage is allowed to dealers, and those in the colonies are losing money by not handling this line. Application should be made immediately, as agencies are now being fixed up. Address the company at The Point, Wandsworth, London, S. W.

Record by Dr. Cook.

Dr. Cook, of North Pole fame, has made a very interesting Gramophone record which will be on sale shortly.

Print Words of Songs.

In pursuance of their accustomed policy, the RCA Co. this month give the printed words of no less than four songs included in their November 10-inch supplement. Among these songs we note Wilkie Bard's "Top Note" and "Truly Rural."

North Pole March Appears.

We observe in the November list of 10-inch RCA records a selection entitled "The North Pole March." This is described as being of a particularly dashing character—which we can quite understand—and though it is hardly necessary, the manufacturers aver that the march has none of those characteristics of discord which mark the narrations of the alleged Pole discoverers, Cook and Peary.

Courant with Pathe Freres.

S. P. Turner, of Pathe Freres, this city, writes as follows:

"Dear Sir—we regret to note in your issue of October 15 that you have mentioned L. H. Courant with Pathe Freres.

"As Mr. Courant has only retired from the London firm, and is still with the firm, will you please see that this is corrected prominently in your next issue. We enclose you herewith a small booklet of our "Majestic Grand Concert" Pathéphone. The demand for this machine and the new 20-inch records has been enormous, and we have large orders in hand which will be impossible to execute for some weeks to come."

Some Popular Edison Records.

Among the recent Amberol records issued by the National Phonograph Co. which have won a large measure of success are a special group for dancing purposes, made by the New York Military Band. These are very timely in view of the opening of the indoor or dancing season, and will be found most convenient for dealers desiring to feature such numbers. They are listed as follows:

- 250, "Ange D'Amour" (Waldisfeul)
- 261, "Confidence" ('Blue Bell!')
- 263, "Gypsy Baron" "Treasure" Waltz (Strasue)
- 264, "Good-night Waltz";
- 268, "Petunia Quadrille," 1st and 2d figures; 269, ditto, 3d and 4th figures; 270, ditto, 5th figure and waltz;
- 271, "To the Front" (Karasch), two-step;
- 272, "Dixie Blossoms" (Wenrich);
- 273, "The Whittawsh Miaa Medley"; two-step;
- 274, "Dublin Daisies" (Wenrich), two-step;
- 275, "Lucky Moon" (Stevens), three-step;
- 276, "Animation Schotsische" (Heed), and;
- 277, "Howdy, Hiram" (Friedman), barn dance.

Other interesting Edison records are:

- 13989, by the National Military Band, 10036, sung by Peter Dawson, with orch. accom.; "Standing in the Need of Help" (Harrison), 10223, sung by the American Military Band;
- 13990, "Semi-circle" Waltz;
- 13991, "The Whittawsh Miaa Medley";
- 13992, "Dixie Medley";
- 13993, "The Order";
- 13995, "The Lost Chord" (Wenrich), sung by Peter Dawson, with orch. accom.; "The Marseillaise" (Vail, tenor), sung by Earl Cartwright, baritone, with orch. accom.;
- "Banjo Medley," sung by Peter Dawson, with orch. accom.;
- "Hungarian Dances," sung by Peter Dawson, with orch. accom.;
- "The Milky Way," sung by Peter Dawson, with orch. accom.;
- "Chopin's Spanish Melodies," sung by Peter Dawson, with orch. accom.

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Hindi
Tari, and 15 other dialects.

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Fos terms, etc., apply to

Beka Record, G. m. b. H., 75-76 Heidelberg Strasse, Berlin

Solo Agents for British India, Ceylon and Burma:

THE TALKING MACHINE & INDIAN RECORD COMPANY

15 Ephraimstone Circle, Fort, Bombay

Solo Agent for Great Britain and Ireland:

O. RUH, 77 City Road, London, E. C.
A FLEX PATTERN DIAPHRAGM
in your Exhibition Sound-box or your Edison Reproducer—any model
It makes a tremendous difference in tone and volume

Disc Sizes, One Dollar Postpaid
Plastic Bases, Fifty Cents Postpaid
Usual Discount to the Trade

Write for full particulars and testimonials. Also see last issue for particulars of the Needle Tension making all needles louder

DAWS CLARKE
5 Longfords Place, Longsight, Manchester, England

NOTES ON GERMAN COPYRIGHT.
Developments in Copyright Law Still Interest Talking Machine Trade—Imperial Court of Law invites Trade Representatives to Attend Conferences—To Pattern After American Law—Special Meeting of Talking Machine Trade Held and Resolution Adopted.

(Special to The Talking Machine World.)

Berlin, Germany, Nov. 3, 1909.
The development of the law dealing with copyright still occupies a prominent position in general trade circles. The situation at the time of writing is as follows. A year ago an international convention was held in Berlin which recognized in principle that music-rolls, discs and records should be liable to the payment of royalty. In view of the fact that these decisions are chiefly to be attributed to the recommendations put forward by the German Government, the latter is morally obliged to bring the German laws as quickly as possible in accord with the principles laid down at this convention. The Imperial Court of Law is therefore now engaged in working out a new German copyright law and has invited leading representatives of the automatic musical instrument industry to attend the deliberations. An agreement has been arrived at between the Government and the representatives of the trade that under no circumstances should a monopoly of any composition by a certain firm be permissible. In order to prevent the delivery of goods to unauthorized dealers, the congress passed the following resolution:

"The congress declares that an effective fight against the practice of cutting prices can only be maintained if the following conditions of sale are strictly adhered to by all manufacturers and wholesale dealers.

1. Deliveries only to be made against signature of an undertaking to adhere to the selling prices.
2. First orders are only to be executed at dealers' prices, unless sufficiently large orders are placed, unless the party placing such order is known to be a dealer, or can prove his bona fides as such.
3. The so-called 'giving away business' and mail order business with spurious advertising must be combated in every way possible."

Finally this resolution was passed:

"In the opinion of the talking-machine trade most strongly condemns the illegal copying of discs and records, considering the same a severe violation of the good customs and comparable only to theft. It regrets that under the present legal conditions the parties guilty of such copying cannot be brought to book, and expresses its firm expectation that the Imperial Government, in accordance with the definite promises it has made, will without loss of time recommend to the bodies formulating the laws heavy penalties for offense the same as for illegal copying."

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., Nov. 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:

October 14.

Berlin, 40 pkgs., $1,080; Buenos Ayres, 226 pkgs., $7,352; Milan, 34 pkgs., $935; Demerara, 9 pkgs., $756; Havana, 7 pkgs., $457; Havre, 114 pkgs., $1,391; Kiel, 2 pkgs., $134; Leicester, 30 pkgs., $195; Limon, 8 pkgs., $606; Liverpool, 10 pkgs., $1,235; London, 6 pkgs., $219; 170 pkgs., $4,206; Melbourne, 469 pkgs., $7,659; Port au Prince, 7 pkgs., $106; Puerto, 2 pkgs., $116; Rio de Janeiro, 29 pkgs., $1,961; Savana, 81 pkgs., $2,769; Tampico, 6 pkgs., $159; Vera Cruz, 61 pkgs., $1,605.

October 21.

Berlin, 10 pkgs., $687; Berlin, 2 pkgs., $100; Colon, 7 pkgs., $251; Guayaquil, 5 pkgs., $290; Hamburg, 26 pkgs., $241; Havana, 31 pkgs., $470; 35 pkgs., $452; Kiel, 16 pkgs., $2,500; London, 18 pkgs., $1,581; 248 pkgs., $7,146; London, 29 pkgs., $1,901; Santos, 9 pkgs., $532; Tampico, 3 pkgs., $1,758; Vera Cruz, 316 pkgs., $6,511; Yokohama, 14 pkgs., $578.

October 28.

Belfast, 15 pkgs., $113; Berlin, 24 pkgs., $639; Brussels, 32 pkgs., $185; Colon, 12 pkgs., $146; Demerara, 6 pkgs., $234; Havana, 5 pkgs., $451; Havre, 6 pkgs., $776; La Guaira, 7 pkgs., $461; London, 235 pkgs., $5,555; 3 pkgs., $711; Milan, 2 pkgs., $200; Paris, 8 pkgs., $454; Puerto Bar- rios, 3 pkgs., $90; Rio, 3 pkgs., $456; Savana, 9 pkgs., $206; Sydney, 30 pkgs., $171; Tampico, 4 pkgs., $174; 256 pkgs., $6,631; Val- paraiso, 4 pkgs., $406; Vera Cruz, 284 pkgs., $3,134.

November 3.

Alma Hay, 45 pkgs., $2,521; Belfast, 1,070 pkgs., $13,106; Berlin, 45 pkgs., $701; Buenos Ayres, 59 pkgs., $2,453; 15 gps., $137; 198 pkgs., $10,745; Calcutta, 26 pkgs., $1,125; Callan, 1 pkg., $127; Cardiff, 25 pkgs., $102; Genoa, 5 pkgs., $500; Hamburg, 2 pkgs., $110; 8 pkgs., $220; Havana, 9 pkgs., $251; 16 pkgs., $335; Havre, 1 pkg., $191; Jakarta, 2 pkg., $147; Berlin, 32 pkgs., $208; London, 701 pkgs., $14,817; 4 pkgs., $600; 2 pkgs., $127; Malmah, 5 pkgs., $179; Rio de Janeiro, 5 pkgs., $286; Rotterdam, 4 pkgs., $1,000; Stockholm, 15 pkgs., $731; Tampico, 4 pkgs., $1,901; Valparaiso, 11 pkgs., $456; 16 pkgs., $969; Vera Cruz, 740 pkgs., $7,723; 157 pkgs., $4,135.

November 10.

Belfast, 6 pkgs., $80; Berlin, 23 pkgs., $515; Callan, 5 pkgs., $90; Havana, 49 pkgs., $1,377; 10 pkgs., $397; Hong Kong, 33 pkgs., $1,580; London, 53 pkgs., $496; London, 23 pkgs., $2,904; 345 pkgs., $17,565; Manila, 28 pkgs., $2,527; Newcastle, 24 pkgs., $105; 16 pkgs., $385; Perambuco, 7 pkgs., $464; Rio de Janeiro, 50 pkgs., $2,242; Singapore, 7 pkgs., $183; South-ampton, 1 pkg., $2,535; Sydney, 610 pkgs., $12,316; Tampico, 3 pkgs., $1,917; Vera Cruz, 321 pkgs., $11,472.
THE SOUTHERN CALIFORNIA TRADE.


(Special to The Talking Machine World.)

Los Angeles, Calif., Nov. 1, 1909.

Trade circles in southern California have seen a number of changes in the past thirty days. Many preparations for the holidays are noticeable, and prospects for a big business increase daily. In Los Angeles a notable change has just been announced by Fiske & Co., who have sold their entire business to B. Kennedy, who will continue to operate the store, with no apparent change, at least for the present. The name of Fiske & Co. has been closely connected with the Edison business for a number of years, that firm having been the city's pioneer house. Wm. Fiske is one of the best-known Edison men on the coast, and it is regretted much that he is leaving the trade.

The J. B. Brown Music Co. have moved two doors north of their old location on Broadway, and by this time are entertaining their old customers in their handsome new salesrooms. Much more space has been added to the talking machine department, and a large show window is to be devoted entirely to this section of their establishment. They have made their first appearance with a splendid Victor window which has attracted much attention.

Sherman Clay & Co. are receiving their holiday shipments in carloads. Their warerooms are filled with more Victor goods than they have had heretofore at any time. Manager Charles Ruggles has returned from a trip to San Francisco, where he attended the Portola festivities which took place in that city last month. The new Victor and Victorola cabinets have been received in samples and the regular shipments of the same are expected daily.

The Dr. Cook record has been a chief topic among the dealers in connection with the band. Much attention has been drawn to their talking machine department by this means and an exclusive Sousa show window.

The Geo. J. Birkel Music Co. have made a special of the Dr. Cook records, having featured the same in their newspaper advertisements. The Victor record by Frederick Gunster has also been an important item with them lately, owing to the fact that Mr. Gunster is a Los Angeles and a former customer of the Birkel Co.'s Victor department.

The Alhambra Music Co. have added several features to their department, such as a ventilation system and a cash-carrier system. They have also advertised the Victor records of Ellen Beach Yaw with good results.

Geo. W. Lyte, of the Columbia Phonograph Co., has been a visitor in this city, together with L. Gray, the resigned manager for the same concern. Their views of trade possibilities are pleasant and the business of the company's local branch, under the management of Wm. F. Birdham, is in fair shape.

Max Landay, general manager of the Talking Machine Supply Co., New York, visited this city as well as others along the route of his trip. He has been看望ing some very prosperous dealers along his route, particularly on the Pacific coast, where he has done a splendid business.

Sing Chung, the talking machine dealer of the local Chinatown, has just placed a large order for Columbia double discs, of which he carries a complete catalog. He has lately moved to his present store at 344 Apablaya street, where he has devoted double space to his talking machine business. Chung's store is a very interesting spot to visitors in Chinatown, most of whom are not aware of the fact that the Chinese are talier enthusiasts. In the street approaching his store one is first greeted by the sound of an Oriental air played with all the reality imaginable, which, until you learn it is coming through a horn, is taken for the real thing. His store is systematically arranged and conducted on up-to-date plans.

From San Diego comes news of good trade for the past month and better prospects for the fall than ever before. The Wiley Allen Co. are in receipt of a large shipment of Victor goods, including several Victorola departments.

The Southern California Music Co. have enlarged their talking machine department to double its former size, giving it in all eight large salesrooms and 75 feet of record racks. Edward Borgens, who was in charge of the department and who supervised operations during alterations, has resigned his position to take the management of the San Diego talking machine department.

On his way north he will stop at Los Angeles and San Francisco to see his trade mates in those cities.

Santa Barbara is living up some in the last days of the month of October. The Brown Music Co. have made a handsome Victor display with a Victor ready-made outfit which was received some time ago. Burson & Buelna have been unfortunate lately, having had an accident at one of their stores which damaged several costly discs.

New ones are being made, and they expect to send shipments of their new brake to the trade before long.

Julian Johnson, music and drama critic of the Los Angeles Times, has gained much admiration among the dealers of southern California as a result of his criticisms given through the columns of his paper in regard to new issues of talking machine records. Talking machine owners watch them with as much interest as though they were of some performer before the local audiences.

Another noticeable good bit of advertising in favor of the talking machine is that which results in the use of the "Victor Audioscope," by which a Balfour-La Bonte-MacDonald Trio in a series of recitals given in important cities of the southern United States from Texas to California. The success of the "Victor Audioscope" by these musicians has served as an excellent demonstration of the higher class musical entertainment possible through the Victor.

The Southern California Music Co. are using a large new auto truck for delivery of goods from the wholesale department.

DEATH OF D. C. MCEWEN.

One of the Earliest Men to Become Connected with the Development of the Talking Machine in This Country.

Daniel Church McEwen, whose death occurred at his home in Brooklyn, N. Y., on November 1 of pneumonia, at the ripe age of 66 years, was one of the earliest men to become interested in the development of the talking machine in this country, in connection with the graphophone of the Columbia Phonograph Co. He was a life-long friend of the late David Crockett, and was vice-president of the American Graphophone Co. at the time of his death on May 4 of this year.

Daniel Devine, it will be recalled, acquired the Bell and Tainter patent, the basic invention of the present talking machine, and shortly afterward Mr. McEwen became interested, in association with Frederick J. W. Lyle and others, in the establishment of the United States Senate stenographic corps; Edward D. Euston, president of the Columbia Phonograph Co., General Roland F. Connelius, deceased, brother of Paul H. Crofelin, vice-president of the Columbia Co., and others. Mr. McEwen was a director of the American Graphophone Co. for many years, taking an active interest in its affairs until his retirement about two years ago. He was one of the busiest stockholders in the company at the time of his death.

At one time he was private secretary to the Hon. William H. Seward, when Secretary of State during the administration of President Lincoln, being an expert stenographer. Afterward Mr. McEwen was engaged in the editorial department of the New York Tribune two years, while
John Russell Young was the managing editor. His intention had been to become a lawyer and he studied law at the Columbia law school and was later admitted to the bar. But in 1869 he was appointed official stenographer of the New York Supreme Court, second judicial district, and in the interest of efficiency in the courts and the economy of the State, he had full charge of the Supreme Court official reporting in nine counties, employing his own assistants. This position he held for thirty-five years, when he retired from active business, and has since devoted himself to family and social life. He was a member of the Montauk and Crescent Athletic Clubs, the Thousand Island Yacht Club and the Thousand Island Golf Club.

GOOD BUSINESS IN BALTIMORE.

October Proves Banner Month and November Opens Up with a Rush—New Columbia Co. Manager Active—Sanders & Stayman's Good Report—Other Dealers Pleased with Situation Thus Far This Fall.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 6, 1899.

October was the banner month for the talking machine dealers in this city and November has started in with a rush. In fact, during the last week, according to statements made by dealers, there has been more business done wholesale and retail in the past seven period for many months past. This is not regarded by the dealers as the advance of the Christmas trade, for they express the opinion that December will break all records. Among those who are having a great sale of the various lines of talking machine goods are the department stores of the city who have set aside separate departments for this line of business.

One of the busiest men of the past week has been Morris Silverstein, the new and genial manager of the local office of the Columbia Phonograph Co. He is thoroughly convinced by his short experience here that Baltimore is an excellent field for his line of business for he has been kept on the go ever since he arrived Monday a week ago. Mr. Silverstein was transferred from the Louisville office of the firm, where he had been in the capacity of assistant for several years, to succeed M. E. Lyle, who has been transferred to the executive office of the company in New York. Among the things that Mr. Silverstein brought with him from Louisville is a newspaper clipping from the dailies of that town which contained a glowing account of the farewell dinner given to him at the Hotel Selden by his many friends of that city.

Manager Silverstein has made a number of changes about the local establishment which causes one to imagine that he is entering an entirely new store. It is being freshly papered and the windows have been arranged entirely different than before so that the displays are shown to a better advantage. The local store has had a great demand for literature and many inquiries about the new De Luxe and Regent Granofoils, which indicate, according to Mr. Silverstein that these latest productions of the Columbia Co. are going to prove good sellers and have a good run in this city.

Manager Albert Bowden, of the talking machine department of Sanders & Stayman, reports that business for October has been far above the average and that there is every indication of a record-breaking Christmas trade. The high-priced Victorias and Columbias, both of which are handled by Sanders & Stayman, have been in the greatest demand and several good sales have been made. The request for the "Red Seal" records have also been heavy.

E. P. Droop & Sons Co., headquarters for Victor and Edison machines, have also had a good business with these two lines, while the records have been in the usual healthy demand. Similar encouraging reports concerning the Victorias are made by Cohen & Hughes, H. R. Eichenbrand, Sons and Isaac Benech & Sons.

MAKING A GOOD RECORD.

Manager Semels, of the Talking Machine Department of Ludwig Baumann & Co., Building Up an Excellent Business with Victor and Edison.

S. Semels, well known for the past ten years in the talking machine and musical instrument trade, has been appointed manager of the talking machine department of Ludwig Baumann & Co., 8th avenue and 35th street, New York, where a full line of Victor talking machines and Edison phonographs, records and supplies as well as musical instruments are carried. Mr. Semels reports that he has more than trebled the business with these two lines, while the records have also been heavy.

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BINNEN TO OPEN STORE.

William Dinneen will shortly open a new store in Geneva, N. Y., for the sale of pianos, organs, small goods, sheet music, sewing machines, etc., under the title of the Dinneen Music Co. W. P. McCall will handle a complete line of talking machines in the same store.

The Oestereich department store, Milwaukee, Wis., have installed a talking machine department, handling the Columbia Co. line.

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 bel Apolda i. Th., Germany

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

An Automatic Continuous Multiple Phonograph

The invention of Dr. Geo. S. Iddings, of Cleveland, Wins a High Degree of Favor in the Metropolis—A Marvel of Construction and Effectiveness—Tone Results Most Satisfactory—A Remarkable Instrument.

An "automatic continuous multiple phonograph," of which two views are herewith presented, has been exhibited for the past few weeks at the Hoffman House, New York, by Dr. George S. Iddings, the inventor, of Cleveland, O. It has been shown a large number of people—musicians, record experts, newspaper men and the general public—and the demonstrations conducted by the doctor have resulted in the highest praise for its marvelous reproduction of sound, particularly its clear conveyance of the sound, and softness of tone, yet loud and brilliant, and with the entire elimination of "blast" and mechanical harshness.

In point of construction it is a beautiful piece of work, being enclosed in a cabinet 4½ feet high by 2 feet broad, with the glass doors, giving one a clear idea of the record carrier, operated by an endless chain, and the details of the controlling mechanism on top. The other illustration presents a closed and covered cabinet with Dr. Iddings alongside its inventor. The records of slot machines have hitherto been confined to public places, amusement halls, etc., but the entertainment furnished compares poorly with the ordinary talking machines. On the other hand, the Iddings "automatic continuous multiple phonograph" has splendid reproductive powers, and is therefore adapted for the home as well as for the purposes mentioned.

Aside from the number of mechanical improvements introduced in the construction of his machine by the doctor, the essential or capital improvement is in the "speaker." The mechanism of the reproducer differs to a certain extent from those familiar to the trade in the "limiting" and "float," which are covered by special patents already allowed, it is said, in the face of a severe battle in the Patent Office. A "shutter" on the reproducer cap eliminates the "blast" and softens the tone, and which may be regulated at will. The diaphragm of the sound box is of corrugated metal, and a ball or button sapphire point, as may be desired, is used. As experts know, it must be written as its best feature, giving the best satisfaction, the ball or button point, and the choice is therefore left to the choice or preference of the individual, for there is room for a vast yet honest difference of opinion regarding the two. The amplifying horn is attached to a straightway tone arm, with only a couple of turned elbows, that materially aid in softening the tone, and which may be regulated at will.

The mechanical parts of the machine differ materially from those employed on the ordinary slot machine. A drop mandrel, on two endless revolving chains, is controlled by a series of cams and springs. Two governors on the machine feed plate drop the mandrel and wind the springs, and which are placed in the rear of the record carrier. The record carrier, as may be noticed in the invention drawing, is shown in its present form, and which is considered the strongest feature of the machine, both as to the solidarity and in such volume that they are actually sold, and orders for delivery of the date that was promised to us. It was promised to us, our new cabinet factory is almost ready, and is almost completed by our assigned force, and the Condro is a splendid reputation in talking machine circles, particularly those for talking machines, and the Condor needles which he manufactures have won a splendid reputation in talking machine circles throughout the world for their fine quality. It is maintained by Mr. Zimmermann that a needle must not only be satisfactory exteriorly, but it must be of uniform quality throughout, otherwise when the friction causes the needle to take on its interior grain digs into the record and breaks the fine walls, thus damaging the disc irreparably. Dealers in the United States should make a point to investigate the Condor product, as well as the special claims made for them.

All the property of the United Phonograph Co., Wilmington, Del., has been disposed of at private sale by the assignee.

Showing Multinola Cabinet Ready for Operation.

The Multinola is known for its fine quality—mellowness and softness of tone, and breaks the fine walls, thus damaging the disc irreparably. The Reproducers finish playing.

An electric current from an ordinary light will operate the Iddings "automatic continuous multiple record phonograph," or by means of springs, the mechanism being started by the regular slot machine. On the other hand, the Iddings "automatic continuous multiple phonograph" has splendid reproductive powers, and is therefore adapted for the home as well as for the purposes mentioned.

The mechanical parts of the machine differ materially from those employed on the ordinary slot machine. A drop mandrel, on two endless revolving chains, is controlled by a series of cams and springs. Two governors on the machine feed plate drop the mandrel and wind the springs, and which are placed in the rear of the record carrier. The record carrier, as may be noticed in the invention drawing, is shown in its present form, and which is considered the strongest feature of the machine, both as to the solidarity and in such volume that they are actually sold, and orders for delivery of the date that was promised to us. It was promised to us, our new cabinet factory is almost ready, and is almost completed by our assigned force, and the Condro is a splendid reputation in talking machine circles, particularly those for talking machines, and the Condor needles which he manufactures have won a splendid reputation in talking machine circles throughout the world for their fine quality. It is maintained by Mr. Zimmermann that a needle must not only be satisfactory exteriorly, but it must be of uniform quality throughout, otherwise when the friction causes the needle to take on its interior grain digs into the record and breaks the fine walls, thus damaging the disc irreparably. Dealers in the United States should make a point to investigate the Condor product, as well as the special claims made for them.

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October Business Showed an Increase of 100 Per Cent. as Compared with the Same Month Last Year, While November Shows a Still Better Record—Difficulty in Filling Orders Owing to Delay in Completing New Cabinet Factory.

Business with the Victor Talking Machine Co., Camden, N. J., has now not only reached the very best records of past years, but is rapidly far exceeding them. It is clear now that Louis P. Geisler, general manager of the Victor Talking Machine Co., must take rank as a true prophet, for the predictions he made in 1907, when the hard times struck us—that we had entered into a panic of about two years' duration; that the summer of the second year therein would show a healthy return to prosperity to the extent probably of 331/3 or 50 per cent., that the second fall would show us back to a prosperous condition again—have been more than fulfilled.

September of this year was the largest September in points of sales in the Western Hemisphere that this company has ever had, and we understand that had not Europe been slightly behind it would have been the largest September in the business history of this company the world over.

October business with the Victor Co. is 100 per cent. ahead of the same month of last year, and while not up to date the best October with this company it is certainly a record to be proud of. On inquiry we find that so far in November the Victor orders are coming in with such rapidity and in such volume that they are actually far beyond the capacity of the plant. In this connection General Manager Geisler said to The World:

"There will be a dearth of Victor goods during December, January and February. Unfortunately, our new cabinet factory is almost three months behind in delivery of the date that it was promised to us. The contractors are paying us $100 per day for this deficiency. Had this cabinet factory been completed on June 29, as promised us, it would have, in all probability, meant the sale and delivery of several million dollars' worth more Victors.

"Advertising that catches the eye is generally believed that good advertising should be attractive, at least to the extent of drawing the reader's attention to same. On page 37 of this issue an advertisement of the Blackman Talking Machine Co., headed "How do you answer an order dinner?" is perhaps a good illustration. To some in the trade who are inclined to look on the humorous side of life they would immediately reply that this question could best be answered after knowing who is to pay for the dinner. It would probably be better, however, to read more than the headline of the above advertisement.

Why the Condor Needles Sell.
NEW RECORDS BY CARUSO.


Sig. Enrico Caruso, the great operatic tenor, has been a visitor at the Victor laboratory in Camden, N. J., during the past week, and, as a result, has made for the Victor Co. some of the most magnificent records that they have ever had of his voice. To have secured him before the advent of the operatic season, when his voice is fresh and rested, insures the Victor hearers the very best that there is in him. The selections that he has made for the Victor Co. this year are very desirable and are bound to have an enormous sale.

Sig. Caruso expressed himself as keenly delighted with the results obtained from the Victor Co.'s laboratory workers in the recording of his voice, and complimented all those present on the tremendous advance made in the quality of the records generally and the perfection of results attained all round.

The Victor Co. have recently had a number of important records made by Mme. Farrar, Mme. Homer, Sig. Scotti, Mme. Schumann-Heink and Mme. Rendlich, which will be listed at an early date. They will be eagerly awaited by the trade and will mark a new era of activity in the sales for the distributor and dealer.

The piano, organ, phonograph and musical merchandise store of the O. F. Kauffman estate, 48 North Eighth street, Reading, Pa., has been taken over by E. A. Tucker and Elmer L. Henne, enterprising young men who were in the employ of the former owners for years. Besides an extensive line of pianos and small goods, a complete stock of Edison phonographs and records are carried.

IMPORTANT AUSTRIAN DECISION.

The Supreme Court of Austria has given the following decision regarding "Gramophones and Copyright Law," which settles the repeated suits regarding the infringement upon copyright by gramophones. A talking machine manufacturer was sued because he manufactured discs with parts of music and songs from light operas, for which the complainant had acquired the copyright from the composer and author of the libretto, as well as the exclusive right of reproduction and commercial distribution. While the Court of First Instance found for the complainant, the Court of Appeals and the Supreme Court dismissed the complaint. Among the grounds given was: That the freedom to reproduce copyrighted music mechanically enacted in the copyright law applies to gramophones, which is declared to be a mechanical reproduction of the music recorded. The disc of the gramophone is not the actual instrument of reproduction, as it is not readable, and technically has no separate existence; but with the gramophone it forms a unity. The latter is, without doubt, an instrument for mechanical reproduction of musical works, and this reproduction creates a desire to attend a real performance; it makes the composition popular, therefore is useful to the composer and to the author of the words, and as far as the latter is concerned, the gramophone does not make books containing the libretto any more unnecessary than the real performance.

When Paul H. Cusimolin, vice-president of the Columbia Phonograph Co., General, was seen by The World regarding the foregoing decision he said:

"This last decision of the Austrian Supreme Court involving the copyright question in its relation to mechanical reproduction settles the question definitely in Austria unless a new law is passed. You will recall that Austria is not a member of the Berne Union. Under the present Austrian law freedom to reproduce copyrighted music on mechanical devices is expressly permitted. Notwithstanding this, numerous suits have arisen involving the alleged rights and composer, and herefore the final decisions have always been in favor of the makers of mechanical devices. In this last suit the Supreme Court was called on to consider whether the talking machine was a mechanical device within the meaning of the law and whether the use of the words constituted infringement. The decision is a sweeping victory for the manufacturers."

LEEDS & CATLIN CO. AFFAIRS.

Wm. Allen, referee in bankruptcy, before whom the bankruptcy proceedings of the Leeds & Catlin Co., New York, are now pending, stated to The World recently that the affairs of the defunct firm were in a very unsatisfactory condition, and the present outlook was that the creditors would realize very little. The transference of the company's property from Middletown, Conn., to the jurisdiction of the District Court of the United States, New York, was still pending, but that ultimately it would be accomplished.

A prominent and popular artist, whose name is known throughout the country as a maker of fast selling records, in chatting with The World recently said: "There are some new things in the way of sound reproduction that will soon be coming along which will revolutionize present methods. I have assisted in making some records that will be a revelation when placed on sale in commercial quantities. As yet the work is confined to the laboratory, but the time is short when the trade will have the finished goods to judge for themselves."

THE PLACE AUTOMATIC RECORD BRUSH.

FOR EDISON PHONOGRAPHES AND VICTOR TALKING MACHINES.

BY USING THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHES AND VICTOR TALKING MACHINES.

PATENTED September 8th and October 2nd, 1906

THE PLACE No. 10

Disk Record Brush
FOR
VICTOR EXHIBITION SOUND BOX

Price, 25 Cents

N910 PLAC Ti BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

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

SAVE THE LIFE OF YOUR RECORDS.

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

MANUFACTURED BY
BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

WRITE NOW to get FREE SAMPLES who don't handle them.

J. NEWCOMB BLACKMAN
President
"The White Blackman"
CONDITIONS AS VIEWED BY A JOBBER.

J. N. Blackman Relates, in Interesting Manner, His Experiences While Calling on Dealers in Territory Adjacent to New York—Why Some Dealers Suffer from "Poor Business"—Lack of Ginger the Chief Cause Together with Carelessness in Keeping Stock—Remarks Worth Digesting.

At the request of a World representative, J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, and vice-president of the National Association of Talking Machine Jobbers, explained conditions as he found them recently, when on a call on a number of talking machine dealers, as follows:

"In preparing for the fall and winter campaign I decided it would be well for me personally to call on a number of dealers in different territories to determine, if possible, existing conditions and how they might be improved among our dealers. Generally speaking, I found that dealers conceded a steady though slow improvement in business, but they lacked enthusiasm, as is usually the case during dull times."

"It is remarkable how we can make use of the spare time we have to appear during dull times if we would only look into every feature of our business, and by placing ourselves in the position of a customer, endeavor to find out where improvements could be introduced."

"Poor business is usually excused by bad business conditions, but it is surprising to what extent we can either contribute toward these conditions or remove them by improved methods and better representation."

"I called on a dealer in a good-sized town where he practically had the field to himself. The present time on both the Edison and Victor line, for his only competitor carried very little stock, an Amberol record, or even any of the new monthly records for several months."

"If it any wonder that his customers were going elsewhere when he did not apparently show his confidence in new goods by having them to display to prospective buyers? In the past he used to mail a list of monthly supplements to a list of customers each month, but he had discontinued that same time ago, relying on the fact that customers should know new records were issued each month, and if they wanted any should come in. He did not seem to realize the importance of letting the customer know what the new records were, and more important, that by failing to bring customers into the store for new records he was very largely removing his chances of selling regular stock records."

"I must give this dealer credit, however, for agreeing that he really could not expect much patronage under the circumstances they existed with him, so he finally stated that perhaps he would sell out. I promptly stated this was the proper thing to do, unless he proposed to advertise among his townspeople the fact that he was in the business and would keep them posted, and be prepared to display up-to-date goods."

"The peculiar part of his selling out is that in this case, like in others, my offer to try and find a customer, if he would not be a little more up-to-date, made him question whether he did want to sell out after all, and he finally decided that the business was really better than might be expected, and that the real trouble was his lack of facilities, which we then arranged to improve."

"I approached another dealer who did not know me personally and appeared in his store as a prospective customer. My request for a catalog, after some delay, brought the response that he did not seem to have any on hand. An inquiry for the latest record list was the same. He finally produced a supplement list of Victor records three or four months old, and I asked to hear a certain record. I watched his face to see if he received this request kindly, and noticed he gave evidence of nervousness. Mr. Dealer, however, reached over to a shelf, after my telling him this particular record was a band piece, and proceeded to shuffle the records somewhat in the manner that cards are dealt. After consuming about ten minutes of time he was not sure, but he did not appear to have that record in stock; however, if I wanted to order one he could get it for me in a day or two."

"To avoid a repetition I asked for a record which I had noticed was in the pile, which, however, he was not aware of until he had repeated the shuffling act. Mr. Dealer then produced a dust rag and proceeded to make the record look like new. Having noticed this, I told him I was in the habit of buying new records, whereas his seemed to be second-hand and looked shop-worn. The record was not played for me, as I then told him my time was limited and that I would have to come in again. He did not urge me to stay and hear some records he had in stock and thought I might like, but his manner was entirely indifferent and impressed me that it really made little difference whether I bought anything or not."

"How many cases of this kind could we find among both Edison and Victor dealers, and how easy it is to reason how such a dealer will never make a success of the business."

"In this same town there was a dealer who carried a good stock of Victor goods and could immediately respond to any inquiry. His stock of buy records, they now seldom appeared. This seemed strange to me at first, as I quickly observed his stock of Edison records totaled not less than 1,000, and his Victor stock in number was quite imposing. As he did not seem to volunteer any reason for the change of patronage I began to investigate and found while this man had no opposition in town and had considerable invested in Edison goods, he had not yet put a combination attachment in stock, an Amberol record, or even any of the new monthly records for several months."

"I asked him whether the customer was going elsewhere when he did not apparently show his confidence in new goods by having them to display to prospective buyers? In the past he used to mail a list of monthly supplements to a list of customers each month, but he had discontinued that same time ago, relying on the fact that customers should know new records were issued each month, and if they wanted any should come in. He did not seem to realize the importance of letting the customer know what the new records were, and more important, that by failing to bring customers into the store for new records he was very largely removing his chances of selling regular stock records."

"Another dealer met me with the usual complaint that business had been very poor, and whereas the customers used to come in often and
was kept in envelopes, and if they had been in stock for some time you could not determine it, as in the former case, by the appearance. He carried his records by number, and if he did not have one in stock that I ordered he was ready to offer some similar selection, which at his invitation I would probably hear and perhaps buy. This up-to-date dealer sends the record supplies each month, whereas the other dealer did not. He kept in stock a good supply of the latest catalogs, and when he was favored by having a prospective customer enter his store he showed him a neat record case and how he conducted his business by giving him every attention.

"Now, both these dealers sold Victor records; the one who does not carry them dusty and heterogeneous do not seem to care whether you wanted to buy. The other man was up-to-date; he wanted your business; showed it by his manner, and, by the way, also had a neat booth in which to play the records.

"The records in both stores are sold at the same price, but in one store you get what you want. Can it be that anybody would wonder why the up-to-date dealer in this town was doing the business and the other man was always finding it difficult?

"Edison phonographs and Victor talking machines, records and supplies are sold at the same price by the small dealer as well as by the large one, and yet the latter encourages patronage as well as the one who does not. Competition is purely a matter of service and in letting people know where you are and what you have to offer them. How important it is, therefore, for every dealer to use the most up-to-date methods, to encourage patronage, for he must admit that at the same price he would patronize the dealer who offered the best accommodations.

"The factories depend on their jobbers and dealers to handle the business. Jobbers are supplied to carry a satisfactory stock to enable them to make prompt shipments, as well as be equipped in all departments to help the dealer thoroughly understand all branches of the business. The dealer is expected to be properly equipped by stock and methods to make a sale to the prospective customer.

"Territories are being reasonably restricted, in accordance with the representation put forth, by Edison and Victor dealers, and the fact that some dealers may be giving up the line should be welcomed by those in their territory, who realize the advantage between ourselves and dealers, and between jobbers and their dealers, will be entirely removed. The allowance for breakage we propose to make to dealers is not a new proposition, but to be also made by jobbers in transactions with their dealers."

J. C. Reusch, of the Standard Talking Machine Co., Pittsburg, Pa., and secretary of the National Association of Talking Machine Jobbers, was in New York last week, having come here for the purpose of visiting the Edison and Victor factories and placing orders for early delivery. Mr. Reusch took advantage of the opportunity to call on several prominent members of the association in New York and Philadelphia. He had an excellent report to make regarding business.

Horns for Sale.


Business for Sale.

A good musical and jewelry store in a town of about 7,000; no competition; also have an option to the building. Address Jeweler, 1728 1 street, Granville City, Ill.

Can You Use Me?

A live wire with over ten years experience as manager of Talking Machine business, who set up and managed stores in New York and Los Angeles, would like to have one or two dealers which he can direct and control, as he has a little capital which he can invest. Address, care Talking Machine World, 1 Madison Avenue, New York.
New York, Nov. 11, 1909

TO THE TRADE

Gentlemen:—Our attention has just been called to a circular letter issued by the Victor Company under date of November 8th in which they refer to our line of Grafonolas.

Item No. 1—Legal Protection

The whole letter is so wide of the facts that it can hardly be considered seriously, except one adbled paragraph concerning “infringement of patents.” We wish to assure every dealer in and user of Columbia Grafonolas, as well as our esteemed competitors, that the Grafonola is absolutely clear of any infringement, and that we shall hold our dealers and customers harmless from legal trouble or expense. We stand squarely behind our product, as always, and as our competitors have peculiarly good reason to know.

Item No. 2—Quality

The climax of our broad advertising of the Grafonola is a frank request to the reader to make comparisons—to see the Victor hornless machine and hear it, and do likewise with the Grafonola. The Grafonola superiority is unmistakable—and that’s why our Grafonola announcements hurt so much. Likewise with our entire product of machines and records: out at the Alaska-Yukon-Pacific Exposition the Jury of Awards has been making some disinterested comparisons, and COLUMBIA DISC RECORDS AND MACHINES RECEIVED HIGHEST GRAND AWARD OVER ALL. (Victor disc machines and records were awarded second-prize gold medal.)

Item No. 3—Litigation

One paragraph of the Victor Company’s letter contains vague threats relative to future litigation. In view of its own statement of the results of past litigation, the whole thing reads like an unsolicited contribution to Puck, recalling the famous telegrams of the Russian Generals to the Czar during the recent quarrel with Japan, which usually proudly claimed “ANOTHER MASTERLY RETREAT.”

Columbia Phonograph Company, Gen’l
Tribune Building, New York

N. B.—Do you know the history of the Talking Machine and the records of to-day? If you happen to be interested in getting the whole story and the exact truth of those basic patents, we shall be very glad to send you a pamphlet which is historically accurate and wholly unbiased.
TRADE NEWS FROM BOSTON.


(Special to The Talking Machine World.)

Mass., Nov. 9, 1909.

"Everything is to be hornless in a short time" was the prediction along Talking Machine Row this week by one of the estates salesmen, and talking machines were familiar with the trade show that there is a falling off in the call for the old style of "with-a-horn" machines, while the demand for the hornless variety is very much on the upward jump. The great variety stores in which these can now be bought is a factor in their favor, and the price does not seem to cause a delay in sales. In fact, the cost of the really good instruments is in their favor, for people are willing now to believe that the talking machine is worth considering, because it costs enough to attract their attention.

There is quite a little feeling manifested by the jobbers of this section of the country over the evident intention of the record-makers to eliminate as much of the single-faced record business as possible and concentrate on the double-faced records. But the increase in the sale of the double-faced records and a falling off in the sales of the single-faced may operate to make them change their minds. They object to the necessity of being obliged to carry a double stock.

The Eastern Talking Machine Co. did a very good stroke of business this week when it secured the branch office of the Boston Grand Opera House for its store at 177 Tremont street. Thomas J. Murphy, a very popular and very efficient ticket-seller, formerly connected with one of the local theatres, has been established in this office, and the business that it attracts has already proven to be a very good thing for the talking machine departments of the store.

The Eastern Talking Machine Co. had a very enjoyable dinner at the Lombardy Inn on October 28, and a feature of the meeting was a lecture by T. D. Dunoon, of the Business Phonograph Co. The Eastern Talking Machine Co. is having fine new electric signs placed on the front of its building, and is featuring the grand opera records in its windows. General Manager Murphy, a former manager of the Columbia Phonograph Co.'s office in Baltimore, Md., has been called into headquarters as an assistant to his uncle, Mr. Silas Murphy, manager of the company's office in Baltimore, Md. Mr. Murphy has been in New York for a couple of weeks, making himself familiar with the duties formerly looked after by H. L. Wilson, who vacates the position of the general manager's assistant to embark in another line of business in Philadelphia. Pa. Merwin E. Lyle formally assumes Mr. Wilson's place on the 15th, when the latter's resignation takes place.

The future of Mr. Wilson will be followed with considerable interest by his associates in the Columbia service, as his rise in the company has been rapid and on merit. About five years ago Mr. Wilson became private secretary to President Easton. In twelve months' time he was sent to Chicago as a clerical assistant to John H. Dorian, then manager. When Mr. Dorian was called to the New York office and given charge of the chain of Columbia stores in the greater city, Mr. Wilson succeeded him as the Chicago manager. Subsequently he was called to Philadelphia as the executive assistant to General Manager Lyle, a post he filled with brilliance, showing unusual executive ability for a young man with a decided inclination toward organization, and in a short time he would have been made assistant general manager of the company. Mr. Wilson, however, has aspirations of his own elsewhere, and he embarks in business with a broker in Philadelphia with a concern interested in cost securities, developing a new field in the anecdotage section of Pennsylvania, taking hold of the promotion end.

TO MAKE ARGENTINE RECORDS.

Messrs. Freiberg and Forbes Sailed Recently on This Mission.

William Freiberg, of the Columbia Phonograph Co.'s laboratory recording staff, accompanied by Gus Forsch as an assistant, sailed from New York, via Buenos Ayres, Argentina, for the Lagosberg & Holt Co.'s plant for Buenos Ayres, Argentina, A. S. A., where they will arrive on November 20. They will make a collection of the most progressive South American republic about a month. The records are intended only for the export department. The company's export department recently issued their new catalogues of "Discos Dobles Columbia" and "Nuvas Selecciones Puerto Riquenas," with about 60 or 120 numbers altogether.

CHUBERT'S EXTENSIBLE RECORD.

G. H. Schubert, 55 Madison street, Chicago, Illinois, is having quite a demand for his extensible record rack, which is referred to in his advertisement elsewhere. He is sending out some interesting literature which can be had for the asking.

FREDERICK'S IMPORTANT MOVE.

Will Place a Line of Talking Machines in His Several Branches.

W. F. Frederick, the well-known Pennsylvania dealer, who has branches in many cities throughout Pennsylvania, and is looking into the possibility of setting up a magnificent new Frederick building in Pittsburgh, where the Victor and Edison lines will be fittingly displayed.

Mr. Frederick has made his arrangements with the Standard Talking Machine Co., of Pittsburgh, and without doubt this new move will prove a successful one.

Trained talking machine men will be placed in charge, as it is not Mr. Frederick's intention to give any of his personal time to the development of this branch of the business. It will be seen at a glance, however, that he is in a splendid position to build a talking machine trade of commanding proportions.

LYLE SUCCEEDS WILSON.

As Assistant to Geo. W. Lyle, General Manager of the Columbia Phonograph Co.

Merwin E. Lyle, a nephew of Geo. W. Lyle, general manager of the company, has been made assistant general manager of the Columbia Phonograph Co.'s office in Baltimore, Md., and has been called into headquarters as an assistant to his uncle. Mr. Silas Murphy, manager of the company's office in Baltimore, Md. Mr. Murphy has been in New York for a couple of weeks, making himself familiar with the duties formerly looked after by H. L. Wilson, who vacates the position of the general manager's assistant to embark in another line of business in Philadelphia, Pa. Merwin E. Lyle formally assumes Mr. Wilson's place on the 15th, when the latter's resignation takes place.

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SCHUBERT'S EXTENSIBLE RECORD.

G. H. Schubert, 55 Madison street, Chicago, Illinois, is having quite a demand for his extensible record rack, which is referred to in his advertisement elsewhere. He is sending out some interesting literature which can be had for the asking.
A Grafonola for

The Columbia Grafonola "Elite"—$100

The Grafonola "Regent"
Price, $200

The Grafonola
"De Luxe"—$200
a hundred dollars!

A Columbia Grafonola of entirely new shape, on the new principle of hornless reproduction; the FIRST hornless instrument ever offered at its price, the SMALLEST perfect cabinet machine yet introduced; the beginning of a new era in sound-reproducing instruments.

The Columbia Grafonola “Elite” introduces to the public the first of a new line of hornless instruments in which the acme of sound-reproducing capacity, flawless tonal qualities and unequaled neatness of design combine with economy of space and compactness of construction to a degree hitherto unknown in the art of sound-recording and reproduction.

First to be noted in the Grafonola “Elite” is the remarkable manner in which every atom of space is utilized for the production of a complete and perfect musical instrument in the smallest possible compass. When is considered the volume of tone the instrument gives forth, it must be universally acknowledged that the Grafonola “Elite” by far surpasses any product of the “talking machine” industry introduced up to this time.

Embodied in the Grafonola “Elite,” and forming one of its chief features of attractiveness, is the new principle of leading the tone from the record through the reproducer and tone-arm downward into a semi-circular tone chamber, so designed as to be acoustically perfect. The tone, amplified and reinforced to a very high degree in this chamber, pours out through a series of elliptical openings in a door at the front of the instrument. Controlling the orifices of these openings is the sliding modulator panel—by which the volume of music may be reduced or augmented at will. If a maximum volume of tone is desired, the entire door—which hinges at the bottom—may be let down, thus allowing free escapement of all the tone produced.

The reproducer—the vital part of all sound-reproducing instruments—is of a new type and its reproducing capacity, sweetness, brilliance and power, are unique—faithful, natural and accurate.

In the section of the instrument immediately above the tone-chamber are the reproducing parts and the turn-table. The latter is full twelve inches in diameter, playing any make or size of disc record. Above these parts is the cover, which is usually let down when the instrument is playing. In the section below the tone-chamber is placed the motor—one of the most powerful of the four-spring type in existence. As in all other Columbia instruments the motor may be wound while running.

When closed, the Grafonola “Elite” is in shape almost a perfect square, with corners rounded throughout and the base slightly expanded for symmetrical effect. The total absence of horn and all mechanical suggestion lends to the instrument an attractiveness impossible to overlook. Only the finest selected genuine mahogany, hand-rubbed and brilliantly polished, is used in the wood part of its construction.

How would you like to have the exclusive selling rights for all the Grafonolas in your territory? Maybe they are open. Write and ask.

COLUMBIA PHONOGRAPH CO., Gen’l

Tribune Building       New York City
TIMELY TALKS ON TIMELY TOPICS

As will be noted in the four-page advertisements of the National Phonograph Co., Orange, N. J., in this issue of The World, they have inaugurated one of the greatest campaigns of publicity and exploitation of their products known in the talking machine trade. Daily newspapers in all parts of the country are being used, samples of the advertisements being exhibited, with the aim, date of insertion, etc. In the magazines double pages will be employed, in the cheapest positions, many covers being under contract. By this extraordinary and stupendous expenditure of money the Edison phonograph and its manifold advantages of entertainment will reach "55,000,000 people and 16,000,000 homes nine times every month." This may well be termed the opening gun for the holiday trade, and such a magnificent undertaking on the part of the National Co. to popularize their goods and create a substantial market is solely in the interest of the dealer. It is therefore up to the dealer to second and aid this splendid work by following it up with local advertising. Every effort should be made by Edison dealers to reap the full benefit of this great and effective campaign in every way possible at their command. Trade is brought directly to their doors, and it remains for them to "close the deal."

The correspondent does not stop with criticizing the weakness of Texas methods and the only too apparent delinquencies of the Lone Star State trade. He "hands a few" to the South in general, which will doubtless be resented in quarantined sections where the trade is weak. The need of a few live jobbers in the South seems almost a necessity for the future welfare of the talking machine industry. The chief reasons for the quiet state of the business in the South may be attributed to the following: First, insufficiency of stock; second, window display could be somewhat improved; third, lack of suitable space for demonstration purposes; fourth, no advertising; fifth, poor salesmen. This is, indeed, hot shot and what may also be termed "straight goods." The question arises, is it deserved? It may be added that the business in the South may be written in no spirit of malice. On the contrary, the traveler was sorely disappointed in what he found the utmost difficulty in securing adequate stock and exert every effort to keep it moving. The trade has reached that stage of development where there is no longer room or tolerance for "dead ones."

Perhaps something of this kind was in the mind of a particularly observant correspondent who has a wide acquaintance with the trade, its personnel and methods, when in Texas. Of his experience he writes, possibly in a slightly sarcastic vein, but evidently knowing what he was writing about, in part, probably. The talking machine business in Texas is the poorest I have ever had access to. It may be possible that the poor crops the State had in the past year may be mainly responsible for this condition. It was also apparent that a number of jobbers in the State are not alive to their opportunities, no traveling men being employed by but few of them; and it seems to me this condition should be carefully taken note of by the factories. There's the rub; the "milk in the oceanant"—"not alive to their opportunities." One need look no further for an explanation why trade languishes elsewhere besides in Texas.

But the correspondent does not stop with criticizing the weakness of Texas methods and the only too apparent delinquencies of the Lone Star State trade. He "hands a few" to the South in general, which will doubtless be resented in quarantined sections where the trade is weak. The need of a few live jobbers in the South seems almost a necessity for the future welfare of the talking machine industry. The chief reasons for the quiet state of the business in the South may be attributed to the following: First, insufficiency of stock; second, window display could be somewhat improved; third, lack of suitable space for demonstration purposes; fourth, no advertising; fifth, poor salesmen. This is, indeed, hot shot and what may also be termed "straight goods." The question arises, is it deserved? It may be added that the business in the South may be written in no spirit of malice. On the contrary, the traveler was sorely disappointed in what he found the utmost difficulty in securing adequate stock and exert every effort to keep it moving. The trade has reached that stage of development where there is no longer room or tolerance for "dead ones."

Does anyone realize, beyond those cognizant of the inside facts, what tremendous progress has been made in the talking machine trade within fifteen years? The topic, always one of absorbing interest, for the tenth time by a bunch of old-timers recently, when one of them casually remarked: "In 1884 the entire yearly product of the Edison factory could have been bought on a showing of $10,000." Presumably, this was also true of the other great manufacturers of the present day. However, they only caught their very breath when the statement was made and then probably ruminated on the possibilities of wealth.

A leading manufacturer remarked the other day that he found the utmost difficulty in securing road salesmen. The question of price or salary did not figure so much as competency. The man who, a small army of "green ones" were not desired. They did more harm than good. No objection is urged against training men who have no capital to speak of and who depend on a natural selling ability, but no patience is exercised in dealing with "dead ones." It is the deart of adaptable men which is complained of, especially so that their services are so badly needed just now when business is springing up again.

Quite a compliment—and a deserved one—was the Eastern Talking Machine Co., of Boston, Mass., by a traveling man who had made his first trip through New England for the wholesale business end of a prominent phonograph and record manufacturer. On reporting to his chief the road man remarked, after turning in a very good statement: "By Jove! I found the Eastern Talking Machine Co. strong wherever I went. I had the hardest work creating jobbers for our line against the Eastern. The dealers had such confidence in Mr. Taft that I could not budge them to another way of thinking. I am convinced the Eastern take such good care of orders that I failed to meet a dealer in that entire territory who had an account with them who did not say they were "dead ones." They seemed to have the goods and their shipments are right up to the minute. While I was in competition, I must take my hat off to Mr. Taft."

With the phenomenal prosperity attending the motion picture projection and its immense popularity with the public, the so-called "knowing ones" in the trade pretended to trace a certain lack of interest in talking machines. Perhaps there may be something in this assertion from a superficial point of view as regards low-price machines and records; but the great demand in evidence for the high-grade goods offsets this alleged diversion of trade. Those most particularly concerned in manufacturing and marketing talking machines have recently observed movement in the tone quality of records, variety, extent and superiority of repertoire, not to mention perfection in the machine itself, are now the backbone of the business. To be sure, low-price lines will always have a market, but the most satisfactory and profitable goods now before the trade are of the highest grade. The masses are all right, but it is the people with money, who can afford to indulge in the luxuries or near-luxuries of life, to whom the trade may appeal successfully with goods that measure up to the highest standards.

Another avenue is opened to the enterprising dealer who will make a specialty of lullaby records for "tired mothers." The writer relates the story of how the substitution of the talking machine for a weared mother's own too many voices, is tiring the baby to sleep, turned the trick. Of course, it was the wisdom of the father who suggested the innovation, and the music of the lullaby from the record of a high-class artist had the essential captivating effect of transporting the little one to the Land of Nod. This is a point for the dealer, and perhaps a special list of sleep-producing lullabies, warranted to produce the desired effect may be looked for. It is also a tip to Ada Jones, but with Len Spencer—well, Len might talk one to sleep if he had a fair chance; but his voice is too robust for the lullaby business.

Less knowledge than judgment will always have the advantage upon the injudicious knowing man.

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...were in half doz. lots, $15
The 150 Space Racks...were...$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.
FAREWELL DINNER TO H. L. WILLSON. CONCERTS AS A MEANS OF ATTRACTING CUSTOMERS.

H. L. WILLSON.

The Entire Staff of the Columbia Phonograph Co. Entertain H. L. Willson at a Testimonial Dinner at the Waldorf-Astoria—His Loyalty Praised—Presented with a Magnificent Diamond.

H. I. Willson, assistant to Geo. W. Lyle, general manager of the Columbia Phonograph Co., was tendered a dinner at the Waldorf-Astoria, in New York, on the evening of November 9, by the officers of the company, the occasion being his forthoming entry into the financial department of large coal mining properties in Pennsylvania and West Virginia, in which he has long been interested. Mr. Willson's record with the Columbia Phonograph Co. is one that both he and his employers have proud of, and only the pressure of investments that call for a great amount of detailed attention could have persuaded him to separate himself from the affairs of the Columbia Co., or could have induced that organization to consent.

During the evening President Easton, in behalf of the Columbia Phonograph Co., presented Mr. Willson with a magnificent diamond which, in his presentation speech, he described as being absolutely flawless, and typical of Mr. Willson's loyal service. Those present at the dinner were the following officers and members of the executive staff: Edward D. Easton, George W. Lyle, Thos. R. White, Sr., Frederick J. Warburton, Walter L. Phillips, T. H. Maclanahan, Paul H. Cromelin, George P. Metzger, V. H. Emerson, H. A. Yorks, H. Shulie, Irvy W. Reid, C. W. Woodrow, Edmond F. Susse, W. D. F. Baker, Merwin E. Lyle, John C. Button, Frank Dorian.

Edward N. Burns, vice-president of the American Graphophone Co., and general manager of the Columbia Phonograph Co.'s export department, returned from Europe November 10 on the Princess Irene, the North German Line. He was accompanied by his family and has been away since July 24. The Carlsbad Springs claimed the greater part of his time. Mr. Burns comes back in splendid condition, the result of his rest, and is prepared to take hold of the foreign end with more energy and vigor than ever. Edmond F. Susse, his capable and affable assistant, willingly relinquishes the onerous duties of the position to his chief, though he has kept every- thing right up to the mark.

THE TALKING MACHINE WORLD.

SALESMAN WANTED.

Outside salesman to call on New York City and local trade representing jobber. Also one for retail department. Good chance for right man. Give experience, references, salary wanted, etc. Address "Energetic" care "The Talking Machine World, 1 Madison avenue, New York City."

DEALERS WANTED.

Attractive terms offered to established and trustworthy jobbers. Address "Energetic" care "The Talking Machine World, 1 Madison avenue, New York City."
First Announcement of Columbia

4-MINUTE Indestructible Records

“The ONLY 4-minute records that are right”
PRICE 50c.

They fit any make of phonograph or graphophone (with 200 thread attachment). They play the complete selection—averaging fully 4½ minutes—clearest, most brilliant tone you ever heard—and they NEVER BREAK and NEVER WEAR OUT!

At last a cylinder record which will play from four to five minutes, and which is at the same time practical and unbreakable, is an accomplished fact.

The one supreme obstacle in the way of producing a cylinder record of two hundred threads to the inch, instead of one hundred (the equipment of the ordinary two-minute record) and producing at the same time a record which would be commercially practicable and stand the test of wear, has so far lain in the extreme delicacy of the wax-like material ordinarily used, and the apparent impossibility of recording this astonishing number of threads without breaking down the walls, of almost inconceivable fineness, which separate the tone furrows from each other. This difficulty has been solved for all time by the production of the Columbia Indestructible 4-Minute Record.

What this means to cylinder record users is almost impossible to appreciate at a casual glance. The two-minute Columbia Indestructible Record at 35 cents, with its matchless tonal qualities and unbreakable texture, has been universally conceded to be the greatest boon to cylinder record users ever introduced. But the 4-Minute Indestructible Record at 50 cents will, it is safe to say, more than double the entertainment, economy, and profit of the two-minute record. The thinning of the tone walls, far from impairing the record in any manner whatsoever, has actually resulted in a finer, purer, clearer and more thoroughly musical tone—all this in addition to the principal gain, namely, the doubled length of the performance.

The First 20 Numbers

3001—American Patrol (Meacham)............Played by Lacalle’s Band
3002—Selections from “Camino” (Bliss)....Played by Lacalle’s Band
3003—Medley of 1909 Hits (Arranged by Lacalle), Played by Lacalle’s Band
3004—Tres Jolie—Walz (Waldteufel)........Played by Lacalle’s Band
3005—Selections from “Havana” (Stuart)....Played by Lacalle’s Band
3006—Dancing on the Housetop—Schottische (Christie), Played by Lacalle’s Band
3007—Selection from “Cavalleria Rusticana” (Mascagni), Played by Lacalle’s Orchestra
3008—Moraima—Spanish Caprice (Espinosa), Played by Lacalle’s Orchestra
3009—Salut d’Amour (Love’s Greeting) (Elgar), Violin Solo by W. Dorfman
3010—The Star of Bethlehem (Adams), Tenor Solo by Henry Burr, Orchestra accompaniment
3011—Down Where the Big Bananas Grow (Barrom), Tenor and Baritone duo by Byron G. Harlan and Arthur Collins. Orchestra accompaniment
3012—Carolina Minstrels No. 1.
3013—If I Had a Thousand Lives to Live (Solman), Tenor and Baritone duo by Henry Burr and Frank C. Stanley. Orchestra accompaniment
3014—Where the Sunset Turns the Ocean’s Blue to Gold (Petrie), Tenor solo by Byron G. Harlan. Orchestra accompaniment
3015—Medley of Plantation Songs...Quartette. Orchestra accompaniment
3016—Red Head (Franklin and Green), Soprano solo by Ada Jones. Orchestra accompaniment
3017—When the Bell in the Lighthouse Rings, Ding, Dong (Solman), Bass solo by Frank C. Stanley. Orchestra accompaniment
3018—Jesus, Lover of My Soul (Holbrook)........Sung by Choir
3019—What Makes the World Go Round? From “A Broken Idol.” (Williams and Van Alstyne), Soprano and baritone duet by Elsie Stevenson and Frank C. Stanley. Orchestra accompaniment
3020—The Arkansas Traveler............Original Sketch by Len Spencer

Combination 4-Minute and 2-Minute Attachment for Columbia Cylinder Graphophones

Any phonograph equipped with a 200-thread attachment for 4-minute records will play Columbia Indestructible 4-minute records. The attachment for Columbia Cylinder Graphophones is a marvel of simplicity and efficiency—all you have to do is to shift a lever in order to play either 4-minute or the regular 2-minute Indestructible Records. The same reproducer point plays both records. So is to be added to the selling price of all new Columbia Cylinder Graphophones so equipped. Dealers will be able to equip Columbia Cylinder Graphophones with the 900-thread attachment for $7.50.

Columbia Phonograph Company, Gen’l
Tribune Building, New York
SUFFER FOR LACK OF FORESIGHT.

Jobbers and Distributors Although Cautioned by Victor Co. Cannot Get Orders Filled Now as They Would Wish—Failed to Order Early and Days Are Now Inevitable—Situation Commented on by Mr. Geissler.

For many months past The World has been urging on distributors and jobbers the necessity of taking seriously to heart the requests of leading manufacturers to place orders for goods as early in the year as possible. Too many, unfortunately, have been so conservative in their tendencies that they have ignored these requests, although made repeatedly. For instance, on August 4, Louis P. Geissler, general manager of the Victor Talking Machine Co., sent out a letter, written forcefully and illuminatively, in which he emphasized the improving conditions of the industry and stated that in view of their being somewhat handicapped by extensions and building operations, which later will give them four times the capacity of their present plant, it would be wise for jobbers and distributors to order early in August the Victor goods required in October and November.

It is a well-known fact that the Victor Co. are not in the habit of issuing false alarms, and every remark made in this letter was made seriously, and should have been acted upon. It is true a great many distributors took the matter seriously and did anticipate their wants, but nevertheless others did not and orders are now rushing in to the Victor Co. in tremendous volume, just as usually occurs at this season of the year.

In the course of a chat with General Manager Geissler, he commented on the situation in this wise:

"One distributor has on order with us probably six or seven carloads of goods—four carloads just ordered within the last few days. He will probably only get two, or, perhaps, three, carloads between now and Christmas. I have no doubt he could have sold the seven had he ordered them in August or September, and thereby given us the opportunity of filling the order.

"Big speculators take big chances on the future. This company started $600,000 worth of extensions, which are just now nearing completion, right in the heart of the panic, knowing full well that their entire capacity would be needed by the time they were completed.

"In July and August, when we wanted our distributors to place orders, we began making up in our factories four times as many machines as surface indications at that date showed us would be needed, believing in the restoration of the trade, and now we are swamped.

"In spite of all we do in person and by correspondence to make our distributors realize that this business is one that must be studied seriously, an intelligent forecast must be made months in advance and that they should carry the stocks and not expect the factories to do so; it seems almost impossible for us to accomplish this with many of them."

These are timely words and distributors and dealers must make an effort to size up the market situation months ahead and prepare for every emergency. Meanwhile the Victor Co. are making all possible efforts to supply demands. The picture shown hereewith is the assembling room temporarily arranged in the new cabinet factory. In addition to this they are still operating their old cabinet factory with double forces, working night and day.

BUY FLINT & BRICKETT CO.

The Pardee-Ellenberger Co., Purchase Spring-field Dealers' Phonograph Stock—Steadily Expanding Their Business.

The Pardee-Ellenberger Co., of New Haven, Conn., have just purchased the entire phonograph stock of the Flint & Brickett Co., Springfield, Mass., and have taken over that portion of their business. This makes the Pardee-Ellenberger Co. the only Edison jobbers in that portion of New England.

The business of this company has been steadily expanding, due to the employment of up-to-date methods, which are especially adapted for Standard and Home machines. The Pardell folding boxes for holding cylinder records are also big sellers with this concern. They are most conversant for delivering records to customers and unquestionably help to sell more records—a point worth considering.

FOR FRIESIDE PHONOGRAPH.

The Place Automatic Brushes Can Now be Used on These Machines.

The Blackman Talking Machine Co., 97 Chambers street, New York, desire to announce to the trade that the No. 3 brush, formerly listed as fitting the Gem, should also be supplied on orders for brushes to fit the Edison Fireside phonograph. Suitable changes in the advertising matter will be made as soon as possible. It may be well for dealers and jobbers to refer to the advertisement of these brushes on page 37.

BIG FEES FOR MME. MELBA.

In Miss Agnes Murphy's biography of Mme. Melba some remarkable facts appear regarding the great sums of money paid her for her professional appearance. At her third concert in Sydney she received the net sum of $11,150. For appearing at a concert given by William Astor in London, Mme. Melba received 1,900 guineas ($6,250). Another item worth quoting relates to talking machine records made in New York. Here on March 24, 1907, we read, "she was busy making records for a grammophone or talking machine company, who for the selections, which she easily completed within a week, paid her a cash bonus of 10,000 guineas ($52,500), with more to follow in the way of royalties."

Now for a great holiday trade.

**VIEW OF ASSEMBLING ROOM—NEW VICTOR CABINET FACTORY.**

The Blackman Talking Machine Co., 97 Chambers street, New York, desire to announce to the trade that the No. 3 brush, formerly listed as fitting the Gem, should also be supplied on orders for brushes to fit the Edison Fireside phonograph. Suitable changes in the advertising matter will be made as soon as possible. It may be well for dealers and jobbers to refer to the advertisement of these brushes on page 37.

**HOW DO YOU ORDER DINNER?**

You don't order part of your meal in one Restaurant, because they serve that portion to suit you, and the balance in another.

**YOU EAT YOUR ENTIRE MEAL IN ONE PLACE**

You select a Restaurant that will serve your entire meal to your taste and satisfaction. It is there you give your entire order.

**BLACKMAN DON'T RUN A RESTAURANT**

No; but BLACKMAN fills orders for the particular Dealers and serves them with EDISON and VICTOR goods as they want the order assorted, and the service is the best.

**HOW DO YOU ORDER EDISON AND VICTOR GOODS**

Are you ordering EDISON from one jobber and VICTOR from another, waiting for TWO shipments and paying TWO expressages? Stop it.

**BE ECONOMICAL—ORDER FROM BLACKMAN**

BLACKMAN keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage. Send in a trial order NOW and let BLACKMAN take care of your holiday requirements.

There is no worry on BLACKMAN'S part about "MAKING GOOD," and there will be none on your part after a trial, for "Satisfaction at Blackman's costs no more than dissatisfaction elsewhere."
Marked Activity in Talking Machine Field During Opening Months of Fall—Tendency Toward Purchasing Better Class of Goods—New Edison Ambroila Displayed by C. E. Goodwin—C. E. Wilson's Coast Trip.—C. E. Goodwin Displays the Edison Ambroila.—Phenomenal Victrola Business—Speaking of Lyon & Healy, the phenomenal Victoria business being done at retail in a matter of general talk in the trade. It is said to be an actual fact that five Victrolas were sold within an hour recently. Of course, this is a very great thing. It simply illustrates in dramatic form the manner in which the fine old house attracts high-grade trade.

C. E. Wilson, general manager of the National Phonograph Co., is now back home again. He is now retail floor manager at the Chicago headquarters, 210 West Adams street, vice charge of the Baltimore office, vice Merwin Lyle, manager for the Columbia Chicago store, has been transferred to the wholesale talking machine stock, which has double the space utilized in the former quarters, etc. The general offices occupy the front of the third floor, the balance is devoted entirely to player music. The offices is now devoted to player music. The offices of the show case and massive wall fixtures for small Victrola, and the covers represent the machine described in the mahogany finish. The various parts are "cut-out." The doors concealing the catalog files are faithfully represented, and those to the concealed horn open, revealing the latter, which is illustrated on an inside page of the booklet. Of course, the text is forceful and peculiarly adapted to the temper of the devotees of grand opera music.

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Don't lose $70.00 profit on a Victrola sale.

Don't lose 40% or 40-10% profit on a Machine or a Red Seal Record sale, by not having, or not being able to get the goods.

Pay a little more freight or express than usual if necessary, but get the goods.

Let distance and freight be no object when retail profits, prestige and service are at stake. Get the goods.

The business arms of The Talking Machine Company stretch over the country from Maine to California and from Minnesota to Texas. They are the largest Talking Machine Jobbers in the world, and remember they wholesale exclusively.

The Talking Machine Company
72 Wabash Avenue, Chicago, Illinois
THE TALKING MACHINE WORLD.

S. W. Paine, a retired capitalist, who has been a prominent figure in the Crescent City for 25 years. The telegram announcing his death arrived in Chicago after his nephew’s departure.

Bissell-Cowan’s Artistic Quarters.

While the new talking machine department of the Bissell-Cowan Piano Co. has really only been opened for two weeks, President Arthur Bissell expresses himself as highly pleased with the outcome. Manager E. R. Sues has taken hold of the department in a manner that betrays his experience and ability. He has a capable assistant in O. C. Beasles, formerly of Chicago and more recently in the talking machine business for himself in Oklahoma. The handsome mezzanine floor devoted to the department has been attractively fitted up and resembles more a chamber than a formal business establishment. There are two booths, and both here and in the reception rooms Victrolas are used only for demonstrating purposes. Every type of Victor machine is carried, and Victrolas in all finishes. The Auxophone concerts in Music Hall, adjoining the Bissell-Cowan warerooms, have been inaugurated and promise to be very successful.

The telegrams announcing his death arrived in Chicago after his nephew’s departure.

They are held on Tuesdays and Thursdays from 12:15 to 1 p.m., and admission is obtained only by application at the warerooms, where cards are issued exchangeable at the box office of Music Hall. Those who desire are urged to register permanently, and are mailed seats for each concert. The attendance so far has been from 150 to 200 at each recital. Music Hall has always been associated with the appearance of the very finest artists, and a particularly fine class of people are being attracted to these recitals. Harry Salomon, manager of the talking machine, toy, sporting goods departments, etc., of the H. D. Bentley, a young man of long experience in the music trade and who is thoroughly familiar with the Victor line. Two handsome demonstrating booths are being erected.

Samuel Goldsmith, who has charge of the Victor salesmen in the Middle West, spent a few days in Chicago this week.

Demand for Sectional Cabinets.

The Compartment Filing Cabinet Co., of this city, who have met with decided success on their sectional cabinets, have just brought out a new cabinet, the Compartola, which is illustrated in their advertisement appearing in this issue. It is made in two styles, one for disc and the other for cylinder cabinets. The compartment feature is the same as that in the sectional cabinet, the compartments in the disc cabinets having division walls inside separating the records, making them desirable for the double-faced proposition. The compartments in the similar cabinet are designed to receive the cartons, thus protecting the records, from which they can be conveniently slipped. The Compartolas are made in golden quarter-sawn oak or African mahogany. They have handsome art glass doors and resemble a fine bookcase. They are finished all around and can therefore be placed anywhere in the room. They make an exceedingly attractive cabinet, and the moderate price should commend them to the trade.

Improvements Under Way.

The fine quarters of the Talking Machine Co. are undergoing extensive improvements. The office is being newly decorated, and Manager Geissler’s sanctum has been enlarged and fitted with elegant mahogany doors, a center table, chairs, settees, etc.

"COMPARTOLA"

(TRADE MARK)

RECORD CABINET

A new addition to our SECTIONAL Record Cabinet line. Equipped with our patent COMPARTMENTS and numerically indexed system.

The best and most convenient method for preserving records.

Made in Golden Quarter-sawn Oak or African Mahogany. Handsome Art Glass Doors and resembles a beautiful bookcase. Finished all around and can be placed anywhere in Room.

THE CYLINDER "COMPARTOLA"

36 Compartments ; capacity 144 Cylinder Records. Height: 37". Top 22" x 17".
LIST PRICE, $26.00.

THE DISC "COMPARTOLA"

Capacity 66 Discs 12". 152 Discs 10". Height 37". Top 22" x 17".
LIST PRICE, $30.00.

COMPARTOLA XIII same as above—capacity 254 Discs for Victrola XII. Top 22" x 17".
LIST PRICE, $33.00.

Only a Limited Stock for Holiday Orders

Compartment Filing Cabinet Co.
Office and Factory, 316-318 West 29th Street
CHICAGO, ILLINOIS
THESE MEN KNOW

that they are saving money, time and worry by placing their orders for Victor and Edison Talking Machines, Records and supplies with Lyon & Healy, where their wants always have best and prompt attention.

LET THEM TELL

how they are able to realize bigger profits and a more satisfactory business.

This Man from Northern Michigan SAYS:

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen:

Want to tell you how well pleased we were with the promptness with which our last order was filled. We have never had cause to complain to you in this regard, but this order in particular was one requiring quick and careful filling: a sale of large proportion bearing on prompt delivery. Needless to say we closed the deal without trouble. Again accept our thanks.

Yours truly,

WILLIAMS & McLOGAN,
Per J. C. McLogan.

This Man from Old Illinois SAYS:

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen: When in your house several days since, I intended asking you to explain thoroughly your system of filling orders, for I have never had so much satisfaction in having my orders handled quickly and without error, as on those placed with you.

I realize that my ability to keep all promises made to purchasers relative to delivery is important to the growth of my business, and I am glad to be able to say, thanks to your efficient service, I have never been obliged to disappoint customers. Wishing you continued success, I am,

Yours very truly,

W. S. WEST.

This Man from Far Away Mississippi SAYS:

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen: Our bookkeeper reports quite a reduction in freight cost since we began placing our orders for both Victor and Edison goods with you, even with an increase in our sales. We account for this saving through being able to combine our Victor and Edison orders, and you may be sure we appreciate this feature in buying from you. We have also been able to close several large sales through our ability to deliver the goods in record time. Accept our thanks for your past prompt attention. Very truly yours,

WACHENHEIM & MENGER FURN. CO.,
Per W. O. Menger.

Profit by the experience of these and hundreds of other dealers and place YOUR orders hereafter with Lyon & Healy. Let us emphasize the fact that our stock is complete in every detail, both in Victor and Edison lines, and orders are shipped in full on day of receipt.

Write for our Special Offer to Dealers

Our liberal terms will interest you

Allow us to explain them

CHICAGO
The Missing Link

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!

"THAT" (TRADE NAME)

Retail at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobbers on this connection in 1 dozen lots, PREPAID, at 50c.

Kreiling & Company

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

The News from Philadelphia.


(Special to The Talking Machine World.)


If you are a pessimist and are looking rather at the somber side of things, I would suggest that you pay a visit to the various large talking machine houses of Philadelphia, and if you don't change to the optimistic class before you get away, you are rather a curious human being. To find out just how the wind is blowing, don't climb to the sixth story of the Postoffice building and consult the weather bureau. Any of the talking machine men will tell you. And because they are called "talking machine men," don't for a minute believe that they are entitled to that name by way of sarcasm.

It is this great wave of music that is sweeping over Philadelphia which has led the Victor Talking Machine Co., the Columbia Phonograph Co., Louis Bueh'n & Bro. Phonograph Co., the managers of Weymann & Son, and the managers of all the large department stores, as well as the smaller independent dealers to announce that it is a wave of greatest business they have ever enjoyed in these delightful instruments, and to foresee months of such prosperity ahead.

The head of the house of Louis Bueh'n & Bro., at 46 North Ninth street, says: "I have nothing to report but good business. Our October trade was most excellent and it was a better month than last year, in spite of the fact that last year we had certain salable novelties that ran our sales in October above what might ordinarily be expected."

"We are expecting very much from the new Edison Amberola. This machine is not on the market as yet, but the firm are sending out samples with their traveling men. A few days ago we had a sample and we demonstrated it to a number of musicians and dealers, who were enthusiastic over its perfection, and we have received a number of orders for delivery as soon as they arrive. Our Victor business last month also shows a substantial gain."

"We have just gotten our catalog ready, which will be mailed to all our customers the next few days. We have enjoyed an exceptional sale of the Pegless cabinet. There are eleven different styles, ranging in price to suit all classes of customers. This style is the Heron Co., and we are the only people who are handling it here. We are expecting a carload shipment in a day or so, with which we hope to replenish our depleted stock."

Among the out-of-town purchasers who called at the Bueh'n store the past week were: W. M. Koch, of Tamaqua, Pa., who made quite a purchase for his day trade, and Peter Pracht of Paulsboro, N. J., who also left an order and reports business as very good in his section. The Bueh'n firm have three men on the road at present—Edmund D. Bueh'n, Robert Dungan, and Frank Reineck, who are traveling through the territory controlled by this firm, and have been sending in some good orders, although they did not leave us until November 1.

L. L. Goodman, 327 Girard avenue, who handles talking machines extensively, is practically remodelling his entire store, and is introducing the tray system for his records. He will have one of the most up-to-date talking machine stores in Philadelphia.

The Penn Phonograph Co. also report that their business in October was very much better than last year, and they have already booked more than double the amount of holiday orders than they had at the same period last year. They have just received a big shipment of cabinets, and have been doing well with them. They have also received a heavy shipment of Victrolas, and are placing them on the market daily. "We are very optimistic regarding business," said the manager of the Penn Co., "for we have reason to be so from the flattering business that we have already done this year, and we look forward with high prospects ahead." Charles Swarts, of York, Pa., and W. Yohn, of Yohn Bros., York, Pa., have been recent visitors to the Penn Co., during which time they purchased large quantities of goods, and they report that prospects in their various sections for talking machines is very much better than it has ever been before. J. H. Suillumel and Ralph Clarke are on the road for the firm, and have been doing very well. The Penn Phonograph Co. have had to take a warehouse at Eighth and Chestnut streets, which they expect to utilize as a carrying place for both machines and cabinets.

The Columbia Phonograph Co. are enjoying an unusual business on their hornless machines—the Grafonola Regent and Grafonola De Luxe. They have been getting away with their old trade, and to that have been adding very much new trade, and consequently are doing the heaviest business at present in the history of the firm in Philadelphia, and reporting a very large increase in the demand for the Indestructible records made by the Columbia Co., their merits being appreciated more and more every day. The trade is in competition with their new four-minute Indestructible records within a few days. Their business in the grand opera season has been unusually heavy. They have been able to increase their line a number of new records of foreign singers yet to be heard in this country, and they really are some very remarkable voices.

H. A. Yorks, manager of the wholesale department of the Columbia Phonograph Co., of New York, was a recent visitor here; also M. Dorian, the auditor of the company. The firm have recently had some very beautiful window displays, and Manager Henderson seems to be a past master in this style of advertising.

John Wanamaker is this week starting an innovation in talking machine exploitation which will, no doubt, be appreciated by the public, and will be an excellent thing to demonstrate the great possibilities of that branch of the business. Mr. L. J. Gerson, who is in charge of the Philadelphia and New York departments, has secured the services of Joseph M. Rogers, of Philadelphia, who, now that the opera season has started, will lecture on the various operas to be given, and from the talking machine department will produce records from the operas upon which he will give a lecture. This will give the public an opportunity to see and hear these operas a much better understanding of them, and it will also be of educational advantage to those who are not able to go to the opera.

Mr. Gerson reports that the October business of the Wanamaker talking machine department has run away ahead of last year. The sales have been almost double those of last year, and the department is at present making a drive on the Cynget horns and the Amberola horns. Mr. Gerson has also had turned over to him the sheet music department at the New York Wanamaker store, and he is introducing good business methods into that department, and has already secured a satisfactory result.

The Hepps have their improvements about finished, and all the various departments of their rearranged store are settling down in their new quarters. They have been actively advertising on the increased and commodious space that has been given to their talking machine department. They have begun a heavy advertising campaign in the suburban journals and magazines, and have been getting very good results. This is particularly so on the Victor talking machines. In these advertisements they offer to send a Victor Portable Free, "if you please, until you keep it. Then pay us a small sum each month without interest. If you don't want it after trial, send it back at our expense." Such liberality is meeting with a very satisfactory period during the day, and they expect to have a tremendous business on this proposition from now on until after the holidays.

The Pene Phonograph Co. have had a complete line of the Victor Victrolas, in all the different styles of woods, and with these they will only be able partially to supply the names they now have on their orders who desire the Victor Victrola, and are supplying the Victrola factory being unable to supply the great demand for the Victrolas. The talking machine executives of the Hepp house had their semi-monthly meeting at the Friday night meeting at the Hepp store, and D. D. O'Neill, the wholesale manager, lectured, and William Stever read a paper on how to approach a customer, A very animated discussion followed.

He that has more knowledge than judgment, is made for another man's use rather than his own.
Another job right now. Air, you might just as well begin looking for
slams the goods down with a take-it-or-leave-it
this year.
will not be very likely to be promoted to mana-
cause "I wasn't hired to do that," is a clerk who
men have advanced.
don't hesitate to make use of the ideas that other
specialize on several lines that it would be worth
price is contemplated, excepting, as I said, in so
now before the trade no change whatever in
higher.
that is definitely
settled, and then, of course, the price will be
it
business with us shows an improvement every day.
"There has been no change in the price of our
record, excepting what may be decided upon in
connection with the use of copyright music. It
will be some time yet before that is definitely
settled, and then, of course, the price will be
higher. On our Standard and Amberol records
now before the trade no change whatever in
price is contemplated, excepting, as I said, in so
far as they may be affected by royalty charges,
and of that due announcement will be made."
MR. AND MRS. EDISON WERE GUESTS
Of Honor at the Opening of the New Theater on
Last Monday Evening—Was One of the Great Events of the Year—Mr. Edison
Fond of the Theater.
On Monday evening Thomas A. Edison and
Mrs. Edison were guests of honor at the opening
performance at the New Theater, New York,
at which the leading people in social, scientific,
musical and artistic circles were present. This
magnificent temple of the drama has been made
possible by the generous subscriptions of the
cultured people who are interested in the develop-
ment of the histrionic art along legitimate lines
as opposed to the accepted term of commercial-
ism. It is a subsidizing institution for the produc-
tion of the best in theatricals, and therefore the
launching of the enterprise, something entirely
new in this line, is a function of social im-
portance second to no event in recent American
artistic endeavor. Mr. Edison is very fond of
the theater, especially of plays that tend to the
amusing and entertaining kind, as a relief from
his own absorbing and serious work, rather than
of the problem order; and in music his taste in-
clines to the high-grade and classic description.
There can be no great success without the em-
ployment of human energy, the silent brain
force that plans, initiates, drives and perseveres
with indomitable strength until the project has
been placed soundly upon its feet and in good
running order.
Salesmanship is the fine art of making the
other fellow feel as you do about the thing you
have for sale.

THE TALKING MACHINE WORLD.
MILWAUKEE'S ENCOURAGING REPORT

Fall Season Opens Up in Splendid Form—Herriman Leaves to Take Charge of the Columbia Chicago Store—Gimbel Bros. 1 Handsome Department—Talking Machine Exchange Inaugurated—The Talker in Wisconsin Schools—Dealers Urged to Join Association—Columbia Machine in Tuberculosis Campaign—An Interesting Budget of News.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., Nov. 9, 1909.

The fall business seems to have taken Milwaukee jobbers and retailers by storm, judging from the increased activity displayed everywhere. The local retail trade, which has not been at its best, has developed in a wonderful way. Salesmen returning from about the State say that dealers outside of Milwaukee are reporting the best trade experienced in two years at least. Wisconsin is harvesting one of the "bumper" crops in its history this fall, and as a natural result money is more plentiful and general confidence is better. This accounts to a certain extent for the big increase in trade that talking machine dealers in the smaller towns are securing. In Milwaukee this wave of prosperity from the country district is also making itself felt. In addition, general manufacturing and industries of all kinds are fast returning to the normal stage, and people are finding themselves in possession of more money to invest in talking machines.

Certain local dealers who make a specialty of talking machines in the past under the supervision of the Hoeffler Mfg. Co. have closed out their stock of talking machines.

Indications are that the talking machine will continue to receive their old records at any time for new ones upon the payment of a small fee.

Mr. Raab allows his trade to exchange their old records at merely a nominal cost.

The machine also aids in the teaching of the young people in the English department of the high school at La Crosse, has installed.

Mrs. Kunde have had wide experience in the talking machine business.

Pre-

Lawrence McGreal is one of the leaders in a movement among business men of the city to organize a new retail merchants' association that will represent the business interests of the city as a whole, and which will operate along the lines of work carried on by the Chicago Association of Commerce.

The Vandenbergs, at 1316 Fond du Lac avenue, is employing the services of a high Columbia machine.

While dealers were loath to lose him, to a man they are congratulating him upon his advancement. It is predicted that Mr. Herriman will meet in Chicago a continuation of the success which has been his in Milwaukee A. G. Kunde, the new Milwaukee manager, who has purchased the downtown central establishment in the past under the supervision of the Victor Talking Machine Co., was in Milwaukee a few days recently and reported a tremendous increase in trade.

The movement was put under way with a campaign for additional members among the Wisconsin Talking Machine Dealers Association.

The new talker department will be under the supervision of the piano department of the store, of which E. S. Bridge is manager. Mr. Parker will be in direct charge and will endeavor to make a big success of the new business.

New quarters have been opened just adjoining the piano department, large handsome booths have been installed, and the department puts on a decidedly up-to-date appearance.

In the regular line of Victor, ten Victrolas and an Auxetophone have been installed.

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PROUD OF THE VICTOR.

How the Young Women's Christian Association of Camden Expressed Pride in the Products of Their Progressive City.

That enterprising little city in New Jersey which the Victor talking machine has made famous—Camden—possesses a number of residents who delight in spreading its fame broadcast. The members of the Young Women's Christian Association of that city who attended the conference at Silver Bay this summer repeated for their friends the other evening the stunt they gave at the conference on Association Day. On this day each association represented there presents in some original way the characteristics of their association, their town, or of some of the leading industries in which their members are employed. The Camden delegates had a marvelously constructed Victor talking machine, and each of the twelve delegates represented a record. With the wonderful similarity to the human voice, for which the Victor talking machine is noted the following song was given to a medley of patriotic airs.

We are from old Camden town, hurrah for Camden town, The home of the Victor that is known the world around. We may not be record-breakers, but we're record-makers, friends. Down in the old town of New Jersey, (Marching Through Georgia.) And it's down in Camden City, friends, that Campbell soups are made To which the busy housewife off a tribute glad has paid. Camden forever, hurrah for Camden town, The home of the Victor that is known the world around. And there we score another point for Camden. (Johnny Comes Marching Home.) And just a few miles south of us our sister Gloucester stands, She makes the Welsbach lights well known o'er all the lands. We know of our city we've made a fuss But if you'll have patience to listen to us There is just one more thing we want to tell about And that is our dearly loved Y. W. C. A. With all its great pleasures, its joys and its blessings. (Star Spangled Banner.) We attest every time, though we have much that is fine, That this, after all, is more in our line And so often all friends we just want to say The best thing that Camden has is its Y. W. C. A. (Dixie.) And when you think how much you need A pen that stands hard wear and speed Then I guess you will bless Enterbrook for their pens.

A QUERY.

If soft music can be caught, And in a rubber record wrought, So that when we're in need of song To ease the pressure of some wrong, By winding up an instrument We get the comfort therein pent, That August brings, and in our clime To ease the pressure of some wrong, Makes Fahrenheit work overtime?

Carlyle Smith in Ainslee.

Edison Dealers in Dixie

We are the only jobbers in the South who can ship your Edison orders complete and ship the same day they are received. This kind of service will help you to get retail business and place you in a position to cope with the big mail order houses of the North and East.

Service and Satisfaction

We can give you better service and satisfaction, because our large stock of Edison Phonographs and Records and perfect organization is devoted solely to your interest.

Sign a Contract with Us

Our warehouse is full to the brim of just the goods you are going to need in the next few months and if you haven't signed a contract with us, drop us a card to-day and we will send contracts for your signature.

That will put you on our mailing list and you can then get your share of the benefits that are sure to come to the dealer who gets what he orders and gets it just when he needs it.

Hear the New Records Each Month

Also tell us to send our representative to see you each month with the samples of the New Edison Records.

We will be glad to do this and it will help you a whole lot in placing your order for new records.

Let's get together for our mutual benefit.

O. K. Houck Piano Co.

The Southern Dealers' Jobber

MEMPHIS = TENNESSEE
Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and all Portfolio Instruments. The Finest Oil Made. It Absolutely Prevents Rust.

MAX LANDAY'S GREAT TRIP.

Popular Talking Machine Man Relates His Experiences and Impressions Gained Upon His Visit to the Pacific Coast—Found Dealers and Jobbers Alive All Along the Line—Talking Machine Business of Canada on the Increase and Future Very Promising—Victor Line Strong in Middle West—Texas Methods Might Be Improved—Well Received and Extended All Courtesies in Every City Visited.

Max Landay, of the Talking Machine Supply Co., New York, who started away on September 15 for the most extensive trip he had ever undertaken on his concern, returned on November 6 greatly pleased with his experience and the business booked. When The World asked Mr. Landay about his journey and something of the business booked, he replied:

"Upon commencing my trip to the Pacific coast I started up through New York State, and in calling on the trade at Albany and Schenectady found that the jobbers were doing a comparatively good business in the Victor line and were anticipating a very heavy fall business for Thanksgiving and Christmas. At Utica conditions were not quite so good, as the summer trade in that city had been somewhat discouraging; but that is only temporary, spoke a hopeful vein and assured me that they were doing their utmost to create a large demand for their respective lines that represented this season, and spoke very optimistically regarding the results they expected to attain. At Syracuse, Rochester and Buffalo business was reported to me as being fairly good, with anticipations of a larger volume this fall, exceeding what they enjoyed last year.

"In Toronto, Canada, the leading jobbers have been doing a very large business all through the summer and were looking forward to still greater trade. It seems to me that the talking machine business in Canada is on the increase, and will no doubt continue so for several years to come. Returning to Cleveland, O., by way of Buffalo, I found that the leading jobbers in that city were quite pleased with the outlook, and claimed that this fall their business will easily equal that of last year and would not be surpassed if it exceeded it by a good, round figure. Business at the time I called there was very encouraging, with many new establishments being started, especially in the high-grade records, and the various talking machine establishments possess elaborate quarters for the demonstration of their goods, which accounts for the heavy sales.

"So far as Texas is concerned, trade is not what it should be. I do not wish to make any unfavorable criticism, for it is not my function to pass judgment on matters of this kind, as the jobbers and dealers in that State do not know their own business best and how it should be done from their own viewpoint. However, it is my desire to establish a new company in which trade is handled does not compare favorably with other places I have visited on route. I could, of course, offer a few remedial suggestions, but as I was courteously received and kindly treated I will refrain. In New Orleans, Memphis and other southern cities business was better than in Texas, but still it was not up to the mark. Some of the jobbers, however, are doing a moderate business and pushing the Victor lines in the most energetic manner. Altogether, I was pleasantly received everywhere, and for the many courtesies extended me I wish to express my sincere thanks; for when any of the gentlemen, to whom I am greatly indebted for the kind manner in which I was treated, visit New York it will afford me much pleasure to reciprocate."

CATCH TALKING MACHINE THIEVES.

Boston Police Make Several Arrests in Connection with Looting of Eastern Talking Machine Co.'s Stock—Losses May Amount to $1,500.

Boston, Nov. 3, 1909.

In the arrest last week by Inspectors Linton and Gleavey of two men, one for larceny of phonograph records and the other for receiving stolen records, a systematic looting of the Eastern Talking Machine Co. has been uncovered, according to the police, and there is a strong possibility that more arrests will follow.

The men arrested are William J. McGee, 28, of 132 Belwin street, Roselinde, on the charge of larceny of records to the value of $75 on October 13, and Henry Farwell, 45, of 26 Cotes street, for receiving stolen records to the value of $50 on April 15.

This is the third arrest in the case, as the same inspectors arrested E. J. Thiessen and C. J. Cuthbertson, for the larceny of records from the company, Thiessen was in the employ of the company. It is thought that the larcenies will aggregate $1,300.

It is alleged by the police that the stolen phonograph records were delivered to a man by church, who, after Farwell had received these records and disposed of them, re-purchased them from him. This Thiessen is alleged to have done, and the police have their claim of receiving stolen goods on this action.

It is also claimed that in October McGee went to Thiessen and told him that he had been a customer who had been buying records from Farwell and who would buy all that Thiessen would let him have. He advised Thiessen to send the records to a certain address and he would pay the buyer for them. This Thiessen is alleged to have done, and the police have their claim of receiving stolen goods on this action.

The police have stated that they have located teamsters who have bought these records, but it is doubtful if action will be taken in their case, as there is some doubt of their intentional guilt. A phonograph cabinet, owned by the company, which disappeared, has been located, and it is claimed that a Roxbury man may be arrested in the case.

Unless your financial affairs are under complete control, you are walking on the brink. Don't keep putting money in faster than you can get it. A small business well controlled is better than a big one that shakes above your head.
Improvement in Cleveland.

Trade in Better Shape Than Since 1907—Several Dealers Remodeling Stores—Good Reports from Jobbers—On Trail of Defaulters—New Store Opened by Chas. I. Davis—Change in Management of Others—What Various Houses Have to Report About Conditions in Cleveland and Locality.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 4, 1909.

More apparent during the past month than since the fall of 1907, the general improvement in business conditions is having its resultant effect on all lines of trade, and is especially noticeable in the talking machine trade. Many of the dealers are remodeling, decorating and refitting their stores, and buying an ample supply of goods in preparation for the advent of a good holiday business.

John Davis, increasing activity, both locally and from outside localities, and are busy filling orders. Practically all the local dealers report a continued increase in trade, and are quite optimistic in their views as to the future of business.

Frequent eulogistic mention is heard of the new Columbia Grafonolas and the Edison Amberolas. The local people are taking up more of these machines and, naturally, will result in many sales to the select class of customers, and greatly increase the popularity of the talking machine. The local representatives of the Edison Co. are having many inquiries regarding the Grafonolas, which leads them to the conclusion they will prove exceptionally popular.

Louis Devineau, inventor of the Ideal horn and phonograph, an ingenious machine, to play a disc on a cylinder record machine, who was secretary of the sinking fund commission of Cleveland, whose accounts were found short after he had forwarded his resignation from Europe last January, has been traced to Switzerland by bonding company. It is believed he will be captured and returned to this city, where indictments charging him with forgery and embezzlement will be the conclusion they will prove exceptionally popular.

Christmas isn't far ahead.

The biggest selling-time of the year is here right now. How are you stocked up on Victor goods? We don't need to remind you of the need of having a full assortment on display. You're too big a business man for that.

What we do want to remind you of is:

You can send us your "last minute" Christmas orders for large or small, and we'll guarantee to ship every item the same day we get the order, and not an extra cent to pay.

We're "minute men." We've got an band an enormous stock of Victors, Victrolas, Victor Records, record cabinets, horns, fibber cases, needles, repaired parts and supplies—we never have to send to the factory to finish out an order. And, handling nothing but Victor goods, we can get out our shipments more quickly and accurately than a jobber who handles more than one line.

Don't run any risks of losing profits this Christmas through a slow jobber. You don't have to. Let us prove how fast and accurate and accommodating we are.

No doubt you're having holiday calls for record cabinets. We make cabinets which exactly match each style Victor. These and all our other Victor goods are clearly described in our handsome catalogues. You ought to send for them to-day.

83 Chambers Street
New York
Successors to Victor Distributing and Export Co.
queries for the Reginaphone, which is proving a very popular instrument.
H. L. Tinkler, manager of the May Co.'s talking machine department, reports a fine trade during October and good prospects. Their Victrola trade is great. They are getting in a complete line of Music Master horns and some new style cabinets.

Aldrich, Howey & Co., who carry the Columbia graphophones, report improving business. The Hunter Jewelry Co. are devoting considerable space to the talking machine department, finding it a most profitable adjunct to their business.

Flesheim & Smith carry a line of Victor machines and Zonophones and records, and say their patrons are highly pleased with both. "The up-to-date product," said Manager Mull, "and the enterprise of the Victor Talking Machine Co., in presenting the public with high-standard instruments, and a repertoire of high-class music, together with their elaborate scheme of publicity, is giving life and impetus to the business. As employment increases demand for popular-priced machines also grows."

E. E. Kellogg, formerly with the Scott & Jones Co., of Youngstown, O., has just taken charge of the talking machine department at McMillin's.

Trade is reported improving right along at the store of H. L. Robbins & Co. "We are making sales of XII and XVI Victrolas, and the demand for higher-grade goods is excellent," said Mr. Robbins. "Our record trade is daily increasing, and I expect a great holiday trade, especially in the best lines of machines, cabinets and records."

The Cahill Bros., who handle the Victor and Edison lines, are building up a good business and have quite a call for foreign records.

Brown Bros., who handle the Columbia disc graphophones and records exclusively, with L. H. Bye in charge, report a marked improvement in business, as does H. E. McMillin, who states that the call is principally for higher-grade goods.

B. L. Robbins & Co., report some excellent sales of Victrolas—XII and XVI.

The Gottschil & Wicht Co. are making a fine display of Victor and Edison machines in their music department, which is being developed with success.

D. D. O'NEILL WITH HEPPE.

Doing Good Work as Manager of the Talking Machine Department of C. J. Heppe & Son, Philadelphia—An Experienced Man.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 6, 1909.

D. D. O'Neall, whose portrait is here reproduced, has assumed the management of the wholesale talking machine department of C. J. Heppe & Son in this city. He was formerly assistant traveling sales-manager for the Victor Talking Machine Co., and has a wide acquaintance in the trade. He is planning some important moves, whereby the Heppe business will be materially augmented. He is a gentleman of pleasing appearance, good executive ability and is a distinct acquisition to the Heppe forces.

MRS. EDISON GETS LOST RING.

Lucky Day for Finder When He Returns It After Six Years.

Mrs. Thomas A. Edison, wife of the famous inventor, recently recovered a diamond ring worth $1,100 which she gave up as lost six years ago. The young man who found it at that time and had kept it ever since, believing it to be without value, was rewarded with a good-sized check and the promise of a job, something he has been in want of lately.

Robert F. McCarthy, of 53 Mount Vernon ave- nue, Orange, was the lucky man. Six years ago, when he was still a student in St. John's School, he was chestnut hunting in Llewellyn Park, not far from the Edison mansion, when he found the ring among the leaves. He thought, because of the size of the stone, it must be imitation. He showed it to friends, who thought the same way about it. He tried to sell it for anything anyone was willing to give time and again, but no one would buy. Several times he tossed it to friends who wanted to adorn themselves.

Only a few days ago McCarthy was told by an acquaintance that it was a real diamond. Then he decided to make a house-to-house canvass of his neighbors, who thought the same way about it. He tried to sell it for anything anyone was willing to give time and again, but no one would buy. Several times he tossed it to friends who wanted to adorn themselves.

When the young man who found it at that time and had kept it ever since, believing it to be without value, was rewarded with a good-sized check and the promise of a job, something he has been in want of lately.

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Only a few days ago McCarthy was told by an acquaintance that it was a real diamond. Then he decided to make a house-to-house canvass of the park. He began with the Edison house.

Another large batch of Columbia dealers is reported as having been signed up during the past week, and H. A. Yerkes, manager of the wholesale department, is greatly pleased at the way in which the trade are taking up their proposition.
DOINGS IN INDIANAPOLIS:

Business in Fair Condition—Tax-Paying Huns Trade—Busy Winter in Prospect—Auxetophone Showroom in Indianapolis.

Lyle a Visitor—Wulschner-Stewart Music Co. in New Quarters—New Grafonola Models Attract Attention—Moving Picture Houses Score Point in Sunday Opening.

(Special to The Talking Machine World.)

indianapolis, Ind., Nov. 6, 1909.

The talking machine concerns in Indianapolis is in fair condition. Local jobbers report a nice increase in business during the last month, and predict that the jobbing business for the fall and winter will be good. City business has been rather dull for the last month, this being due largely to the fact that it is tax-paying time and that a city political campaign has been on in Indianapolis. Dealers do not see, though, why after a few weeks the retail business should not be good, and in fact they are looking forward to a good fall and winter business in the retail line.

Mr. Hugg, the representative of the National Phonograph Co., spent a day or two in Indianapolis introducing the Amberola—the new hornless Edison model.

The cafe at the Hotel English, one of the largest hotels in the city, and named for former Congressmam W. E. W. Richardson, is using an Auxetophone. The instrument is making a big hit with the patrons of the cafe, and talking machine dealers believe it will give the managers of some other cafes some ideas which may be worth while.

General Manager George W. Lyle, of the Columbia Co., stopped off in Indianapolis for a day or two recently, with Mr. Devine, manager of the Columbia Co. store in this city. Mr. Lyle was on his way to the western coast.

The Wulschner-Stewart Music Co. have moved into their new home, farther north in Pennsylvania Street. The talking machine department of the store is one of the features of this institution, and it will be in the charge of a man specially trained in this business. The company will retail and job the Victor and Edison lines.

The Columbia branch store in North Pennsylvania Street has been showing the Grafonola and Auxetophone recently. Both are meeting with a very cordial reception from the Indianapolis people who like music. Mr. Devine, of the Columbia store, predicts big things in a selling way for these instruments.

The owners of the moving picture shows in Indianapolis stole a march on the people of Indianapolis who oppose the opening of such shows on Sundays. The law here in Indiana does not permit any of these theaters to operate on Sunday only when a portion of the proceeds go to charity. This was tried and the newspapers and some of the ministers raised a howl. Then the moving picture show men opened their places on Sunday and charged no admission price, letting the patrons put whatever amount they wished in the contribution box. There was still wide objection, and it was intimated that charity was getting a very small proportion of the proceeds.

It was at this time that the moving picture show men showed their ingenuity by organizing a charity society of their own. They did this because they were unable to find any existing charity organization in the city that would permit them to use its name in giving the Sunday performances. The charity organization formed by the picture show men was called the Citizens' Charity Association, and articles of incorporation were filed for it at the office of the Secretary of State.

After this charity organization was formed all of the concern in the moving picture business followed suit, and at the doors stood men wearing badges bearing the name "Citizens' Charity Association." These men called attention to the fact that they were contributing money to the charity for donations. The donations varied from one cent to ten cents. Some of the best-known people in town were named as incorporators of the society. Some of the people in the business have not been elected as yet, but Charles L. Sutherland, who owns a number of picture shows, says that an election will be held soon.

The interest of the moving picture shows in Indianapolis report a good business for the last month. The increase in business was noticed among the show houses in the outskirts of the city as well as in the downtown houses.

Building Inspector Wintrow conducted an examination of applicants for licenses as operators in moving picture shows. There were nine applicants, and all except one passed a successful examination. One of the questions asked was, "What would you do in case of fire?" The correct answer was that the operator would not extinguish the lights in the machine and then try to put out the fire. One applicant answered that in case of fire he would try to put it out. This was not a correct answer. The inspector thereupon convinced the inspector that he should not have a license.

NO DANGER OF PUBLISHING.

Talking Machine Manufacturers Not Contemplating Entering Music Publishing Field Despite Reports.

The story is again revived that the record manufacturers were contemplating entering the music publishing business. This report would seem to entail the venture of the royalty charges designated in the copyright act. A paper given over to flippant remarks about things theatrical and musical deals with this matter as if there was something actually "in it." Neither one of the talking machine concerns have entertained such a proposition very seriously quite yet, and it now seems as if the copyright owners are realizing they have been handed a golden brick by the law. When a piece of music is worth recording—and there are a few—the record people are not willing to pay these owners anything at all. But the same time they have ceased listing junk.

C. H. WILSON TO PACIFIC COAST.

General Manager of the National Phonograph Co. on Combined Business and Pleasure Trip—To Visit Edison Jobbers on Route.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., left for a trip to the Coast and Intermediate points, October 30. He is accompanied by Mrs. Wilson, and in lieu of the vacation which he was unable to take during the summer, the journey will be one of pleasure as well as of business. He will call upon the Edison jobbers in route, and feel the pulse of trade, and will be away about two months.

The Universal Talking Machine Mfg. Co., Newark, N. J., report a very fair business, but slightly under the mark made for the fall trade. The same statement is true of the moving picture business. Mr. Macabb, the marked General Manager Macabb, but it lacks briskness and activity.
THE TALKING MACHINE WORLD.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

WASHINGTON, D. C., NOV. 10, 1909.


The invention relates to phonographs, and its object is to provide a new and improved record-holder arranged to accurately and securely hold the record in central position, to accommodate records of different sizes, to compensate for variations of the inside diameter of the records, to hold the record against accidental shifting in an axial direction and to allow placing the record conveniently in position on the holder or removing it therefrom. For the purpose mentioned, the holder is provided with a plurality of bars for engagement with the inner surface of the record and mounted to swing in unison toward and from the axis of the holder, the bars being pressed in an outward direction by a spring device.

Figure 1 is a side elevation of the improvement; Fig. 2 is a longitudinal central section of the same and showing the record in place; and Fig. 3 is a front end elevation of the same.


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 and threads to the inch, so that it Is desirable to provide sound records with a plurality of sound grooves and to provide each groove with perceptible means for indicating where the style or needle should be placed to enter a particular sound groove or record track, the means being of such a character that the operator may distinguish, either by sight or by touch, the position where the style or needle is to be placed in order that any one of the several selections on the record may be distinguished and played.

Prior to this invention it has been proposed to provide records having a sound groove which is paralleled by a second sound groove. It is also old in the art to provide a record, having a single selection thereon, with a raised or indented line or mark at the beginning or start of the sound groove, for the purpose of guiding the style or needle of the reproducer into the groove. In carrying the invention into practice, the perceptible means for distinguishing one sound groove or selection from another are differently colored and spaced and they are also positioned either above or below the plan of the sound grooves.

In the drawings Figure 1 is a plan view of a disc record made in accord with the invention, the perceptible indicating means being within the space occupied by the sound grooves and positioned concentric to the center of the disc. Figure 2 is a transverse section on the line a-b of Fig. 1. Figure 3 is a plan view of another form of my invention, the center of the disc being colored, and with this form of the invention the outer border will have raised indicators formed thereon. Figure 4 is a side elevation of a part of the disc shown by Fig. 2. Figure 5 is a fragmentary plan view of a further modification. Figure 6 is a sectional view of another modification, the outer border will have raised indicators formed thereon. Figure 7 is a plan view of a fragmentary portion of the construction shown by Fig. 5.


This invention comprehends a stylus lever balanced upon a pin by aid of a single ball joint, thus reducing friction to a minimum and enabling the lever to move more easily retained in balance. It further contemplates a stirrup which encircles the stylus lever and joint above mentioned, in order to hold the stylus lever in proper working relation to the ball. It will further contemplate means whereby the stylus lever, though encircled by said shoe and fitting the same neatly, turns upon the ball as a center and carries with it, as it turns, the stirrup.

ATTACHMENT FOR PHONOGRAPH. Louis H. Hays, Cleveland, O., Patent No. 936,646.

This invention relates to phonographs and has for its object to provide a machine with a direct connection from the sound box into the amplifying horn used in such machines, without any loose joints between the sound box and the horn; to provide a rigid horn support, and generally a more compact construction in that form of machine which employs a cylindrical horn.

Figure 1 is a top plan view with parts broken away; Fig. 2 is a cross section on the line 1-2; Fig. 3 is a central longitudinal section.
This invention relates to talking machines of the disc record type such as the Victor and Columbia, and the object is the provision of an inexpensive attachment to automatically stop the same when the end of the record has been reached.

In said annexed drawings: Figure 1 is a broken perspective view of a talking machine of the type in hand, specifically a Victor Victrola, with the improved braking attachment mounted therewith; Figure 2 is a top plan view of such attachment; Figure 3 is a bottom plan view of the same; Figure 4 is a transverse section therefrom on the line 4-4, Figure 2; and Figure 5 is a perspective view of the attachment having a section of the casing removed along the line A A in Figure 1, and showing the end of the stop bolt engaging the projecting arm.

The object of this invention is to provide a construction of sound-reproducing devices so arranged that the air upon each side of the diaphragm of the sound box shall be confined and delivered to independent horns through the means of jointed tubular arms adapted to swing vertically about pivots in the same transverse axis and to swing horizontally upon a common vertical axis whereby the horns is removed from the record disc.

Inventors: George A. Oppenheimer, New Rochelle, N. Y., assignor to Louis H. Hays, Cleveland, O., and George A. Oppenheimer, New Rochelle, N. Y., assignor to Louis H. Hays, Cleveland, O.


This invention relates to improved apparatus for the manufacture of duplicate phonograph records being particularly adapted for the production of an improved record which will be claimed in another application but which may be employed for the manufacture of records of other types. The improved record referred to is a composite cylindrical structure, having an outer layer of a tough, smooth, resistant material, in which the record surface is formed and from which a smooth and brilliant reproduction can be obtained, and a main body or support which is composed of a very cheap and tough material suitable itself for receiving a record surface, the two layers being welded together so as to constitute practically a single homogeneous structure.

Figure 1 is a longitudinal section view of the improved duplicate phonograph record; Figure 2 is a similar view of the rotating mold, showing the formation of the record thereon; Figure 3 is a similar view illustrating the operation of tapering the bore of the record when desired, while still in a plastic condition within the mold; Figure 4, a similar view illustrating the operation of forming the record on its bore with a series of concentric ribs; Figure 5, a similar view, showing the reaming of the record, while cold, to taper its bore; Figure 6, a section on the line 6-6 of Figure 5.
as has hitherto been the usual practice, or whereby, at the will of the user, the carriage may be advanced at each revolution of the feed screw a distance bearing any desired ratio to the pitch of the feed screw. By these means a single instrument may be used for the recording or reproduction of records, the record grooves whereof have different pitches, as for example, the same instrument may be used for records having either one hundred or two hundred threads per inch.

Figure 1 is a plan view of a portion of a phonograph to which the invention is applied; Fig. 2 is a similar view, showing the parts arranged for feeding the carriage at a different rate, as when operating upon records having two hundred threads per inch.

**PHONES.**

This invention relates to improvements in speed-changing mechanism for graphophones, and has for its object to provide an additional attachment or mechanism, by means of which both the old and the new machines may be readily adapted to play what is commonly called the standard two-minute record, and also a new four-minute record which has not recently been placed on the market.

The present invention consists of a reduction gearing comprising a large and a small pulley, which are operatively connected by a belt, the smaller pulley being mounted on the old record driving pulley; the larger pulley being mounted upon the shaft which carries the sound box and other reproducing parts.

The invention further consists of a simple clutch mechanism and co-operating parts, by means of which the machine may be adjusted

and set in a ready manner for playing either the long or short records without requiring any alteration of the machine.

The invention further consists of adjustably arranging two reproducing needles, one coarse and the other fine, by means of which either of the said records may be played without requiring the removal or replacing of the needles or any alteration to New 1910 Phonographs.

**Figure 1 is a side elevation of a graphophone, showing the disposition and arrangement of the principal parts of the improvement; also showing portions of the old and the new records.**

**Figure 2 is a front end elevation of the machine.**

**Figure 3 is a sectional view substantially on line 5—5 of Fig. 2.**

**Figure 4 is a sectional view substantially on line 4—4 of Fig. 2.**

**Figure 5 is a sectional view substantially on line 3—3 of Fig. 2.**

**Figure 6 is a similar view, showing the fine needle in engagement with the new record, the same being shifted and held in such position by the reversing of the operating lever.**

**NOTICE OF CREDITORS’ MEETING.**

Joseph Mellors, refree in bankruptcy, has sent out a notice in the matter of the Hawthorne & Sheble Mfg. Co., bankrupts, that a meeting of the creditors will be held at his office, 528 Walnut street, Philadelphia, on Monday, November 29th, at 10 a. m., for the purpose of considering the petition of a trustee for leave to sell a portion of the personal property of this estate at private sale, as well as to consider such other business as may come before the meeting.

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**Edison We Serve You Right**

**Victor**

365 Days Ahead of Them

"HOUSE OF HUSTLE AND PUSH"

Write for our Catalogue and prices on the new 1910 Cylinder Cabinets without pegs.

We carry the largest and most complete stock of Edison Pegless and Victor Disc Cabinets in Pennsylvania.

Catalogue for the asking.

---

**LOUIS BUEHN AND BROTHER**

45 North Ninth Street

Philadelphia
No. 783. CYLINDER CABINET
Size, 37 in. high. Top 18x18
The interior of this cabinet is now made on our improved plan, either to hold the cylinders without the boxes, placing them on pegs, or to be kept in the boxes as shown in Illustration.

No. 778. DISC CABINET
Size, 37 in. high. Top, 19x26x1/2
This Cabinet will hold the new Victrola 12 machine. Capacity 160 records, 80 12-inch and 80 10-inch. Each shelf is lined with soft green felt to prevent the records from being scratched. Compartments are indexed to correspond with index cards furnished with the Cabinet.

SALTER MFG. CO.
337-343 North Oakley Avenue, CHICAGO

If you have not got our latest catalogue, please ask us to send you one at once.

Ever Since
the
SALTER'S
IMPROVED
CABINETS

got in the field, dealers find it hard to sell other makes, because the Salter's line is so much superior in every way that their customers will not buy the ancient makes.

Our new cabinets are convenient to use, protect the records, very attractive, and highly finished.

Salter New Style Cabinet No. 777
Size, 37 in. high. Top, 19x26x1/2
The top has raised moulding to prevent machine from slipping off. Interior fitted with Felt Lined shelves.
The Talking Machine World.

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.
No. 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.

BABSON BROS.
19th Street and Marshall Boulevard
CHICAGO, ILL.

EDISON JOBBERS

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

HARGER & BLISH

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

Des Moines IOWA Dubuque

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 Gramophones.

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"

F. M. ATWOOD
122 MONROE AVENUE
MEMPHIS, TENN.

EDISON JOBBER

EXCLUSIVE COLUMBIA JOBBERS

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

KRAEMER & COSORN
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

Columbia Jobbers

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

Scheuber Drug Company
LIVINGSTON, MONT.

Exclusive Columbia Jobbers

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

NASHVILLE, TENN.

If you're in Western Michigan it will be money in your pocket to order Victor Machines and Records...

The Geo. J. Probeck Company
240 Prospect Avenue, CLEVELAND, O.

COLUMBIA JOBBER

Complete Stock Prompt Service

Dealers Wanted Write To-day

Columbia Jobbers

Our motto:

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

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 December list.
Leading Jobbers of Talking Machines in America

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

Paste This Where You Can Always See It!

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

VICTOR and EDISON JOBBERS

Edison Phonograph Distributors for the SOUTHWEST
All Foreign Records in Stock
Houston Phonograph Co., HOUSTON, TEXAS

Daynes-Beebe Music Co.
45 Main Street
Salt Lake City, Utah
Send your orders to us and you are always sure of quick action.
We are Exclusive Columbia Jobbers
We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

D. K. MYERS
2597 Flancy Avenue
ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

PACIFIC COAST DISTRIBUTORS
Victor Talking Machines and Records
STEINWAY PIANOS—LYON & HEALY "OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co., Oakland

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

FINCH & HAHN,
Albany, Troy, Schenectady.
Edison Jobbers and Victor Distributors
MACHINES and RECORDS
Complete Stock Quick Service

MONTENEGRO-RIEHM MUSIC COMPANY, LOUISVILLE, KENTUCKY
EDISON JOBBERS
WHOLESALE EXCLUSIVELY
We Follow the Golden Rule in all Our Dealings
C. A. RAY, Mgr., TALKING MACHINE DEPT.

NEW ENGLAND JOBBER HEADQUARTERS
EDISON AND VICTOR Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - BOSTON, MASS.

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of EDISONS AND VICTORS

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 December List

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C. A. RAY, Mgr., TALKING MACHINE DEPT.
THE SUCCESSFUL SALESMAN.

Some Pertinent Characteristics Woven in the Fabric of His Makeup.

When you see the successful salesman, he be store or road man, you are immediately impressed with one fact. He is aggressive, above all other qualities. He is justifiably proud of the fact that it is a hard matter to turn him down. His arguments are concentrated around one object—what he is selling. He talks about the weather after he has the customer in his book. He knows his business and has been with a sharp, penetrating, unobtrusive glance, and knows about just what selling points will interest him. If he is in doubt he takes a chance and promulgates them in their entirety, and generally wins out.

He is at all times sane in his aggressiveness. You never see him foolishly reiterating a "stock" statement. When he finds repetition necessary he is not afraid to take a plunge and literally roll up his sleeves to prove that he is right.

This comes from confidence in what he is taking orders for; enthusiasm in his proposition, and a lot of clear grit behind it all.

He belongs to that class of men who are making good all over the world in every profession. Sooring the shallow-brained, insincere traveling "tourist" and shirking chair warmers, he gets up at 5 a.m., and plows through virgin territory up at 5 a.m., and plows through virgin territory squelching ants. He is at all times sane in his aggressiveness. He is aggressive, above all other qualities.

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He belongs to that class of men who are making good all over the world in every profession. Sooring the shallow-brained, insincere traveling "tourist" and shirking chair warmers, he gets up at 5 a.m., and plows through virgin territory opening up new accounts. He's the sort of man who outs his competitors by sheer convincing personality, and ships an entire line of goods to the dealer who has used the other fellows' for the past two years.

You don't see his kind approaching the office with bleary eyes trying to scratch his head three or four inches outside his hat brim. He don't believe in having "a big" head because he realizes long ago what his job meant to him. He had to drop one, and it wasn't his job.

In the words of the traditional prophet "Go thou and do likewise."

THE ANGELUS A MONEY MAKER.

Talking Machine Dealers Will Find This Famous Player and Player-Piano a Proposition Worth Considering—Has Plenty of Prestige Back of It.

The Wilcox & White Co., manufacturers of the Angelus player-piano, Meriden, Conn., have long enjoyed the confidence of the trade and have been noted for their progressiveness and the reliability of their products. They have always been leaders in the player field, and they make a line of instruments which appeal to the purchasing ability of their products.

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Experience Merchants as Well as Talking Machine Men Have Found That This Policy Is a Wise One to Cultivate—Some Comments Along This Line.

Smile in your mirror and it smiles back at you; look pleasantly at the world and it reflects your good-natured looks; cultivate a warm feeling toward all men and they radiate and give back the warmth. Deal justly. Trade on broad principles. Be not too jealous of your rights. The world—mankind—soon discovers where it is well treated and trades there.

The intense personal devotion that some men show toward the concerns by which they are employed is illustrated by the remark of a clerk who declined with the greatest emphasis: "I have been in the service of my house for eleven years, and not once in that time—no, not once—have I missed a pay day!"

A clerk is not necessarily a salesman, but is in a position where he may easily become one. A clerk's salary is based on the work done by his hands. A salesman's salary is the same as the clerk's plus another salary for the work of his mind.

The "price" of what you sell is what you ought to get. Price is what you're entitled to; price is always right. If you fail to get that much then it's your fault—not price.

There is just a little difference between firmness and obstinacy. When it's you, it's firmness; when it's the other fellow, it's obstinacy.

There is nothing else which will fix a floating life and prevent it from being tossed hither and thither like forming a habit of prompt decision.

No matter how small your window, no matter how small your stock, you cannot afford to put in an indifferent display.

A discourteous clerk should remain in your employ only long enough to write out his pay check.

All things worth having are nailed down nowadays. If you want to see anything turn up, you have got to use a crowbar.

When you strike a dead town don't knock it. Think of the advantages you have over the residents—you can leave it.

A clerk is seldom advanced without having given his employer some reason to advance him. The early bird catches the worm; but what good that does the worm has never been clearly explained.

Yours may be just one in a hundred advertisements in to-morrow's paper—then make it stand out.

Lose no time—be always employed in something useful; avoid all unnecessary actions.

It is not enough to be industrious; so are the ants. What are you industrious about?

NEW YORK, NOVEMBER 15, 1909

up an excellent trade with it in their locality. We would suggest writing the manufacturers at the earliest possible moment and look carefully into this proposition. It will be found a highly profitable one and well worth consideration.

TRADE ON BROAD PRINCIPLES.

SOME IRISH ADVERTISING

Done in the Pure Yankee Spirit by T. Edens Osborne, the Belfast Talking Machine Man.

The following notice appearing in the reading columns of a Belfast, Ireland, newspaper is an excellent example of the kind of live advertising which brings business to T. Edens Osborne, the well-known dealer of that city. The matter has a decidedly Yankee frankness as has all Mr. Osborne's publicity schemes.

"MUSICAL 'AT HOME.'

INTERESTING INVENTION.—Evidently the Piano is being gradually superseded by the Gramophone, for when records such as those of Madame Clara Butt—which have just been issued by the Gramophone Co.—arrive at 4 Donegall Square West, Belfast, they are purchased freely by ladies who own Gramophones, and who desire to introduce 'pleasant surprises' on their 'At Home' evenings. Of course the records are bought from Mr. T. Edens Osborne, who holds by far the largest stock in Ireland, including Caruso's, Melba's, Patti's, Trianzini's, Veerle's, etc."

EDISON BREAKS A RULE.

Inventor Takes a Few Hours Off to Entertain Jap Commission.

Thomas A. Edison, the inventor, one day last week broke a custom which he has maintained for many years by spending a few hours of the day out of his laboratories, when he personally conducted the members of the Japanese Commercial Commission through his phonograph, storage battery and electrical works in West Orange, N. J.

Afterward Mr. Edison entertained the investigators socially. They were particularly impressed with the laboratory and kept the inventor busy answering their volleys of questions and he talked more than he ordinarily does in weeks.

SOME LOGICAL CONCLUSIONS.

Show me the business man who gives no thought to his business, who neglects his trade or technical journal, and remains in ignorance of the important things going on in his line, and I'll show you a man who trusts somebody to do these things for him, or who will have some vain regrets when he wakes up.

Wright & Ditson, the well-known sporting goods house of Boston, Mass., have leased the entire building at 22 Warren street, this city, and will move their local branch to that location.

Popular priced watches are proving big sellers with side line specialists.
THE TALKING MACHINE WORLD.

SIDELINES HELP A BUSINESS.

An Opinion of Importance from a Talking Machine Man Who Has Gone Into This Matter Very Thoroughly—Finds Sides Lines a Profitable Adjunct to His Business.

Talking recently with a talking machine man who has made a great success of side lines as an adjunct to his business, he said: “I believe that talking machine dealers will find a suitable and productive side line an excellent feature of their business. And admitting that need of a side line, the question has always been presented, and never quite satisfactorily answered, as to what constitutes a suitable and productive side line suitable and adaptable enough to warrant the expenditure of time and money to permit its prosecution in connection with the main line of machine business.

“Material reflection has led me to the conclusion that sporting goods furnish the very best side line for several potent reasons. Such goods appeal to the same vast and varied class to which the talking machine business appeals—to the class which desires amusement, must have it, and is always willing to pay the price. The sporting goods business, moreover, is easily and cheaply handled, with limited manufacturing competition; and it affords a good margin of profit to the retailer—a very important consideration in these days of close prices.

“I have also found small musical instruments such as the Hohner specialties, particularly harmonicas, to be excellent sellers. They are always attractively displayed and can be carried with a small expenditure of money, and always pay good profits. The same may be said of safety razors and watches. The manufacturers have always had the idea that dealers who have little to do to bring them to the attention of the public—in fact, they sell themselves. I am very pleased with my venture in the side line field, and find it greatly helps to my regular talking machine business. It has brought in lots of new customers and broadened out the business materially.”

THE VALUE OF GETTING TOGETHER.

Some Pointers on How It Pays for Employers to Get Into Close Touch with the Men Under Them—The Philosophy of Success.

An excellent sermonette in the form of a little folder, entitled “Getting Together,” has been issued by R. C. Atkins & Co., of Indianapolis, as one of a series of talks on Retail Clerks. It is so “meatly” in the way of good things for the men who conduct talking-machine stores and for the men who sell these popular creations, that we print it in full.

“Do you know that I think that the greatest pity in most business establishments is the imaginary big stone wall that has been built, not by the hands of the house from the poor unhappies who happen to be on their weary way up towards the top of the ladder? Of course, this don’t bit, I know for you there is the close affiliation between your retail departaments and so I suppose this talk will not interest you. “Try for fear it may, for fear you are going to read and listen, and with the possibility that you, the head, and your salesman (the body of your business) may discover some truths in the necessity of getting better acquainted with each other, I am going to talk to you about ‘Gittin’ together.”

“I actually heard the head of a business say the other day that he thought he had the best, the most loyal bunch of boys in his sales departament that ever came out, and that he just had to get them more management and their good points and their weaknesses, to bolster them up, as it were—to be one of them. And he had done all this without losing their respect either. In fact, he regarded this marvel as the finest thing that ever happened.

“They told me their boss was a peach and that it was an actual pleasure to work with him, because they knew that their efforts would be appreciated. He spoke to them just like they were mortals, with souls and feelings, and when and where they made a good sale he told them that he appreciated it, and when they fell down he tried to show them how to do better the next time. They were not afraid of him. They respected him and wanted to see him succeed and were only too glad of the opportunity of helping him to do so. I believe that this sort of an organization will win out under almost any condition. And I think it is right about it.

“Here is an idea for you, Mr. Boss. Maybe, if you take a whole page and make it into a newspaper, then to-morrow morning you will feel like looking on over the other side of the fence, to the salesman’s side, and see what you can do to make things more comfortable. Let’s look over on the salesmen’s side together. How can he help the boss? I believe every institution of any size has what I call, for lack of a better word, the grouch. This fellow is, not just a common everyday grouch, but a groucherino—a for lack of a better word, a ‘groucherino.’ He don’t know one-half what he has. He cannot conceive the reasons for his grumbling, and tears his hair.

“The other bosses of the department may not be as congenial as you. He is hopeless, and harmless if you make him so.

“Then the salesman ought to be merciless to his boss. He should know what he has. He should be able to contend with. He has no idea of the serious problems confronting the head of the business. He has no idea of the reasons for doing this way, or of doing that way. Because he does not know the real condition. For Heaven’s sake don’t kick and knock and criticize and make yourself ridiculous by telling how you would do it. You don’t know whether you would or not, because you don’t know the real condition. Shy to yourself, My Boss knows the same thing if I knew, too, and then turn in and give him that loyal support that you would have him lend to you, were conditions reversed.

“The other bosses of the department may not be as congenial as you would wish. They have their faults and weaknesses, just as you have yours. But they are your business associates and they are making good or they would not hold their jobs.

“Be philosophical, look upon their best side. They all would be forward, points. Find these things about them and overlook their weaknesses.

“The philosophy of success is an old but an evergreen one. The philosophy of success is a man who knows as much about business as he knows about his job. The philosophy of success is a man who is always in the forefront of the business world, always with a keen eye for potentialities. The philosophy of success is a man who knows as much about business as he knows about his job. The philosophy of success is a man who is always in the forefront of the business world, always with a keen eye for potentialities. The philosophy of success is a man who is always in the forefront of the business world, always with a keen eye for potentialities. The philosophy of success is a man who is always in the forefront of the business world, always with a keen eye for potentialities. The philosophy of success is a man who is always in the forefront of the business world, always with a keen eye for potentialities.

“Get together with your boss, if your boys are no good, fire them, there are thousands of others. If they are trying to do the right thing, encourage them—that’s all. They have feelings just the same as you.”

“Get together, you salesmen, your boss isn’t half as bad a fellow as he might be. He is carrying a big load and doing his best to carry it intelligently and with patience. Have mercy on him and help him.

“If you can’t do this, then quit. There are other jobs where perhaps you may be permitted to dictate the policies of the concern without knowing any of the facts. But you can’t.

“Now, I have not said a word about salesman- ship, but we have talked rather of the foundation which will make intelligent salesman ship possible. And if you want to say to you again, however Sei quality merchandise. Show the other kind if you have to, but sell the quality goods.”

MORE DEMAND FOR POST CARDS.

Some Dealers Caught Napping by New Tariff Law, Which Has Increased Prices Up to 345 Per Cent.—Foreign Views Supply Decreases.

The approach of the holidays finds the demand for illustrated post cards showing a pleasing tendency to grow in proportion to the increase of the tariff. It would be more correct, perhaps, to say that the supply has decreased somewhat, and as the demand has increased the ratio is more nearly even. It has been said that there is a shortage in some lines, as was indicated in last month’s issue of The Talking Machine World. Failure to prepare for the effect of the new tariff law was responsible for this state of affairs.

Although some dealers, especially the importers, complain of a shortage, it must not be supposed that there is a general shortage in the matter of postal cards.

The heavy accumulation of all kinds of cards which had developed early in the summer, and which was especially noticeable in September, has materially decreased. Indeed, there is a shortage in some lines, as was indicated in last month’s issue of The Talking Machine World. Failure to prepare for the effect of the new tariff law was responsible for this state of affairs.

Some dealers, especially the importers, complain of a shortage, it must not be supposed that there is a general shortage in the matter of postal cards.
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.
PROFITS IN SLOT MACHINES.
Where These Specialties Are Placed in Advantageous Positions They Bring an Excellent Income to the Talking Machine Dealer and Others Interested.

A dealer, especially in a medium-sized town, with a sum of money to invest will do well to investigate the possibilities for placing a number of slot machines in various prominent places, on a commission basis. There are card-printing, fortune-telling, weighing, strength-testing, and a host of other machines of similar character, as well as coin-operated machines for vending everything, from candy, chewing gum and hot potatoes to towels, soap and other necessities, at a cent a dime.

Many manufacturers of coin-operated machines send them out practically free, or sell them at a cent to a dime. As a rule, the machines do not receive rough treatment and rarely need any attention except replenishing stock and an occasional mending of the working parts.

Valuable are slot-machine privileges considered that even the great New York Central Railroad retains the privilege themselves, own the machines and have the amount received go through the office of the auditor of passenger accounts for checking. The privilege in the New York subway and elevated roads is leased for an amount hard to realize, and yet the leases are said to be simply "coining money," after paying salaries to a large force of men spending all their time keeping the machines full of candies and chocolates and collecting the pennies.

It is a field well worth considering by any talking machine dealer, whether he has his store filled with talking machines and side lines or not. It is a departure that would require very little attention except from a clerk or collector.

The number of articles disposed of by a vending machine are easily checked. The machines are filled when paid out, and when the collector makes his rounds he is supplied with a certain number of packages. For each package he places in the machines he returns a coin to headquarters, and dishonesty is practically impossible. Weighing and similar machines are usually supplied with a register as a means of checking the intake.

With the proper kind of machines in a well-chosen locality, profits are sure and large, and the large incomes claimed will seldom prove over-estimated.

GERMAN FACTORIES HERE

May Result from New Tariff on Kali and Postcards.

William Firthman and Herman Schabedtschop, directors of the German Kali Works, arrived last week by the Hamburg-American liner America, to look into the project of establishing factories in America because the new tariff schedule will prevent them from exporting kali from Germany to this country. Joseph Keller, of the picture postcard manufacturing firm of Stengel & Co. in Dresden, was also a passenger by the America. He said the new American tariff would shut out German-made postcards and that he was here to start a factory and sell the cards directly to the American people.

LATEST CUSTOMS RULINGS.

Postcards Sprayed by a Mechanical Process Pay Higher Rate of Duty.

It was decided recently by the Board of United States General Appraisers that postcards sprayed by a mechanical process are dutiable at the rate of 35 per cent. under the provision in the Dingey tariff for manufactures of paper.

According to the Importer, the Kemper-Thomas Co., the goods should be allowed to enter at 25 per cent. as being "lithographic prints" with a tax of only 25 per cent. ad valorem. General Appraiser Fischer, who writes the decision for the board, says that as the cards are sprayed and embossed, it is evident that they fall within the provision for manufactures of paper. The Collector's decision is accordingly affirmed.

THE GOSPEL OF CHEERFULNESS.

A Mighty Good Gospel for the Business Man to Study.

Hit up the old prosperity trail. Hope is the mother of courage. The man who dares is the one who expects to succeed. He scans the face of to-morrow and sees encouragement. He counts her smile and coins it into capital. He uses the future as the basis of his work to-day, and yet he builds also on yesterday. The mistakes he made, then, are the signal bells of alarm telling him of what he must beware. Carry your temper; yesterday you lost a sale because of it. Take a venture in a new line, you declined one yesterday, and the fellow across the street has taken it on. Encourage your help; a good sales-man left you yesterday because he thought you did not appreciate him. Push your collection; you should have got your money of Blank yesterday, and to-day he failed. The successful man looks back and sees his pathway strewed with mistakes, and yet he has prospered in spite of them—perhaps because of them—else he would not be where he is to-day. The man who has never made a mistake is the one who has never done anything.

MOVING-PICTURE MACHINES.

Popularity of Kinetoscope Shows in Western Canada.

"The success which has attended the experiment of moving picture shows in Western Canada, inaugurated last year, by Consul-General John Edward Jones, of Winnipeg, the large market in the cities of the northwest for this form of amusement. Mr. Jones added: It would be profitable for the manufacturers of moving-picture machines to send a representative throughout western Canada to exploit the field. In Winnipeg this form of amusement only came popular during the past year, and the promoters are now reaping a fine business as the result of their enterprise. The people soon acquire a fondness for this form of amusement, and willingly pay 10 cents for admission. In this new country, where all forms of amusement are scarce, moving pictures are welcomed, and there is no reason why the manufacturers of the United States should not control the business.

$1,500,000 FOR INVENTION.

Amateurs Sell for a Fortune Their Discovery for Printing Photos.

While experimenting with amateur photography, M. A. Yetnick and Dr. L. M. Early, of Columbus, O., discovered a way of making a new kind of photographic paper, patented by the Columbus men.

The Eastman Kodak Co. of Rochester will pay them $1,500,000 for the secret.

The Eastman Co. could not duplicate the paper patented by the Columbus men. It promises to revolutionize the printing of photographs.

MAKING WORK WORTH WHILE.

No great thing—no pleasure-giving thing—has ever been created without an enthusiastic love behind it. The joy of the man who does a worthy work well is the keenest joy in the world. To take the poems, the thoughts that have moved the world to tears and laughter, to thought and action, have come from hearts overflowing—have first, and more intensely, thrilled the creator. He only falls who derives no joy from his labor—gives no joy by his labor. Love of our work alone makes it worth while—to ourselves and others.—W. Greenwood B. Buck.

SUCCESS.

Success is the hand trained to do its work, the eye that sees that the lines run true, the ear that hears when the truth you shirk, the brain that conceives old truth anew. Success is the strife with the heart aglow, the effort we make for our fellow-man, the effort that we make for our fellow-man, the pride that laughs at the outer show, the soul that fulfills its highest plan.

—E. H. Ellsworth.
MOVING PICTURES IN SCIENCE.

Surgery, Agriculture, and Metallurgy Taught by Moving Pictures—Greater Possibilities Will Yet be Unfolded.

Moving pictures are now, or within the near future will be, applied to the teaching of botany, metallurgy, biology, the science of agriculture, and surgery, and thus do away with the necessity of wasting hours for lessons. This plan was announced recently by John Collier, general secretary for the National Board of Moving Picture Censors, at one of the regular after-service Socialistic discussions of the Church of the Ascension, Tenth street and Fifth avenue.

After the Rev. Alexander Irvine had brought the several hundred Socialists gathered to deal gently with the unfortunate wealthy, and had declared that Socialism was narrow, bigoted and intolerant, only a little bit less so than Christianity, the after-service talk was devoted to the moving picture drama.

In discussing the immediate future for motion pictures, Mr. Collier said that the greatest surprise the general public would be the application of moving pictures to educational problems. Films had now been prepared to illustrate different processes taught in botany, which had never been possible to see before in a process of growth. The same was true of biology, where, by use of the microscope and the moving picture machine, the entire history of cellular life would be thrown on the screen before the students. It was now possible to introduce the moving picture as an educational appliance to the study of medicine, which would result in lessening greatly the amount of vivisection practiced in undergraduate work.

With the present scheme the vivisections used in teaching would have to be performed but once. Any number of films needed could be prepared from the one set taken, so that a single vivisection for one particular object would be enough for all subjects for all the medical schools. This would greatly decrease the number of animals killed, while it would entirely do away with the danger of a vivisection being made by an unskilled person.

Films have been made for use in the Wisconsin agricultural colleges, showing in parallel pictures the result of scientific and progressive farming, in process and in result, said Mr. Collier. This graphic presentation of the properly prepared field giving an abundant yield side by side with a scanty crop, is proving a most effective means of instruction for the Wisconsin farmers.

The same method will be used for various branches of business and education, in which reform is being urged. An interesting possibility, he said, is the use of this demonstration out in India, to make known the improved methods of farming in the famine districts. It is asserted that systematized agriculture would do a great deal toward preventing the Indian famines.

For the moving picture as drama, Mr. Collier declared that it would draw away two-thirds of the public at the standard theaters and nine-tenths of that of the burlesque houses. This plan was announced recently by John Collier, general secretary for the National Board of Moving Picture Censors, at one of the regular after-service Socialistic discussions of the Church of the Ascension, Tenth street and Fifth avenue.

When the heckling began, a woman arose and wanted to know why a humanitarian censor board of moving pictures had ever allowed a play entitled "Poor Pussy," and evidently designed to be humorous, to have been produced. It was discovered, however, that "Poor Pussy" was perpetrated before the board took up its blue pencil, so the lady felt reassured.

GRASPING RIGHT OPPORTUNITIES.

Opportunities Exist in Great Numbers, but Choosing the Right One Depends Upon Individual Judgment—Hasty Decision Should Be Avoided.

Opportunities exist on every hand and we are continually grasping them. Whether or not we grasp the right ones is a matter of excellence of judgment. There are only two paths to success. One leads to success. The other leads to failure. Every little while we come to little byways that are short cuts. Some of them bring us out upon the path of success. Others carry us backward toward failure. Those achieve success who choose exactly what helps us to success. To a young man the question comes: "Shall I go out with the boys to-night and develop more skill on the pool or billiard table, or should I stay at home and study this book which will increase my mental power, visit this successful man whose talk will inspire me, go out for a row or a tramp, or to a gymnasia for exercise which will develop more physical power?" Upon his answer depends his advance toward greater success. Possibly he chooses the pool time with the boys in the poolroom and does it because he honestly thinks that is the best thing to do.

But he is rendering a judgment upon insufficient information. He does not see that either of the other courses would yield greater success. He says, "My nature demands pleasure of this kind. It helps me far more than the pleasure you would choose for me." Probably he does. But he is honest. He can find out what has been the experience of those who solved that problem in the past. If the majority of those who frequented the poolroom succeeded and the majority of those who studied succeeded, then his judgment that the poolroom is best is correct. He proudly says, "I have done nothing that I am ashamed of." That is being negatively good. But why is it that he does not say, "I am proud of the success I have achieved through doing this thing?" Is he sure he is rendering a judgment upon insufficient information? He does not see that either of the other courses would yield greater success.

The same was true of biology, where, by use of the microscope and the moving picture machine, the entire history of cellular life would be thrown on the screen before the students. It was now possible to introduce the moving picture as an educational appliance to the study of medicine, which would result in lessening greatly the amount of vivisection practiced in undergraduate work.

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As for the moving picture as drama, Mr. Collier declared that it would draw away two-thirds of the public at the standard theaters and nine-tenths of that of the burlesque houses. The motion pictures, should be the upholders, were within the means of the ordinary family, while the prices of the Broadway theaters were prohibitive for the common run of people. The one chance for the theaters, he said, was to make use of the moving pictures to give the setting instead of scenery.

This, Mr. Collier declared, had been tried with great success at the Opera Comique, resulting in a new and improved form of production.

The background were made in color, he said, and gave more beautiful scenic effects than painted canvases.

If the regulation theaters adopted some such plan, Mr. Collier suggested, the cost of production would be so greatly reduced that prices would again go down to the point where the great mass of people could once more afford to buy theater tickets. In the opinion of the speaker, the average Broadway drama has become "contemptible and unrepresentative," because it now relies largely on the traveling public, "sentimental, idle, and only seeking diversion," instead of reflecting the taste and thought of the bulk of the American people. Compared with the "disregulous and pitiful average" of the Broadway productions the once despised moving picture was "positively angelic."

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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 with 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.

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PIANO PLAYERS ANGELUS PLAYER PIANOS

MERIDEN CONNECTICUT
WHICH IS BETTER?

Restricted Prices or an Open Market—What a Hardware Authority Has to Say Upon the Subject.

Which is the better for the retailer, a restricted price or an open market?

Have retailers, as a class, reaped their portion of prosperity for the past few years?

Is it all the retailer's fault? If not, are we not justified in suspecting that there may be something wrong?

In these restricted prices due regard is not always given to the profits of the retailer, and no restricted price can be made satisfactory until manufacturers make a delivered price the same at every point in the territory where his goods are sold.

Many people are misled by words, and the word "cheap" is a greater sin in this respect. One of the dictionary definitions of "cheap" is, being of comparatively little value, hence poor.

This seems to define the character of a large portion of the goods priced as cheap by the price bulletins which you and I have been receiving lately, on account of the good rating we people have given to the Solder in Hardware Magazine. There are, however, quite a few goods priced by these people, for which our hardware merchants are compelled to pay too much.

We have always advocated belief in the advantage and desirability of the hardware jobber as a source of supply. But this jobber has no legitimate claim upon our patronage that is not based upon service, price and quality. It is his duty and mission to place us in a position to sell the consumer, meeting all competition.

We are convinced that this is not being generally done. Complaints come to us frequently that some of the special brand goods are not worth the money. Occasionally an article not carried in stock, shipped direct from the factory, is billed by the jobber outrageously high.

Some household items every day used are quoted prices that they control, and quote net prices instead of gross, and add more salesmen, push special brands whose results in their losing all their local business. The manufacturer, is billed by the jobber outrageously high.

It is his (the manufacturer's) job to sell his wares and sell them for a profit, and we do not want to pay him more than he is worth the money.

The oral motion picture business will meet all competition.

Some household articles are sold.

Living.

THE PLODDER TRAVELS FAR.

Don't trust to luck, but hard work. Drudgery is the gray angel of success.

Good habits and the ability to grasp opportunities and see possibilities are indispensable.

Such tools as honesty, order, patience, self-denial, accuracy, promptness, punctuality must be always at hand, oiled and sharpened.

Wanted: Electricians to advantage and make easy money and big profits.

They earn money with very little attention.

Write for Catalogues and prices, also perforated music rolls.

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The World is a help to the talking machine business.

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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.

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The audience that listens to the Edison Phonograph is the largest audience in the world.

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