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.
Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded.

10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

**Universal Talking Machine Mfg. Co.**

Fourth and Race Streets

**Distributors of Zon-o-phone Goods:**

<table>
<thead>
<tr>
<th>MINNESOTA</th>
<th>MICHIGAN</th>
<th>MISSOURI</th>
<th>NEW JERSEY</th>
<th>NEW YORK</th>
<th>NORTH DAKOTA</th>
<th>OHIO</th>
<th>PENNSYLVANIA</th>
<th>TEXAS</th>
<th>CANADA</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Paul</td>
<td>Detroit</td>
<td>Kansas City</td>
<td>Hoboken</td>
<td>Brooklyn</td>
<td>Fargo</td>
<td>Akron</td>
<td>Allegheny</td>
<td>Beaumont</td>
<td>Toronto</td>
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<td>51-02 W. 5th St.</td>
<td>25th Grant Ave.</td>
<td>700 Delaware Ave.</td>
<td>308 Washington St.</td>
<td>620 Fifth Ave.</td>
<td>614 First Av.</td>
<td>128 S. Main St.</td>
<td>625 Ohio St.</td>
<td>408 Pearl St.</td>
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</tbody>
</table>

**ALABAMA**

Mobile: W. H. Reynolds, 147 Dauphin St.

**ARKANSAS**

Fort Smith: R. C. Bellinger, 704 Garrison Ave.

**CALIFORNIA**

San Francisco: Peter Roegig & Sons, 941 Market St.

**FLORIDA**

Tampa: Turner Music Co., 604 Franklin St.

**ILLINOIS**


**IOWA**

Des Moines: Harger & Bliss, 907 Locust St.

**KANSAS**

Topeka: E. B. Gilmore, 313 E. 4th St.

**MARYLAND**

Annapolis: Globe House Farm Co.


**MICHIGAN**

Detroit: J. E. Schmidt, 250 Grant Ave.

**MISSOURI**


Springfield: Morton Lines, 315 Boonville St.

St. Louis: Knight Mercantile Co., 211 N. 19th St.

St. Louis: D. F. Myers, 2500 Pinney Ave.

**NEW JERSEY**


**NEW YORK**

Brooklyn: F. W. Root Co., 620 Fifth Ave.


**OHIO**

Akron: Geo. S. Dale Co., 126 S. Main St.

Cincinnati: E. Fowle Co., 619 Main St.

Cleveland: The Elbey Company, Ontario St. and Prospect Ave.

**PENNSYLVANIA**


Philadelphia: H. A. Weymann & Son, 1012 Chester St.


**TEXAS**

Beaumont: E. H. Pierce Music Co., 408 Pearl St.

**CANADA**

Toronto: W. H. Roig & Co., Ltd., 181 Yonge St.

Vancouver: B. C. M. Co., 509 Granville St.

Winnipeg: MacWhirter & Co., Ltd.

Yarmouth: C. J. Adams Co.
TEACH CHILDREN BY PHONOGRAPH.

No More Effective Means Conceivable for Presenting the Great Classics in English, When Prepared by Intelligent and Able Speakers, Than the Talking Machine-Record—They Learn Quickly and Retain All They Hear.

"To me the phonograph is to be considered as something more than a source of amusement when I see on a crowded merchant stall, while he shows an interested friend his new machine.

"That's why I thought it worth my while to buy the best I could find without regard to cost. On coming home, I found only the finest things, so I bought them, and forgets what little he has absorbed."

"In my opinion the phonograph can be turned into a wonderful educational medium for the home if only people will avail themselves of the chance."

HOW "MISERERE" WAS COMPOSED.

Some Interesting Information on How Verdi Got the Inspiration for This Sublime Composition Now Immortalized by the Victor Co.

One of the most successful and most popular high-class records ever put out by the Victor Talking Machine Co. is the "Miserere, from "II Trovatore," No. 85030, sung by Mme. Ada and Caruso with chorus of the Metropolitan Opera Company (directed by Giulio Setti) and the Victor orchestra conducted by Walter Rogers. It may be interesting to the talking machine men who handle this record to know something of the event leading up to its composition by the great Italian master. It appears that when Verdi was working on "II Trovatore" he stopped short at the passage of the "Miserere," being at a loss to combine notes of sufficient sadness and pathos to express the grief of the prisoner, Murrio.

Sitting at his piano in the deep stillness of the winter night, his imagination wandered back to the stormy days of his youth, endeavoring to extract from the past a plaint, a groan, like those which escaped from his breast when he saw himself forsaken by the world. All in vain! One day at Milan he was unexpectedly called to the bedside of a dying friend, one of the few who had remained true to him in adversity and prosperity. Verdi, at the sight of his dying friend, felt a lump rise in his throat, he wanted to weep, but so intense was his grief that not a tear flowed to the relief of his anguish.

In an adjoining room stood a piano. Verdi, under one of those sudden impulses to which men of genius are sometimes subject, sat down at the instrument and there and then improvised the sublime "Miserere" of the "Trovatore." The musician had given utterance to his grief.

SINGING TEST BY WIRELESS.

Mme. Mazarin's Voice Is Fairly Audible in Metropolitan Tower.

Another test of the wireless telephone as a means of transmitting the singing voice was tried last week with some success by Dr. De Forest, Mme. Mazarin, of the Manhattan Opera House, sang the "Habanera" from "Carmen" into a transmitter at the laboratory, at 103 Park avenue, while a group of newspaper men and others interested gathered in the Metropolitan tower to await results.

Each person present was equipped with receiving ear, and was given his choice of both his ears, and at times the singing was fairly audible. Sometimes one could even catch the full tone of the voice. Usually, however, there was but a dull blur of sound. The experiment was interesting as an experiment, and seemed to indicate that the invention was making progress.

Your smile, your hand, your encouragement, may be all some fellow needs to lend him the top. Many a man expects you to recognize his worth.
What a Successful Jobber Means

Our success of 1909 has spurred us to greater activity to increase our facilities to better care for dealers' orders. Every practical device known to the Modern Talking Machine House is in use here to assist in dispatching orders quickly, completely and in factory condition.

LEST YOU FORGET.—The promptness with which your jobber fills your orders and the quality of the goods sent is a great factor in deciding whether your customer will come back to you or go somewhere else for his next purchase.

We point with pleasure to our hundreds of successful dealers who buy from us year in and year out, because they can depend on our service and quality. Send us your orders and share in our success.

EASTERN TALKING MACHINE COMPANY
Victor Distributors 177 TREMONT ST., BOSTON, MASS. Edison Jobbers
Do you realize what the widespread Victrola advertising means to you?

You can make it work overtime and produce big profits if you will.

Here are some suggestions which will help you to sell the Victrola. Make a list of all the people in your town who can afford a Victrola. Arrange for a Victrola concert at their homes. Select a pleasing program from the instrumental, comic and operatic Victor Records, remembering that rich people enjoy fun as well as grand opera. Explain the various records as you play them, and tell entertainingly about the singers and musicians.

That is possible and reasonable, Mr. Dealer, and it will bring results. Why not get a Victrola from your distributor at once, and try this plan? You’ll sell that one and probably many more.

And just think of the Victor Records these wealthy people will buy.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

Full information can be obtained from the following Victor dealers:

El Paso, Tex............. W. G. Wade Co.
Honolulu, T. H........... Bergstrom Music Co., Ltd.
Indianapolis, Ind....... Musical Echo Co.
Jacksonville, Fla....... Carter & Logan Brothers.
Kansas City, Mo......... J. W. Jenkins Sons Music Co.

Lincoln, Neb............. Ross P. Curlee Co.
Los Angeles, Cal......... Sherman, Clay & Co.
Louisville, Ky........... Montenegro-Rich Music Co.
Muncie, Ind............. W. H. Reynolds.
Minneapolis, Minn....... Minnesota Phonograph Co.
Montreal, Canada........ Berliner Phonograph Co., Ltd.
Nashville, Tenn......... O. K. Houd Piano Co.
Newark, N. J............. Price Talking Machine Co.
New Haven, Conn......... Henry Horton

El Paso, Tex............. W. G. Wade Co.
Honolulu, T. H........... Bergstrom Music Co., Ltd.
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Honolulu, T. H........... Bergstrom Music Co., Ltd.
Indianapolis, Ind....... Musical Echo Co.
A TALK WITH EMILE RINK.

General Manager of Fonotipia Co. Speaks of Courteous Reception Here by Columbia Co. Officers—Success of Records at Low Prices—Political Situation in England Upsets Trade—No Important Litigation Now in Foreign Courts—His Future Plans.

Just before the sailing to Europe on March 2, aboard the “Mauritania,” of the Oumard line, The World had a talk with Emil Rink, general manager of the Fonotipia, Ltd., London, Eng., the parent company, and director in the subsidiary concerns, Societa Italiana di Fonotipia, Milan, and the International Talking Machine Co., Berlin, Germany, where the factory is located, and his temporary home. He said:

“Though I am residing temporarily in Berlin, my permanent home for the past thirty years has been in London. I make frequent trips to Milan, where we have a small company, but our manufacturing is done in the German capital. I expected to get through here within two weeks, but the officers of the Columbia Phonograph Co. were so kind, courteous and attentive that my stay has been steadily improving, and we are on the up-grade again. Confidence is practically restored and we have no trouble whatever. Recently we placed on the market a 78-cent record, thinking possibly there might be a demand for it. It sold so slowly that we came to the conclusion that there was no particular field for it, as the sale of our higher-priced goods was not curtailed in the slightest.

“We aim at quality, and we maintain it, and I firmly believe now as I did then, that the buying public appreciates the effort. Of course, our 78-cent record is confined to popular musical selections of the lighter kind, and we would have been just as well off if these goods had never been brought out. In other words, we consider it a mistake, and, as I said before, I have no reason to change my mind regarding the policy of the American manufacturers and cheap prices. I understand, further, that the best and largest volume of trade for the past six months in the United States is due to the offering of higher-grade and higher-priced lines. This should be conclusive proof of my contention.

“So far as copyright laws are concerned in relation to the talking machine business in Germany, a bill of this character is now being prepared by the government—the Minister of Justice being entrusted with its framing—and probably it may have been introduced in the upper house by now. At any rate, the bill will go through both branches—Bundestag and the Reichstag—by June 1; to be sure, it will go through as a government measure, or, as it is termed in Great Britain, a private bill.

“Now, do not confuse this legislation with the case now in court to determine the status of the existing law. This is now before the courts, I believe, in the first stage or on appeal, as you might say: and is between two music publishers and a party who used the copyright work on the records.

“Owing to the present political confusion in Great Britain, the outlook for a new copyright law is not very bright. Possibly you know the Ministry are hanging on by their teeth, with the Irish members of the House of Commons dominating the situation. Until a financial bill goes through little, if anything, will be accomplished, and the copyright bill may be lost sight of. Not anything more has been done than the filing of the very elaborate report on the part of the copyright committee of the Board of Trade. As you know Great Britain is one of the signatories to the Berlin convention of 1908, in which they are pledged to carry out its recommendations in legislation by July, 1910. Perhaps this may be done, but it is doubtful, and probably under the circumstances the English Government may have their pledge fall without further comment.

“In litigation there is nothing before the European courts affecting basic or fundamental conditions in the talking machine business. Yes, the only suit in this classification is that of the conical, or cone arm, in Austria. The lower court, or the court of original jurisdiction, has sustained the validity of this patent. There is one appeal to a higher court, to have this decision reviewed, and I think that is now being looked after. You see, in Austria those courts only handle patent cases, the same as the bill introduced the other day in your Congress to create a patent court. General law cases never come before them.

“I go to London first for about a week, and from there to Berlin, and I am glad to get away, although I always enjoy my visit to America. I have been busy every minute, and I want to thank The World for the courtesy of this pleasant chat.”

USING SLUG IN SLOT UNLAWFUL.

New Ordinance Passed by the Civic Authorities of Denver Protects All Kinds of Machines Operated by Nickel in the Slot.

(Special to The Talking Machine World.)

Denver, Col., March 3, 1910.

Slipping a slug, coin or button into a telephone, music, phonograph, fortune telling, punching, weighing, lifting or any other kind of machine to beat the owner out of the service will be punishable, on conviction, with a fine of from $5 to $100, under an ordinance which the Board of Supervisors passed last week.

The ordinance was introduced by Supervisor Webb at the instance of those who have suffered from the practice of beating such machines since they came into vogue. Whether or not the slot game machine will come under the ordinance appears to be a question, since it might be held to be a gambling device.

VICTROLA CONCERTS FOR STUDENTS.

Dean Cowper Permits the Students at Drake University to Listen to Stars for Benefit of Drake Conservatory—Delighted with Their Experience.

The greatest assembly of stars that ever appeared together in concert delighted a large audience of Drake University students in the Auditorium in Des Moines, la., recently. All the great singers of the present day who have thrilled multitudes in every corner of the globe with their phenomenal voices were gathered together under one roof. Madame Patti thrilled her audience with her beautiful rendition of “Home, Sweet Home,” and a few minutes later Caruso, the world’s greatest tenor, was winning storms of applause from an enraptured audience. And all for the benefit of the Drake Conservatory of Music.

Holmes Cowper, dean, has started an innovation in the way of a musical education which promises to win great favor with his students. Operatic stars are hard to get in Des Moines, in person, but modern ingenuity has made it possible to bring their beautiful voices here, and the result was a Victrola concert in the university auditorium Wednesday. Through the courtesy of Chase & West, who loaned one of the instruments for the occasion, Mr. Cowper was able to give his students a regular metropolitan concert. A very fitting and instructive program was arranged, beginning with the old Italian opera as sung by Madame Sembrich and the modern by Caruso and Farrar. The beautiful voice of Madame Schuman-Helik was heard in the old French opera and the modern was sung by Melba and Caive. Selections in German were given by Van Rooy, Gadski and George Hamlin, and the program ended with an oratorio by Louise Home, Ivan Williams and others. The students are very enthusiastic over the new idea of Dean Cowper’s and are looking forward to a similar entertainment with a great deal of pleasure.

If you wish success in life make Perseverance your bosom friend. Experience your wise counselor, Caution your elder brother and Hope your guardian genius.

The best salesman is the repeater. The one-time wonder-worker may show a burst of speed and make a hit with the boss at the start, but the repeater is the one who stays longest on the payroll and draws the fattest salary.
TRADE NOTES FROM ST. LOUIS.

In Excellent Shape with Increasing Demand for High Priced Machines and Records—Grand Opera Helps the Record Trade—Grafonola Regents for Chapter Houses—Auditorium Noted Restaurant—Ryan Buys Phipps Stock—Many Dealers Call This Month—Other News Worth Noting.

(Special to The Talking Machine World.)

St. Louis, Mo., March 7, 1910.

The talking machine business is good, and the reports are very uniform. The trade reports that the demand for high-priced goods is improving right along. They all state that they have had the highest demand for orders during the month, just undoubtedly to the season of grand opera we had during that period.

The St. Louis Talking Machine Co. are experiencing a remarkable run on the Victor special "Miserere" record, sung by Caruso and Mme. Alida. They sent out a letter devoted entirely to this splendid record, and by evening of the day this record was placed on sale they were entirely sold out and were obliged to telegraph for a fresh supply. The very striking third column ad. of the Victor Co. announcing the "Miserere" was a splendid pulling power and the St. Louis Talking Machine Co. ran about the same size ad. directly beneath the Victor Co.'s.

Remarkably good business in February, better than they have had in the last year, is reported by Manager O. A. Glessing. The demand for records of the late titles was very heavy. A phonomenal business is reported on Victorola three being sold in the day, and only the fact that the factory has been behind on filling orders for this instrument has prevented this firm from making a still better showing. This company took excellent advantage of the recent engagement at the Garrick Theater of the Layolle's French Grand Opera Co., of New Orleans.

The ad. in the local paper of the "Miserere" of the Paris OPERA was rendered and the Auxetophone has proven itself an exceptional means of attracting trade and interesting the patrons.

The Koerber-Brenner Music Co. report having had a good business during February, and state that they are having a strong demand for the high-priced machines. W. A. Brenner, secretary of this concern, left on Monday night, February 28, for a three weeks' southern trip.

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The H. A. Phipps Piano Co. sold their stock of pianos and talking machines to M. I. Ryan, of this city, on Friday, February 25, for $8,000.

District manager W. C. Pulzri, of this company, spent some days in St. Louis on his return from a trip West extending to El Paso, Texas. S. Jacobson, former salesman with the Columbia Phonograph Co., of this city, is now connected with the local store in the same capacity.

Chas. Kauffmann, traveler for the Columbia Phonograph Co., spent a day here recently, having returned from a profitable trip of four weeks through northern Missouri. He left on a two months' trip through Illinois.

F. L. Scott, manager of the Dictaphone department of the Columbia Phonograph Co., reports business as being good. He returned recently from a business trip to Paducah, Ky., and on his return reported that the Dictaphone business was rendering itself an exceptional means of attracting trade.

Manager Walthall, of the Columbia Phonograph Co., reports another sale of a Grafonola Regent (Library type), to Louis Publishing Co. of this city. This company are buying the Columbia product exclusively. The Regent is used in all the hundreds of Chapter houses being erected over the United States, which are being erected and equipped by the Lewis Publishing Co. for the local Chapters of the American Women's League. Mr. Walthall also reports the sale of a mahogany Grafonola Regent to ex-Gov.Lon. Stephens, with a fine selection of records.

Miss Sadie Rosenblatt, manager of the talking machine department of the J. H. Buettner Furniture & Carpet Co., reports trade as quite active during February, with a good demand for the best goods.

WHY NOT OPERA IN THE HOME?

Thus Criticism of Opera Methods Will Cease and Every One Can Hear Their Favorite Artists.

Season after season the admirers and supporters of opera in New York seem to like to find fault with the management of the opera houses. The complaint may be due to lack of new operas, poor stage management, change of singers—whatever it may be, "kickers" are never ending, and this is illustrated in the many letters on this topic in the local papers. Commenting upon this situation a reader of the Evening Sun has this to say on the subject: "An Opera Lover's Complaint forwarded you by 'A Victim' makes me laugh, not because it is not a serious matter—oh, no, but because of 'A Victim's' tail: 'What patient idiots we grand opera lovers be!'"

"Now every time I open a paper I find a 'kick' coming from a 'grand opera lover.' I'm not one myself; that is, one that gets into the "push," so that may account for it; but if eternal kicking means patience, I have to be shown!"

"My remedy is to have such grand opera as I desire served—like the milk and the groceries—at home on the talking machine.

"Why don't some of these 'knockers' try that and save wear and tear on their 'idiotic patience' and on their evening clothes?"

Men who originate are coming into their own. A good deal is said about inventors, original advertisement writers, creators of trade literature, etc., not receiving adequate reward for their work, but they are beginning to be recognized as worthy of a share of the profits.

Learn Language, French, German, or Italian

The I. C. S. System of Language Instruction by the phonograph method makes easy the mastering of a foreign language and appeals with compelling power to thousands. The dealer in phonographs that does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new $35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, German, and Italian Embassies at Washington, as well as the leading colleges, have cordially endorsed the I. C. S. Method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; 14-inch brass horn; special hearing tube; recorder; reproducer; speaking tube; winding crank; camel's hair brush; black cylinders on which to make phonographic recitations; and 23 Conversational Records, teaching pronunciation, grammar, verbs and the words of daily life, correctly, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of languages. The new Outfit is the best and cheapest ever offered—the price being only $35.

If you want to increase your business, write today for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.
This big double-page magazine advertisement is just a sample of what we are doing every month in all of the principal magazines, and every week in all of the principal newspapers throughout the country, to teach the more-than-eighty-million American citizens that there is no full, life-size money’s-worth in any sound reproducing instrument but the Edison Phonograph.

You've got every argument on your side; the permanent sapphire reproducing point that never needs changing, and the double ability to play both Edison Standard and Amberol Records, Slezak and the Amberola and the name Edison.

This is the biggest advertising campaign that has ever been launched in the interest of a sound reproducing instrument, and it is creating a big general national demand. It's your job to take advantage of this demand, and supply it in your territory.

JEAN DE RESZKE says:

"I consider Slezak the greatest living tenor."

Ten years ago Jean de Reszke stood where Slezak stands today—the greatest living tenor. Today Jean de Reszke is the greatest voice teacher in the world, and his opinion is final—he knows.

Hear Slezak sing the greatest of the Tannhauser arias, "Lohlied der Venus," in the Edison Phonograph. Also hear the other great Slezak Records from Otello and Aida which he sings exclusively for the Edison.

Edison Grand Opera Records, 75c and $1.00; Edison Standard Records, 35c; Edison Amberol Records (play twice as long), 50c

National Phonograph Company, Lakeside Ave., Orange, N. J.
The Talking Machine World.

The Edison Amberola

Plays both Edison Standard and Edison Amberol Records
Price $200
Other types of Edison Phonographs $12.50 to $125

The Amberola is the newest and most beautiful Edison Phonograph. It offers two things that no other sound-reproducing instrument of the cabinet or any other type can offer—the wonderful voice of Slezak in the great arias from Otello and Aida, in which he proved himself the world's greatest tenor; and Amberol Records, the longest playing Records made.

Made in several finishes of mahogany or oak.

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph (particularly the Amberola) play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

National Phonograph Co., Lakeside Ave., Orange, N. J.

This advertising will be many times as effective if your local advertising is on the job to help it out. Show your share of the eighty-million the way to your store. Don't let them just want an Edison Phonograph—get them to supply that want through you.

Use your local newspapers, use your printed matter—make your mailing list work. Make your windows tell the story of the complete Edison line—a Phonograph for everybody from $12.50 to $200.00.

Besides, Edison Standard and Amberol Records of every kind of music for every musical taste from "rag" to Grand Opera.

Be able to back up the story with the goods—keep your stock complete.

Your Edison jobber will take care of you.

What we want from you is co-operation, team work.

Concentrate on the Edison.

59 Lakeside Ave., Orange, N. J.
Edward Lyman Bill, Editor and Proprietor


Boston Office: Ernest L. Wight, Colonial Bldg.
Chicago Office: E. P. Van Hallander, 106 West Ave.
Cincinnati: N. Van Buren.
Cleveland: S. Hay, 80 First St.
Columbus: G. P. Pecore.
Cincinnati: Jacob W. Walker.
London, England, Office: J. B. Spillane, 52 Bushill St., E. C.

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

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

Advertisements, five dollars per line, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, $60.00; special position, $72.00.

Remittances should be made payable to Edward Lyman Bill at Madison Ave., N. Y.


The collection end of any business is most important—it is vital and it may be taken as a trade axiom that the man who is not a good collector is not good in meeting his own obligations.

Now, when talking machines are sold on the installment basis it is necessary that a system be inaugurated whereby collections should be made with regularity and precision.

There is a vast difference in the management of collection departments.

We know of some houses that have such a perfect system inaugurated but a small percentage of their accounts are permitted to fall in arrears.

They impress upon their customers the necessity of meeting their instalments precisely as agreed and there is no question but that the more religiously these rules are adhered to the better it is for everyone interested.

A good collection department is a business essential which should not be overlooked.

How many merchants who have failed during the past ten years have had good collection systems in vogue?

If you look over the list you will find but few of them and we have frequently heard criticisms expressed by those who have managed the estates of bankrupts and they have voiced great astonishment at the laxity existing in the collection departments.

We might go a step farther and say that the man who is not a good collector is not good in meeting his own obligations.

It usually works out that way: for the man who is careless and indifferent in his own affairs usually manifests exactly the same feeling in his dealings with those from whom he makes purchases.

Now, talking machines or any other product of human skill and brains, are not well sold unless they are sold to people who will meet their deferred payments promptly.

There is nothing like teaching men the necessity of meeting obligations, and when once they have learned the lesson they are agreeable and nice people with whom to do business.

There is no question but that any industry will be bettered by rules in the collection departments whereby purchasers are compelled to live up to their obligations with exactness. If a purchaser finds that a concern is not looking after him on the very day when he is to meet his payment he grows careless and indifferent and after a little while two or three instalments are scored up against him, and with the deltas growing heavier all the time they become more and more difficult to meet.

We should say that there is nothing more valuable to a business than an up-to-date credit system which is maintained in perfect working order.

A concern which has maintained this condition is always a safe business risk and the man who is careless in his own affairs will be careless with others.

There is nothing which discredits a man more, save rank dishonesty, with the people from whom he is asking financial favors, than careless and lax methods, and the man who is careless in his dealings never knows how he stands.

          A man who puts in force a collection system which compels his customers to live up to their obligations is the man whom people are anxious to sell.

That's the kind of men jobbers like to see on their books, and pray why should they not?

They represent a safe and sound business class.

Trade reports from dealers show that business for February was considerably ahead of the same period a year ago.

The outlook is excellent for better business conditions as the season advances.

Evidences of national prosperity are the almost doubling of individual bank deposits in the last decade—the constant increase in transportation, facilities and equipment—the possessions in this country, according to Government statistics of almost half of the world's money wealth—the prosperity of farming communities and the full day and full force activity by manufacturers after a period of marking time.

Of course, men will say that the cost of high living cuts into trade.

Naturally it does, but still it does not pay to slow up in selling energy simply because we have to face unpleasant conditions.

It should rather stimulate one to harder work.

There is trade to be secured and those who are most active will be the ones who will capture the lion's share.

There is no doubt of that.

It therefore behooves the talking machine to act and to act at once.

We hear very little about copyright nowadays.

In fact, the mention of the word is infrequent in trade circles.

Formal notices have been given that a slight increase in cost to conform with the royalty will be made on copyright records by some manufacturers while others have made no announcements.

The subject does not seem to interest the dealers, and this condition is brought about by the fact that few copyright records have been placed on the market since the new act went into effect in July, 1909.

Certainly, the copyright situation has not disturbed business conditions.

Recently we were discussing trade conditions with a jobber who complained rather bitterly over the dullness of trade.

He said that business had fallen off very materially with him during the past year and he saw nothing in the future to encourage him as to the coming of better conditions.

Chatting further, we found that during the past six months he had expended but precious few dollars for advertising and had drawn in, cutting off here and there until he had actually separated himself from the live purchasing world all about him.

Now, what could be expected?

The logical result, of course—business stagnation.

It will come to anyone who pursues such a policy.

A jobber to-day cannot expect that the trade will come clamoring at his doors for stock unless he does something himself to stimulate and interest them.

If the jobbers of this country to-day withhold from all lines of publicity and the manufacturers do the same they will find that business will be absolutely stagnant and it would take the expenditure of vast sums of money to resuscitate it.

People would cease to be interested in talking machines.

Every level-headed, progressive business man will admit the truth of this statement, and if the jobber to whom we have referred will inject a little ginger into his business acts—spend a little money for publicity and get out of his shell, maybe he can win back the trade which he has lost.

We have some energetic hustling jobbers in this country and they never miss a chance to secure trade.

They win it from the fellow who is slack in his methods and non-progressive in his views every time. Of course, they do, and if things keep on the same way the business will be in the hands of fewer men, but men more wide-awake and keenly alert.

Sound truth is it not?

You have got to spend money to make money, and if a man shows no faith in his own product by refusing to advertise it and to let his constituency know that he is in business, results for him will be barren, and they should be.

There is no use in holding back in trade policies and there is no good reason why the men should win who conduct business on indifferent and antiquated lines.
TRADE IN SOUTHERN CALIFORNIA.


(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 28, 1910.

The close of February is quicker than that of January, although not unpleasantly so. There are many reports of favorable, sales, especially in Muschewske & White, such as Victrolas and Grafonolas. The jobbers have had an unusual demand for the new issue of records. Sherman, Clay & Co. are receiving many orders for the new series of Sei Sei records, among which the new Mserene Duet by Aida and Caruso seems to be the favorite. The Victor exchange on records has kept the local dealers somewhat busy.

The Southern California Music Co. have added a stock of foreign Edison records to their wholesale department. The new Chinese Amberola and Grafonolas are expected to create some new business for the Edison dealers on the Coast owing to the great number of Mongolian settlers. The Columbia Phonograph Co. are expecting a rush of requests for Grafonolas. They have orders to cover the entire number which is due. A new catalog of Mexican discs has been received.

Max A. Schiresoln's, whose store is located at 367 North main street, is the most popular man among the Mexican populace of the city, his place being located close to the Latin quarters. His stock consists of a complete catalog of Mexican and Portuguese Edison records, to which he now expects to add the Amberol Chinese records.

The druggists of California have not been slow to realize the value of the talking machine as a side line. For several years past many of these establishments in the smaller towns have been the druggists with the phonograph stock. Several new Edison agencies have been placed with druggists. At Tulare, Cal., Ryan & Dame are new dealers who are starting in the Edison business with a splendid stock of machines and records.

Fred G. Booth, at Paso Robles, has taken over the agency of O. C. Gray & Sons, and will give this branch of his business a separate section in his drug store.

Mr. A. B. Russell, with the Cody Pharmacy, of Merced, visited Los Angeles together with Mrs. Russell.

The oil industry of Central California has brought many new towns into prominence and afforded aid to the dealers. Hefton & May, of Coalinga, have moved their Edison department to the front of the store, where they have much better space for displaying the line, and have added a repair department, which is doing very nicely.

George Snyder, of East Bakersfield (formerly Colton, Cal.), has added to his agency of the largest dealers in this city, and has increased his selling staff by engaging Miss Grace Johnson, who will devote her time when not on concert tours to the Hemet school directors recently purchased a large Victor and a number of records, which they are to use for educational purposes in the schools of that section.

The new Victor record catalog is looked upon by the dealers as one of the greatest lists of records published anywhere.

GETTING AFTER PRICE CUTTERS.

National Phonograph Co. Pressing Suits Against Breakers of Agreements in All Parts of the Country—Those Concerned Who Have been Restrained or Enjoined—Violations of Conditions of Sale Always Prosecuted.

A formidable list of cases against dealers for either price cutting of Edison goods or of other violations of the National Phonograph Co.'s conditions of sale appear below. The suits cover practically the United States, the courts again and again indorsing the selling agreement between themselves and their dealers and jobbers, and the law on the subject is so firmly set that opinions are seldom written, but the decrees are issued forthwith by the Federal courts. The proof of this is contained in the number of restraining orders or injunctions, or both, that have been granted against the following defendants:

J. Kaufman et al., Pennsylvania; William A. Pike, Massachusetts; W. Selbinger and Thomas M. Nevin, doing business as Schlegel-McNevin Piano Co., Iowa—this case was appealed, but the lower court's order was upheld; the Wittman Co., Nebraska (two cases); The Fair, Chicago, Frank H. Woodbury, Missouri; Benj. Switky, New York City; Richmond Pease, New York City; Frederick Sudhorn, trading as Winthrop Phonograph Co., Wisconsin; Marcus Seiger and Magnus L. Peiser, New York City; Philip Marcus and Frederick B. Van Vleck, individually and as trustee in bankruptcy of the estate of Philip Marcus, Brooklyn, N. Y.; Fred G. Schafer, Philadelphia, Pa.


CLUETT'S "TALKER" PARLORS ATTRACT.

(A special to The Talking Machine World.)

Albany, N. Y., March 1, 1910.

The new talking machine parlors of the Cluett & Sons handsome establishment, at 49 State street, this city, are proving a popular place for musically inclined Alabamians these days. The rooms are superbly furnished and decorated. Geo. M. Richter, Jr., the director of the talking machine department, is enthusiastic about the growth of business in that line, and is conducting some excellent advertising in the local papers, in which the new talking machine parlors are featured as well as the Victrola. Visitors from neighboring cities are invited to call. The result of this campaign is that the Victor business with the Cluett house has been exceedingly satisfactory the past month.

Pessimists are always in the rear and never in the van in the march of progress. Successful men and women are never chronic grumblers.

Purchase Quality Needles

Burchard needles naturally cost more than needles of an inferior quality, but they have advantages which will be plain to all.

BURCHARD needles

MANUFACTURED IN THREE STYLES

No. 1. For Soft Playing

No. 2. For Loud Playing

No. 3. For Strong Tone Music

For write for samples. We are prepared to arrange for sole sales agency in the United States.

F. R. Reingruber, Schwabach, Bavaria, Germany
This is March, 1910. Look back a year and consider how the Columbia has gained. Look ahead a year and ask yourself some leading questions.

TRADE NEWS FROM CINCINNATI.


(Copyright to The Talking Machine World.)


A phonograph brought much happiness to the lives of 125 boys and girls at the Children's Home one day last week. The instrument was the gift of Miss Laura McDonald Stello, a well-known Cincinnati family. With it was a large selection of excellent records. The machine arrived just as the youngsters returned from school. An attendant tried the machine, and when its owner floated through the institution it was just the same as an assembly call for soldiers. All gathered in the chapel and clamored to hear every piece. The machine paid for itself many times over at that concert, and some day these same youngsters will probably be buyers, if not here, then elsewhere. It is safe to say it was the first time a majority of the audience heard a phonograph.

Mr. Salt, of the Salt Talking Machine Co., 538 main street, is having a bunch of jolly present in selling his machines. They, however, are not on his payroll and have not any understanding whatever about compensation. It all happened this way: just two weeks ago the sailors of the naval recruiting party formed a sailor's club and its membership is largely made up of former tars. Quartered as they were just opposite the machine's place and the first thing in operation was a talking machine, the horn of which projects from the window on balmy days. The music naturally attracts attention and persons seeing Salt's talking machine parlor readily believe he is furnishing the amusement. Mr. Salt hopes they'll keep it up. He is much pleased with his new location, claiming the sales for records have doubled since moving from Vine street. Mr. Hug, of the National Phonograph Co., and Salt Goldsmith, of the Victor Talking Machine Co., called on him during February.

A feature of the trade in Cincinnati has been the big demand for Lauder records, undoubtedly caused by Mr. Lauder's recent visit to this city. The new Victor Victrolas, No. 12, have been recently organized, with ample capital, and are now operating a plant for manufacturing talking machine supplies. E. A. Hawthorne, formerly of the Hawthorne & Shepley Manufacturing Co., of Philadelphia, is president and general manager. The others interested are new distributors for the Victor talking machines, records and supplies, and in their new location are retailing the Victor line exclusively.

The store is under the management of A. E. Severe, who has had charge of this branch of the company's business for some time.

HAWTHORNE MFG. CO. ORGANIZED.

(Bridgeport, Conn., March 3, 1910.)

The Hawthorne Manufacturing Co. have recently been organized, with ample capital, and are now operating a plant for manufacturing talking machine supplies. E. A. Hawthorne, formerly of the Hawthorne & Shepley Manufacturing Co., of Philadelphia, is president and general manager. The others interested are new to the trade.

PETMECKY CO. BUY OUT DALLAS T. M. CO.

The Petmecky Supply Co., Victor talking machine distributors of Austin, Tex., have bought out the Dallas, Tex., Talking Machine Co., Victor distributors and dealers, and if arrangements can be perfected will continue the Dallas store under the management of some dealer, confining themselves to the wholesale end as formerly.

WOOD PIANO CO. ADD "TALKERS."

The E. B. Wood Piano Co., Boston, Mass., are among the latest well-known piano houses to install a line of talking machines, they having signed as dealers with the Eastern Talking Machine Co. of that city, and installed a complete line of Victor and Edison machines and records in their Washington street warerooms.

Chas. W. Hill, foreman of the finishing department of the Victor Co.'s plant at Camden, N. J., for a number of Victor machines were sold during February.

J. E. Poorman, Jr., jobber of the Zonophone lines of talking machines and records, and dealer in Victor and Edison machines and records, reports trade conditions improving.

Manager Joseph Krolage, of the talking machine department of the J. C. Groene Co., is reviewing rapidly from the result of an operation upon his appendix, and expects to be out of the hospital and on the job in a few weeks.
EASTER HARVEST.

This Season the New Year Should Bring with it Golden Opportunities for the "Talker" Man—A Story That Emphasizes the Value to the "Talker" Man of Judicious Advertising.

Spread out on the desk before me lies a copy of The Philadelphia Sunday Press bearing date if you, like the Penn Phonograph Co., who are Its appeal to fashionable trade, Mr. Dealer, is called and effective heading, which I consider one of the most logical wording— its pages as if to call my attention to its clever wording which cannot but appeal to all who are interested in the "talker" game. Let me read it to you:

"It isn't fashionable to attend theater or opera during Lenten season. There is no reason, however, why you should not entertain yourself and friends at home. The talking machine enables you to present the operatic or vaudeville celebrities in any musical selections desired.

There is more to this advertisement but it is not necessary to quote further because the inscription for this article came to me from the heading, which I consider one of the most logical and effective I have seen for a long time. Its appeal to fashionable trade, Mr. Dealer, is paramount and should bring them to your store if you, like the Penn Phonograph Co., who are

any time that best suits our convenience at Jones's talking machine emporium on Broad street. "Isn't that too perfectly lovely for anything? Have you an engagement for this afternoon? What's that? A drive in the park with Mr. Blank? Well, you will have to cut it, that's all, for you're going with me to attend that concert at Jones's. I am just dying to hear grand opera once more, and I know you are, too. I will call for you at three in the brougham. Be sure to be ready, dear. All right, good bye."

An hour later two stylishly dressed ladies alight from a carriage at the curb and sweep majestically into John Jones's store. "We have come," explains Mrs. De Swell, "to hear grand opera as advertised by you in this morning's papers."

The salesman bows most gracefully, motioning them to easy chairs. The first record played for their entertainment is the famous sextet from Lucia. Following that comes the quartet from Rigaudon. Then the Minnery Dust from Il Trovatore. These are received with the greatest possible enthusiasm, which through the energy and good taste of the clerk, is maintained through a long and expensive program. As they are taking their departure with packages valued at approximately one hundred dollars in the custody of their footman, Mrs. Richley confides to Mr. Jones, who has just made his appearance that they have had a victrola since Christmas, but her husband being a vaudeville fiend, and, in consequence, showing a preference for records of lighter vein than grand opera, has managed until now to keep her in the dark regarding such exquisite selections as they have just listened to. "However," she continues with a gleam in her eyes, "I shall see that such a state of affairs ceases to exist from this moment."

The above anecdote is vouched for by the writer as he was by accident present at the concert, and it was a small advertisement inserted in the daily papers a few days before Easter that did the trick.

Another line of records which can be successfully exploited during the Easter season are the many beautiful selections, both vocal and instrumental, written to celebrate this sacred period. Therefore, the moral of the article is, "Keep abreast of the times by advertising judiciously in advance of any occasion which would seem to be valuable to you from a business standpoint."

H. TAYLOR MORRISON.

THE CENTRAL TRAFFIC BUREAU

To be Organized Shortly for the Protection of Eastern Shippers in the Matter of Freight Rates, Etc.—To Embrace Trade Bodies of Larger Cities from Boston to Richmond.

Arrangements have been consummated for the formation of the Central Traffic Bureau, with headquarters in New York, and which will endeavor to secure Eastern freight rates that will compare favorably with those of the West, and to counteract the present advantages enjoyed by western shippers.

The new bureau will look after the business interests of the entire East and will be composed of ten members, five representing the leaders of the leading organizations in the respective cities and five traffic managers from the same bodies. The success attained by such a bureau identified with western cities in securing from the railroads concessions that eastern shippers were denied is responsible for bringing about its establishment.

THE TALKING MACHINE WORLD.
Columbia Regent Used With Orchestra at Noted Restaurant—Kipp-Link Co.'s New Quarter—Graphophone Recital in Church—Dealers Generally Are Optimistic Over March Outlook—Bishop O'Donahue a Talking Machine Enthusiast—Other News of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 7, 1910.

The talking machine business, both jobbing and retail, has been only fair during the last month. The record business has been encouraging.

White's Restaurant, in South Meridian street, one of the fashionable eating places of Indianapolis, has installed a "Regent" of the Columbia Co., to be used in connection with the orchestra. The "Regent" does the singing, accompanying the orchestra. The restaurant room is a very large one, and the proprietor says the talking machine has wonderful carrying power and is giving great satisfaction.

At the conclusion of the services last Sunday at the First Congregational Church, Mrs. S. R. Ruick, wife of former State Representative Ruick, and organist at the church, gave a graphophone recital, accompanying a Columbia "Regent," or table machine, with the church pipe organ. Sacred numbers were used, and so successful was the concert that the guests remained for more than an hour.

"Put On Your Old Gray Bonnet" has been one of the best selling records with the Columbia Co. This probably was due partly to the fact that Percy Wenrich, the composer of the piece, has wide experience in the talking machine business.

Mr. Yerkes, head of the wholesale department of the Columbia Co., spent two days in Indianapolis calling on the trade.

It is said that plans are under way for a new building where the Grand Opera House now stands. The Musical Echo Co., dealers in various musical instruments, have reinstated the following as Edison dealers: D. Sommers & Co., Portsmouth, N. H.; W. Hammis Shoe Co., Portsmout, Ia.; and J. J. Hoffman, Wabasso, Minn.

NEW COMPANY BEING ORGANIZED.

(Special to The Talking Machine World.)


A corporation now being organized will soon appear in the market with a new line, in which the vertical cut record will figure. The name of U. S. Senator Crane is mentioned in connection with the enterprise.

INCORPORATED.

The American Phonograph Co., New York, have incorporated with capital stock of $50,000 for the purpose of dealing in phonographs and other musical instruments. The incorporators are: W. H. Pritchard, W. Ferguson and Julius Roerder.

I. Davega, Jr., Inc., New York, will break ground for his new building, adjoining his present premises, May 1, and expects to be ready for occupancy in September. Mr. Davega states that his brother, of the S. B. Davega Co., now in Spokane, Wash., will not return east before October, and he may become a permanent resident of that city if certain events occur.

WISCONSIN DEALERS SAVE MONEY ON FREIGHTS AND GET BETTER SERVICE PROMPT SERVICE A SPECIALTY.
TRADE HAPPENINGS IN LONDON.


(Special to The Talking Machine World.)


A somewhat peculiar condition of things seems to prevail at the present time in talking machine trade circles. It may be but one of those transitory digressions of the wheels of fortune common to most trades—especially this one—and yet a true summary of the situation forces one to the conclusion that excepting a few of the leading firms, manufacturers generally are not at heart really satisfied with the present and future prospects. Not that trade as a whole is declining to any material extent, or that it is short of the average, time considered, but simply an absence of stability combined with the increased competition which almost each month develops in one form or another, has engendered an feeling of insecurity, and that competition, the effect of which is made known by a slight but gradual falling off in orders as applied to that commodity, is causing a deal of agitation and nervousness among the trade circles.

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In my opinion a very heavy duty would be required to shut out cheap foreign-made unpatented machines in order to give a fair chance to the home producer. As regards those goods which are patented a different situation is created by the liberal Patent Act, which already benefits the home trade to the extent that no protection whatever would never do. The unpatented machines have a market of their own; they could not bear a heavy duty because the price would correspondingly increase and the demand would fall. It could not pays to manufacture cheap machines here. On the other hand, this trade is a luxury, and as such the people are always prepared to purchase the best, no matter from where it comes.

The New Cygnet Horn.

The new Cygnet horn for Edison phonographs is now on sale here. It has met with a good reception in the trade and all agree that for beauty of form, convenience, method of diffusion, and being somewhat lower in price and size ahead of the old-type trumpet. A real improvement, in fact, which will act as a further argument in favor of the Edison phonograph.

A disastrous outbreak of fire occurred this week at the premises of E. Oppenheim, 57 Scruton street, London, the cause of which at the time of writing was not ascertained. Fire engines were dispatched immediately. The April Edison Record. Particular interest attaches to the announce-ment that "The Divine Sarah" has at last consented to record. The voice of Sarah Bernhardt is not only a thing of melody, but may be said to possess a power to move the emotions of kings and queens and the admiration of countless thousands in the course of her remarkable career. The great Sarah Bernhardt has under an exclusive contract to make Edison records! A tribute, indeed, to the Edison phonograph! The five records which comprise some of the best excerpts from this famous soprano will shortly be issued to the trade, who, needless to say, have placed heavy orders. The usual monthly (April) impression reveals a true picturesque atmosphere of the still records "Bronze Horse Overture" (Auber), National Military Band; "Staccato Polka" (Milner), Miss Isobel Carol; "My Girl From London Town" (Maurice B. Cohn, "Walloons in Russia" (Medley of Welsh Airs) (Various), Alexander Prince; "Lady Love" (Bingle), Billy Murray and Quartette; "Mia Cara Waltz" (Hammerstein), American Symphony Orchestra; "My Love is Greater Than the World" (Helf), W. H. Thompson; "Ludwig's Air Castle," Miss Ada Jones and Lee Breeze; "Wait for the Wagon Medley," Premier Quartette; "A day at West Point" (Hendix), New York Military Band. Abercrombie Grand Opera Records—Freischütz Grand Air D'Angle (Weber), (Sung in French), Marguerite Sylva; "Carme-Romanze de la fluer" (Bezet), (Sung in French), Florence Constantino; "Romeo et Juliette-Valve" (Gounod), (Sung in French), Bianelle Aral; "Hamlet-Brindisi" (Thomas), (Sung in Italian), Ernesto Carossa; "Tonhause-Blick ich umher" (Wagner), (Sung in German), Walter Somer; "Ulysses" (Caruso), "Rinking Two Step" (Hume), and "Coldstream Guards Regimental March" (Traditional), National Military Band; "Dear Old Bow Bells" (Pulver), Ernest Pike; "Settle Up, Settle Down" (Scott), Billy Williams; "The Jolly Japanese" (Nelles, Lawrance and Gildor), Stanley Kirby; "Old King Cole" (Clare and Formby); "Desert Harmony" (W. J. Scatler); "Dixieland" (Haines), Sousa's Band; "I'd Rather Say Hello Than Say Good-Bye" (Heft), Manuel Raimondi; "To the Wild Rose" Victor, Herbert's Orchestra; "Before I Go and Marry I Will Have a Word With You" (Berlin), Miss Ada Jones; "Blest Be the Tie That binds" (Barnes), "Deep Blue Skies" (Phillie), American Symphony Orchestra; "Can't You See" (Gumble), Byron G. Harlan; "A Coon Wedding in Southern Georgia," Peerless Quartette; and "Miss Liberty March" (Davy), New York Military Band.

Twin Co.'s Strong List.

The first list of records for the month of
FROM OUR LONDON HEADQUARTERS—(Continued.)

April has been issued by the Twin Co. It is a fairly strong list, too, and some good old favorites—such as "Ever of These" and "When You and I Were Young, Maggie," excellently rendered by Mr. Philip Ritte—are included therein.

The Phonogrand Co.'s Catalog.

A handsome catalog comes to hand from the Phonogrand Co., whose machines have caused quite a sensation in the trade. The principle of construction is entirely original, especially the method of sound distribution. In appearance the Phonogrand is more than equal to the best, and it forms a beautiful piece of furniture, as will be seen by a glance at the illustration elsewhere. Oak and mahogany are the chief woods used in its construction, which is of best English workmanship throughout. The reproducing powers of all types of the Phonogrand is full, distinctly pleasing, and is evenly distributed in all directions through skillfully secreted little wooden horns inside the cabinet, the walls of which are double sounding boards, ornamently perforated. The prices are fixed to be within the reach of all pockets, and I may say the trade forms are certainly generous enough to warrant every support from dealers in all parts of the world. Those interested are well advised to obtain a copy of the Phonogrand catalog, which the company will send free upon request to headquarters, 64 and 66 Oxford street, London, W.

Visitors to Leipsic's Famous Messe.

A fairly representative section of English traders have announced their intention of spending a few days at the famous messe, which opens a few days at the famous messe, which opens...
political song; "Pour un Baiser" (Tosti), by Signor Caruso, have fulfilled all expectations; their success being instantaneous. Some special titles, too, appear in the usual monthly supplementary list (March), and from the point of view of recording alone, they will command big sales. Among the titles, most prominent of all is the famous waltz of the season, "The Druids Prayer," played by the band of H. M. Coldstream Guards, who are also responsible for four other fine numbers: "Musician Prohibita," "Student's Saya," "Musimnan Marche," and "Ginger Two Step." A splendid rendition of "The Sailor's Grave" (Sullivan) is given by John Harrison; "Absence" (Metelli), sympathetically sung by Ewan Williams; as, too, is "Queen of Connaught," by Herbert Brown; "The Midshipmite" (S. Adams), a popular sea song, by Thorpe Bates; "The Curfew," Robert Radford; Mr. Harry Dearth, new to the Gramophone list, introduces us to "Stone Cracker John" (Eric Coates); "Wom Pia di Fiori" (Mozart), an excellent recording, by Mme. Kirkby Lune; "Time's Garden" (Goring Thomas), a song of resignation, sung by Miss Ethel Hook; we have two fine issues under humorous: "My Mother" (from "The Ardenland), by Harry Cartton, and "Sweetest o the Family," by an old entertainer, Harry Lauder; Quartet, Miss Perecral Allen, Miss Alice Lakin, Mersra. J. Harrison and R. Radford, "Believe Me, if," have been in need of such stimulating influence as this balance sheet will surely effect for the general good of the industry. For the year ending 1909 Messrs. Lindstrom's total turnover amounted to 4,035,000 marks, against 2,600,000 during 1908. The phenomenal increase of trade during last year is not a little due to the energy and enterprise displayed by the administrators of this company, whose fine instruments have in consequence achieved popularity in all parts of the world. By the way, I notice that the Lindstrom Co. now number a staff of 526, which bids fair soon to increase. Congratulations! New Beka Titles. Special attention is drawn to the following titles appearing in the Beka record list for March. Harry Champion in his original songs, "Boiled Beef and Carrots" and "You Don't Want to Keep on Showing It," heads the bill this month, as well he may, for this is a record which dealers will find a veritable gold mine from a sales point of view. The breathless energy which Mr. Champion throws into the singing of these two popular song-hits is really wonderful, for, excerpting an occasional few seconds' rest afforded by the orchestral interlude, he never seems to stop to take a breath. Marathon singing with a vengeance! Other good records are selection I, and II, from "The Dollar Prince," "Morris Dance" and "Shepherd Dance," played by the Beka London Orchestra under the able baton of Julian Jones; "Thy Meaning Eyes" and "In Sympathy," by G. Wigley; "Life's Lullaby" and "Sunshine and Butterflies," Eugene Ritte; "True Till Death" and "Eileen Alannah," Harry Thornton; "The Corporal's Ditty," Robert Carr, on the reverse, "A Thousand Leagues Under the Sea," by Norman Williams; "Silver Bells" and "Radecky March," by Fairy Bells, with orchestra. They Never Forget Home. Do you think they forget us? The man who...
believes this has never known life in our overseas dominions. Some little time ago I met in a desert in eastern Asia a party of tough pioneers—men to whom exploring, fighting, and hard travel were the very breath of their nostrils. There was a little hotel where we stayed kept by a Frenchman. Frenchmen are the usual hotel-keepers east of Suez. Dinner over, one of the party raked out an old gramophone, one of the first of its kind—a cranky, metallic scraping horror. There were some discs with old English tunes and dances on them. The boys shouted the choruses and danced to the music. Then came "Home, Sweet Home" and a sudden silence fell on the group. The second verse drew to an end. I looked around. Every man of them had crept out of the hotel parlor. They had not forgotten home.—Skys F. A. McKenzie, in the Mail.

Columbia Co.'s Fine List of Titles.
The current Columbia list teems with good titles and special numbers well calculated to advance the company's products yet another step in the estimation of dealers and users alike. Exceptional quality, too, is offered this month in the shape of artists, as will be seen from the following, which I particularly draw attention to, because in not one instance is there a record that even the most critical could take exception to. And for that reason, quite apart from the fixed competitive selling prices, they furnish possibilities of a quick turn-over for even the least enterprising of record dealers.

Titles and special numbers well calculated to advance the reputation of the company have a very strong repertory of French titles; indeed, I may say it is one of the best lists seen in the trade, and while one would like to see a stronger representation of English selections, there is nevertheless a fair sprinkling of well-known pieces suitable for sale in English-speaking countries. I am told this is having attention, and in the course of time a big list of topical English subjects will be dealt with. In the meantime there are good prospects for dealers who stock up on these very fine records, some popular titles of which are as follows: Mendelssohn's "Spring Song" and "Balat d'Auvergne," two magnificent violin solos by M. Schumacher, first prize, Leipzig Conservatoire; "Reverie" (Schumann) and "Navette" (Lulii), two equally well-recorded violin solos by M. Cras, first violin, Paris Opera; "La Voix des Cloches" (Lugnini) and "Romance" (Wessen), played by Symphonic Orchestra of the Grand Concerts Rouge; "The Dollar Princess" and "The Merry Widow," by the Falk Tzigane Orchestra; while the famous band of the Garde Republicaine, Paris, renders popular titles of which are as follows: "Waltz from "Passa" and "Bouffie d'Avril," "Gazemor," "Polka for Four Cornets"; and "Initation to the Waltz" and "Song of the West," clarionet duet.

A Distinguished Visitor.
An interesting incident occurred at the Worship street offices of the Columbia Phonograph Co. a few days ago. A gentleman of striking personality, grizzled and tanned, apparently, from a life of outdoor experience, entered, attended by a striking figure of ebony hue. The visitor was referred to a dealer, apparently, from a life of outdoor experience, entered, attended by a striking figure of ebony hue. He spoke of Morocco and the people and explained that the instrument had been in use in that country. The meter was tested and found in perfect working order; only the cabinet was damaged. The visitor was referred to a dealer,
and the nearest (Keys, Finsbury Pavement) indicated. It was only when the military white man and his black bodyguard had left the offices that his identity was recognized. He was no less a person that Kaid Sir Harry Maclean, K.C.M.G., resident military adviser attached to the court of the Sultan of Morocco. He had bought the machine on a visit to London some years before to replace an earlier Columbia.

Special Accompaniment Records.

On the new supplement of RCA records for the present month there is listed a record that calls for special attention. We refer to No. 1269, which offers on the one side an organ accompaniment for "Je suis, Lover of My Soul," and on the reverse a piano accompaniment for "Roch of Ages." Much has been written and printed of the possibilities of the talking machine, and there is an ever-present feeling that accompaniment records be provided, so that a vocalist might be independent of pianoforte or other instrument. There is no doubt that in many homes where either the piano or the skill to play it is absent such records would be appreciated, but the doubt always remained whether those homes were numerically strong enough to make the issue of such records worth while as a commercial proposition.

Commendable enterprise is shown in this experiment by the Columbia Co., and it is a development which deserves the close attention of every dealer who has at heart the welfare and longevity of the business as a whole. Looking forward, it is surely no very risky piece of vaticination to prophesy a time when the talking machine and an outfit of a dozen or so instruments might be independent of pianoforte or other instrument. There is no doubt that in many homes where either the piano or the skill to play it is absent such records would be appreciated, but the doubt always remained whether those homes were numerically strong enough to make the issue of such records worth while as a commercial proposition.

The object of the competition is, of course, to create extra sales, and help to win over some of those good folk who hitherto have failed to fully appreciate the musical capabilities of a good instrument as a source of enjoyment and profit. And the enthusiasm displayed by the trade is more than sufficient to secure that success which such a generous expenditure deserves. Perhaps in the next month or two, or perhaps in the month after, we shall be able to publish the result, and it will be interesting to hear for the first time in which new direction the public taste lies.

Don't be afraid to thank a customer who recommends your goods to someone else.

Responsible Exporting Firms in America, Canada and Colonies are invited to apply for Sole Agencies.

"ASPIR" Disc Records (sapphire cut) 11" and 12" double sided

Finest Repertoire of Operas, Orchestras and Songs. Unsurpassed for Tone and Quality.

Manufactured by

ESTABLISSEMENTS PHONOGRAPHIQUES D'IVRY
5, BOUDBREAU—PARIS
(Branch of the C. G. E.—Paris. Capital frs. 18,000,000)

E. P. I. Talking Machines

complete with sound-box fitted with unwearable sapphire for playing "ASPIR" discs.

Best and Cheapest Machine on the Market.

Manufactured by the

ESTABLISSEMENTS PHONOGRAPHIQUES D'IVRY
5, BOUDBREAU. (Opera) PARIS

British Branch:— ASPIR—LONDON. 15, Victoria Street, London (England)

NEWS OF PROVINCIAL DOINGS.

Business throughout the country is not by any means brilliant, indeed, in many quarters quite a depression has set in, despite the fact that new election times are over, it was confidently expected an improvement would quickly follow the disturbance of trade in talking machines, which that emotional period produced. I would even go so far as to say that in the large towns dealers seem to be flagging in that energy which must at all times be consistently employed and more especially against the trade-destroying influences of elections, short time in the factories, labor troubles and other local setbacks. The dealer has other sources of discouragement in the shape of skating rinks and cinematograph shows. I know, which deflect the home enjoyment of the masses. But what of it? There always have been difficulties since creation, and always will be. No matter what you have to contend with, hard work will see you through safely. Remember that. Some dealers in the province made the general election a means thereby to gain publicity. They announced the results in their windows and gave a talking-machine concert; and you may be sure that many of those who came simply to learn how the parties stood, went away with a more favorable opinion of talking machines than they held before, and perhaps decided on a purchase.

In the rural districts and small towns, trade is very satisfactory, all things considered, and is likely to remain so for some time.

The Johnson Talking Machine Co., of Liverpool and Birmingham, have recently introduced a novelty in the shape of their "Marlaphone" needles. These are made by a new process, and are described as of silver steel, which it is claimed, ensures a fine reproduction. The fortunes of war have been in evidence somewhat of late, a noticeable instance being in the matter of Holme & Co., of John Bright street, Birmingham.
The Columbia line is a complete line:  
Disc and cylinder, machines and records.  

And three different types of the Grafonola.

The ATTACHMENT PROPOSITION

Of National Phonograph Co. Delayed by Factory Congestion—To Ship the Goods About April. 1—Particulars, of the Proposition Given by General Sales Manager Dolbeer—New Records to Attract Public Interest.

While the National Phonograph Co., Orange, N. J., have been laboring to shape up the Amberol attachment proposition, which they originally figured on giving the trade no later than March 1, they have been compelled to postpone the date on account of factory congestion. It will be in a position to ship these goods to jobbers on or about April 1, when they will immediately go into the hands of the dealer. The particulars of the proposition are given by F. K. Dolbeer, general sales manager, in the subjoined bulletin, No. 46, to Edison dealers:

"As briefly outlined in our letter of Dec. 6, 1909, on the subject of combination attachments, we have for some time past been considering as to how we should plan them before the public in a way which would be productive of immediate results and at the same time slightly increase the "dealer's" profit. We have decided to inaugurate the plan as clearly set forth below, and by means of which, with your aggressive efforts, we hope to again bring into active use many Edison phonographs which may have been laid aside, due to their original equipment being for the standard (two minute) records only.

This plan, which to the consumer means hardly more than the price of the special Amberol records furnished in connection with the attachments, should prove an incentive for every dealer to make a thorough canvass of his territory, therefore ascertaining the names of all Edison phonograph owners, and to such as may be without the attachments this matter can be profitably brought to their attention; and as we have pointed out to you in the past, the sale of an attachment means a new and continued customer for Amberol records, the dealers' profit on which is unusually attractive.

We will, until further advised, place in the hands of the trade a combination attachment outfit consisting of the attachment and ten special Amberol records, in a special container, at the following list prices, less the dealers' discount: Gem, $5; Standard, $6; Home, "Triumph," "Ideal," Balmoral, Conqueror, Alva, $8.50 each.

These ten special Amberol records have been made for the purpose of showing the dealers new interest on the part of phonograph users in Amberol records, and to that end our recording department have used their best efforts, succeeding in producing a variety in both artists and material which will please the most critical. Such records are only to be sold in conjunction with an Edison combination attachment, at the stipulated prices, and the seal of the package must not be broken before delivery to the customer. No objection will be made should you desire to open a single package of these special records to be used as samples for demonstrating purposes.

In consideration of the special price at which these records are sold no allowance will be made for breakeage. These special records will not be returnable to the factory under any exchange proposition. Orders should be placed with your jobber immediately (who will be in position to make shipment early in April) and the goods to go on sale as soon as received.

Important.—The utmost care should be used in ordering these special sets of records, so as to 'even up' with the attachments you have on hand, as these records cannot be sold in any other manner than as above outlined. Violations of any of these provisions will be summarily dealt with.

The jobbers were also given instructions pertaining to this offer at the same time.

BLOCK WITH SCHMELZER ARMS CO.

Elwood I. Block, who for the past three years has been connected with the Victor plant at Camden, N. J., will, within the near future, join the forces of the Schmeizer Arms Co., Kansas City, Mo., as expert repair man. He will spend the next ten days inspecting the Edison plant before locating permanently with this concern.

A. R. Pommer who recently purchased the capital stock of the Pacific Phonograph Co., Oakland, Cal., will continue running the business under the old name.

THE TALKING MACHINE WORLD.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O.
Bouche Str. 55
Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

Our famous "Puck Phonograph,"
Mr. Recorder, do you know my wax "P,"
the best existing recording material for Berliner-(Gramophone-) cut?
If not write for free sample

Chemische Fabrik E. Sauerlandt
Flurstedt bei Apolda i. Th., Germany

Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?
One cannot be satisfactory without the other.
We shall be pleased to give the fullest information to all interested.
Address:
Jos. Zimmermann
Needle and Pin Works
Aachen
Germany

Columbia Co. Advance.
Cheery Report by General Manager Lyle—Excellent February Business—Remarkable Increase in Demand for High Priced Machines and Records—Recent Achievements of the Company in Various Directions—Important Additions of Famous Artists.

Replying to inquiries from The World as to the status of affairs in the trade, Geo. W. Lyle, general manager of the Columbia Phonograph Co., general, replied:

"We have just closed a most remarkable February, exceeding by a large amount the business of January, although there were three less business days, and exceeding February of last year by over 20 per cent. One of the gratifying points in connection with the increased business is the fact that the sales, in general, are falling off in the country sharing in the better showing. An interesting feature of the business is the remarkable increase in the sale of our high-priced product, all types of Grafonolas and high-grade records, and the indications are that we will be able this month to give better service than ever before, as by increased operations we are rapidly overtaking the huge and increasing demand.

The company further say: "Things have been moving in Columbia circles lately, and moving fast. It is now generally known that Celestina Boninsegna, the bright particular star of the Boston Opera Co., has signed an exclusive contract with the Columbia Co. The Columbia Co. have further effected something of a scoop in securing in advance, through the Fonotipia Co., the exclusive service of Elvira de Hidalgo, the young Spanish soprano, who has lately made such a furor in opera at Monte Carlo, and who arrived in New York the last week in February, to take leading eopera roles in the Metropolitan Opera House during the remainder of the season. This youngest of all the great sopranos is said to have a voice of extraordinary brilliancy and power, with strongly sympathetic qualities, and a personality so engaging as her voice is attractive.

"In Boninsegna the Columbia have secured a star of the first magnitude, whose remarkable success with the Boston Opera Co., both at home and on its recent road tour, has made abundantly evident the fact that opera in America will not lack the finest possible delineation of soprano roles while such a supreme artist is available. Some of her first recordings have already been heard by the officers of the company, and must be said that they are superlatively good. Exclusive arrangements have also been completed with Mardones, the distinguished baritone of the Boston Opera Co., whose splendid work has been producive of unusual pleasure during the season now closing. He is said to have the rare combination of great dramatic ability, with a basso voice of real expressiveness and magnificent sonority and power. His recent appearance as the star in Bottos Medea opposite is reported to have been a genuine triumph.

"In addition to all this the Columbia Co. have signed that famous and inimitable comedian, Raymond Hitchcock, for an exclusive series of his song-monologues, sung as only that versatile maker knows how to do these things. It is claimed that recordings quite like those of Hitchcock, or as good in their particular line, have never been heard before. The first one will be issued shortly, and an enormous sale is confidently expected."

Talking Machines as Barometer.
J. C. Roush Asserts That the Talker Is a Perfect Measure of Business Conditions.

In a personal interview with The World today, J. C. Roush, manager and secretary of the Standard Talking Machine Co., said:

"I believe that there is no surer barometer of existing business conditions than talking machines. During the late depression it was alleged that Pittsburg was hit pretty hard. While along with the steel and other industries, the talking machine business bore its share of the suspended trade, it still held up remarkably well with us as compared with some other localities in the country. With the resumption of business we had less distance to return to our former position. I can safely say that we are now, during this spring season, doing better than we ever did in any previous year in our history, and while some of this may be modestly accredited to our increasing business, in my opinion, fully justifies the statement that the coming year is to be one of the largest yet."

"When I say trade conditions are good, it may merely voices our own sentiments but reflects the attitude and condition of the smaller merchant in the towns and the villages with whom we are in direct touch. We have assurances from every section in the shape of substantial orders, which, for this time of year, are no less than remarkable."

Ruling on Cinematographs.
General Appraiser Hay Denies Protest That They Are "Household Effects."

(A special to The Talking-Machine World.)

A decision has been rendered regarding the admittance of a moving picture machine or cinematograph by the board of general appraisers when they are attempted to be brought in as "household effects." The importer claimed on this account they should be duty free.

General Appraiser Hay said in this connection: "The protest was submitted without testimony. From an examination of the papers we find that the cinematograph in question was imported from Montreal with certain household effects which were admitted free of duty. We assume that the instrument in question is used in connection with the display or exhibition of moving pictures. Without some evidence before us to show the use to which it is put, or that it is in some way similar to the articles enumerated in paragraph 520 (household effects), we cannot hold that it is entitled to free admission."

A "Pointed" Talk.
One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the Condor.

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.
SOLID WOOD (NOT VENEEREED)

Mr. Dealer!

You owe your customer and yourself a duty if you have not personally compared the **MUSIC MASTER (SOLID WOOD) HORN** with the veneered kind of wood horns now on the market.

You do not have to invest any money to test our claims of superiority.

**HAVE ONE SENT ON APPROVAL**

Your choice of *solid* Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you are not entirely satisfied with the superior merits of the **MUSIC MASTER**, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

AROUND BOSTON TOWN.


(Special to The Talking Machine World.)

Boston, March 9, 1910.

A very dainty little advertising stunt, originated by Mr. Fitzgerald at the Eastern Talking Machine Co. store recently, has set the Boston talking machine men wandering down Tremont street quite frequently in order to look at the display window in which it is being shown. Mr. Fitzgerald has taken 1,000 of the front covers of the song "Put On Your Old Gray Bonnet," cut out the beautiful head and shoulders of the woman and arranged them upon the glass of the window in the form of the figures 366, the number of the record that bears that catchy song. Fitzgerald has taken 1,000 of the front covers of the song "Put On Your Old Gray Bonnet," cut out the beautiful head and shoulders of the woman and arranged them upon the glass of the window in the form of the figures 366, the number of the record that bears that catchy song.

Another very attractive window display has been made this week by Manager Byrnes of the talking machine department of the C. E. Osgood Co. In fact the window displays made by this department in the past six months have been exceptionally good and business has developed materially as a result.

M. A. Carpeil, of the Herzog Cabinet Co., spent a few days here this week in the interests of his company. He reports business as generally excellent.

The Eastern Talking Machine Co. are taking care of the exchange proposition satisfactorily, but find themselves handicapped through the inability of the factory to supply records fast enough. It is harder to get in a supply of Abner records than it is to get a raise of salary from a penurious boss. The retail department has made some great strides recently under Mr. Freeman's direction and the new Victrola Freeman is a business getter. Mr. Freeman reports that he has recently sold a number of grand opera records to grand opera singers in the Boston company, as they enable the singers to "get a line" on how their rivals sing particular songs.

Manager Boyd, of the Iver-Johnson talking machine department is especially pleased this spring with the results in the Jobling Edison department. Business here has shown a remarkable improvement. In the retail Victor line the high priced machines have the call. This firm are making a special feature just now of the popular or topical songs and the amusing monologues as the store's customers are largely men who like just that sort of record. The Peary records on the Victor have been responsible for a big jump in business for the Oliver Ditson Co. this month and it is interesting to note that the chief reason why people wanted the record was to hear his voice rather than the story he relates. The story is not new to them, but his voice is. All had read his story, but very few had ever seen or heard the man, and as many had previously heard the Cook record they wanted to judge the two men by means of their voice. Manager Winkelmann, at the Oliver Ditson Co., is making some good advertising out of the new Victor records, such as the Misericord scene. "I Trovatore" was sung here recently and these records were used with excellent effect in the window displays and newspaper space.

Manager Howes, of the Houghton & Duton talking machine department, said this week that the business of his department had been far beyond his expectations since the first of the year. He is arranging for some new ideas in display, both inside the room and in the windows. He is handicapped now by lack of room in which to expand.

Even the most optimistic member of the firm of Henry P. Miller & Sons Co., when they put in the Victor talking machine department, did not anticipate that within three months after the installation it would be doing a retail business of such large proportions as is making it one of the most important and successful branches of the store's industry. But such is the case. Instead of the department being only half a success, it is a fine, ripe melon. The Victor line is exclusively handled here, and the Victrolas make a fine showing alongside the Miller pianos.

**PHREAS GIPSY SMITH RECORDS.**

Brooklyn Pastor Plays Them for His Congregation Each Sunday—Reproductions Very Distinct—All the Sweetness of Voice Brought Out.

This is a copy of a letter received by the Columbia Co. last week from Erwin Duennell, pastor of the Tabernacle Baptist church, Brooklyn, N. Y.:

"I am very grateful that through you I have been enabled to give Gipsy Smith's beautiful solos, which he sings as no other singers render them, to my Sunday evening congregations. For several Sunday evenings I have used them on my program in a song service preceding my sermon. These records of his voice are marvelous reproductions of the pathos and sweetness of his singing. Every word can be distinctly understood in every nook and corner of my church. My people were very much pleased with his singing. In no other way could we have hoped to have heard this great preacher and singer in our own church."

Callers at the offices of the New York Talking Machine Co. 50 Chambers street, New York, last week, included Herbert Rayner, manager of the talking machine department of M. Steinert & Sons Co., Boston, Mass., and Daniel O'Neill, gen- eral manager of the "Talking Machine Co. of Heppe & Sons, Philadelphia. It was a personally pleasant visit with G. T. Williams, who had an exchange of trade opinions at Kallia's, his usual mid-day halt.
SALES METHODS THE SUBJECT

Of an Interesting Letter from a Subscriber in Halifax—Some Essentials Forcefully Set Forth—Knowledge of Records Necessary to Enable the Salesman to Win Out—Some Good Pointers Clearly Set Forth.

Halifax, N. S., March 10, 1910.

Editor of The Talking Machine World.

Dear Sir: I was pleased with and interested in the article appearing in the December issue of the World entitled "Phonophil." I have been waiting for some one to write an article just along these lines, for it seems to me that the suggestions contained therein are sound.

At the same time the writer left out a good deal that might have been helpful to the salesmen who are really endeavoring to master their business not only for the benefit of their employers, but for their own enlightenment.

Now, I agree practically with all that "Phonophil" says, with the exception, perhaps, of his reference to playing the records with a variety of needles and also changing the pitch. Unless a salesman is exceedingly well up in music, I think harm will come if these methods are resorted to. Practically every instant a change in pitch is a lot wrong in playing the record as indicated by the catalog, or at all events keeping within prescribed limits as to revolutions, say, 74 to 77.

The safest course to pursue in regard to the needle is to use a medium tone, which will be neither too soft nor too loud. There are, of course, some salesmen who use an old needle to bring out the true tone, but unless the salesman is absolutely sure of his knowledge, the medium tone will produce the most satisfactory results.

A volume might be written on the second of his three prime factors, namely, "Ready knowledge of records." The constant progression of science and the great number and variety of records appearing from month to month is apt to tax the memory of the most expert.

If the salesman cannot find time to make an individual study of each important record in the course of the day, he should manage to get the time some way, and for three reasons: First—it will pay the salesman a thousandfold to do so. Second, it will make one more valuable to his employer and the customer. Third—it will be the means of making the salesman well informed, not only in his duties as salesman, but also in his daily life outside of the store.

But just here I do not wish to be misunderstood. It is exceedingly helpful to know the contents of every cylinder, by whom they are sung or played, but what is most important is to know just what number of singers or players sing or play a certain selection and which is the best record and why.

This saves time and helps the customer who may not be familiar with the records. For instance: Suppose a customer asks for the best record of the "Lost Rose of Summer." You will probably play him a record by Sembrich or another Red Seal artist, and the customer will likely purchase it. Later on perhaps he hears a record at a friend's house of the same song by Heldensohl, a Red Seal, and an unprejudiced opinion will give the palm to this latter singer, and the customer is not likely to be very pleased at paying $3 for a record which he might have obtained for $2.50 and then have a better rendering. There is a great tendency to do this, but it is not the best method of winning permanent patrons.

It is, of course, valuable to you by observation of customers' likes and dislikes, read all of the best books on the opera, so as to acquaint yourself thoroughly with the Red Seal records and opera records of the various companies, but don't imagine because a customer says that he has heard all the records that such is the case. If you know your business properly, you should be able to string off at least a half dozen records of which he has never even heard.

A SALESMAN.

MOTION PICTURE LITIGATION

Important Decision Handed Down Which Leaves the Motion Pictures Patents Co. in Supreme Control of the Situation—Contentions of the Defence.

A decision handed down March 7 by the United States Circuit Court, Southern district of New York, in an injunction suit against three makers of moving picture films, leaves the Motion Pictures Patents Co. in supreme control. The defendants in the suit were Carl Laemmle, the Independent Moving Picture Company of America and the Panograph Co.

Their defense was that Thomas A. Edison, but a man named Greene, was the real inventor of the apparatus in moving picture machines by which they are enabled to take a continuous photograph of actors and other subjects in action at top speed. Justice Noyes, who filed the memorandum of the decision, held that the arguments as to Greene had been exhausted in a previous suit, and that the Circuit Court of Appeals had decided that the Edison patents were valid. For that reason he said he was disposed to grant a preliminary injunction against the defendants.

The defense, among other contentions, alleged that the eleven manufacturers who are constituent concerns of the Motion Picture Patents Co. were violators of the Sherman anti-trust law. The idea that the exercise of an inventor's patent rights led to violation of the Sherman act was the only novel feature in the litigation. On this point Judge Noyes held as follows: "I assume that the opinion that the charge, if established, that the complainant is itself, or is a member of, a combination in violation of the Federal anti-trust statute is not a defense available in an action for the infringement of a patent and fails to show a defect in the complainant's title." In conclusion he said: "An injunction against the defendant corporations may therefore issue. The proof of personal infringement by the defendant Laemmle is, however, deemed insufficient to warrant the issuance of an injunction against him and it is denied. But no act of the defendant corporations was without prejudice to the right of the complainant to renew his application in case future acts of personal infringement are disclosed.

Judge Noyes also stated that injunctions against the defendant companies would be suspended provided an appeal was brought on for a hearing at the May session of the Circuit Court of Appeals and provided that the defendant furnish an adequate bond to pay damages and account for the profits during the pendency of the appeal if it is unsuccessful.

NOW EQUIPPED WITH DIAMOND POINTS.

In a circular letter sent the trade on March 5 the Columbia Phonograph Co., General, says: "All two and four-minute Indestructible reproducer shipped from the factory on and after March 1 will be equipped with diamond points and you will at once see the advantage of this pro-
TRADE FABLE
No. 5

From the time Jim Reynolds had been big enough to toddle and to begin to learn the rudiments of the United States language, his father had impressed upon his mind verbally, and upon other pieces with a trunk strap, that throughout his life he was his own case and con- side in no one. The old man's chief bit of ad- vice was, "When a fellow wants to slip you any of the 'loving friend' stuff and wants to do you a favor just because he likes you, put your turnip in the inside pocket of your vest and keep your right hand on that while you hold your roll tight in the left. It's ten to one that he's trying to frisk you for one or the other." Of course the pessimistic attitude of Jim's male parent may have been due to the fact that he was a professional house dealer, but nevertheless he was nix on the com ing stunt.

Following in the footsteps of the old man, Jim's school and college training, such as guy him anything on Robinson Crusoe for companionship, and as a result he prepared to enter busi- nesses with very little profitable knowledge, but what it had been with a helluva grouch.

Now, Mother Reynolds was a good old soul, who felt some sorry for the condition of the boy, and when it came time to invest the five thousand dollars that belonged to the boys for the purpose of buying a hand in the game of business, she suggested the selling of talking machines, in the hope that the attempt might music have a good show of doing. Now I am to point on Jim. When he passed by the store and put his foot down on the matter, which, the same being backed up by the will of an army mule, settled the question for all time.

As it happened, the Reynolds talking machine store was located in a city where there were a number of similar stores and competition was stronger than in a cannibal camp during a mission dinner, with ears on toast as the piece de resistance. Having heard of the good results obtained by dealers in other lines who organized local associations, Mr. Reynolds expected to get out of the scheme in the same being behind on Victrolas, and other numbers, showing remarkable strength," was the observa-

TRAVELER WANTED.

Traveling representative wanted for prominent Eastern Edison and Victor jobber. This is an exceptionally good opening for a "live wire." If you are willing to work, and work hard, write us, telling about your past work, your age, and what salary wanted. Address "Efficiency," care The Talking Machine World, 1 Madison Avenue, New York City.

DO YOU WANT

A competent manager and salesman who is thor- oughly posted with the Victor and Edison lines? I am now employed, but I want a position with a firm who can appreciate hard work and where brains and ambition count. Address "Ambition," care The Talking Machine World, New York.

FOR SALE.

East Newton, Mass. 318 N. Howard Street, Baltimore, Md.

REPAIR DEPARTMENT MAN.

I built up the best Victor repair department in New York City and I would like to take charge of another. I can, with my special tools, cure your expensive "troubles." Address "Mechanics," care The Talking Machine World, 1 Madison Avenue, New York City.

$ RECORDS WANTED $

Cash paid for any size lots.

MUSIC

814 Watertown St.
West Newton, Mass.

THE TALKING MACHINE WORLD.

AT LIBERTY.

Expert "master-record" maker; cylinder and disc recording, plattn, etc. Address Operator, care The Talking Machine World, 1 Madison Avenue, New York City.

FOR SALE.


SALESMEN WANTED.

Wanted—Good Salesmen who are reaching talking machine trade, to handle new fast-sell- ing specialty as wide line. Big commissions for right men. Exclusive territory. Proposition on request. Box 100, The Talking Machine World, 1 Madison Avenue, New York City.

TRAVELER WANTED.

Traveling representative wanted for prominent Eastern Edison and Victor jobber. This is an exceptionally good opening for a "live wire." If you are willing to work, and work hard, write us, telling about your past work, your age, and what salary wanted. Address "Efficiency," care The Talking Machine World, 1 Madison Avenue, New York City.

DO YOU WANT

A competent manager and salesman who is thor- oughly posted with the Victor and Edison lines? I am now employed, but I want a position with a firm who can appreciate hard work and where brains and ambition count. Address "Ambition," care The Talking Machine World, New York.

FOR SALE.

Edison and Victor wholesale jobbing agency in the best and largest growing State in the West; best of reasons for selling. For full information address "X," care The Talking Machine World, 1 Madison Avenue, New York.

REPAIR DEPARTMENT MAN.

I built up the best Victor repair department in New York City and I would like to take charge of another. I can, with my special tools, cure your expensive "troubles." Address "Mechanics," care The Talking Machine World, 1 Madison Avenue, New York City.

$ RECORDS WANTED $

Cash paid for any size lots.

MUSIC

814 Watertown St.
West Newton, Mass.

You Can Buy a Good Chance to Make a Living and Some More for $5,000.

Fine retail store of Edison phonographs and Victor talking machines in Baltimore, the great shipping center of the South. Out of town buyers, in addition to local trade, is an advantage. You step into the expenditure of five years of advertising and have been to create the good-will of this store; that alone is worth the price asked for the whole business. It's not the same as starting afresh; you avoid the necessary ex- penses that are usually required to establish. This opportunity is extraordinary. You would do well to look into it. Write to

JOHN F. PICKERING
318 N. Howard Street, Baltimore, Md.
TAKE OUR WORD FOR IT.

Once a customer commences to use Fibre Needles he never knows when to quit buying records—

Not only does he become an enthusiast on the subject but a crank as well.

We can prove this in more than a thousand instances.

Just a few records in the home is the strongest evidence that there is but little interest taken in the talking machine.

Interest and enthusiasm increases only in proportion to the number of records possessed.

The mere fact that the Fibre Needle preserves the record forever, that it eliminates "needle hiss" and that the expenditure of money is a permanent investment is the strongest kind of inducement for a customer to gather a large library of selected records.

"B. & H." FIBRE MANUFACTURING CO., 33 W. Kinzie St., CHICAGO.
The new 4-minute Columbia Indestructible Records are "the only 4-minute records that are right."

PHONOGRAPH TO TEST EMPLOYES.

Proposed Scientific Tests to Determine the Moral Tendencies of Bank Clerks Proposed by the Rev. Edgar W. Treble.

The talking machine is occupying a prominent place these days in current news happenings. For instance, we understand that the bank employes in the State of Massachusetts are in fear and trembling over the proposed scientific tests to determine their moral tendency and turpitude. The Rev. Edgar W. Treble of Worcester says it is a sure shot that if bank examiners apply to bank employes the psychological tests of Prof. Hugo Munsterberg it will eliminate from a much going and have a voice from the phonograph every notice, he may be recommended for continuance in office, but if his lips quiver nervously and he thrusts his hands in his pockets, and his eyes flit back and forth while his face flushes with anxiety, then the examiner should recommend that all the funds and securities be spiked down without delay.

"Test for the drinker's peril: Place before the man a different colored printed paper, with the names of the various liquors consciously printed upon them—water, coffee, beer, wine, whisky, highball, etc. Ask him to glance rapidly at each in succession, and repeat often. Notice particularly on which his glance rests longest, and to which it returns oftener.

"If his eye rests longest on water or coffee, the danger from a perverted appetite is minimized. But if his eyes are attracted by 'highballs' then put out the red signal in the report. A half-second's lingering on the word 'whisky' is also a bad sign." The illustrations herewith are from the New York World.

MEMPHIS TRADE CLEAINGS.

(Memphis, Tenn., March 5, 1910.)

February was a banner month for all the talking machine dealers in this section, and March has started off in an entirely pleasing manner. Retail business is fine, and the first Amborolas received helped the trade in the Edison line a great deal. Victrolas were also received in large quantities by the jobbers, and on the whole all of them were in an optimistic mood when visited.

The O. K. Houck Piano Co. were especially pleased with the results of their grand opera concerts and are planning to continue them. They have just issued new "Stories of the Opera," covering "Faust" and "Carmen." This company present a different opera on Wednesday and Saturday of each week, giving two concerts on each of these days. Many expressions of gratification have been heard regarding the new Amboral grand opera records put out by the National Co., which have been used extensively at these concerts in connection with the Amherola. Dealers of the O. K. Houck Piano Co., especially in Tennessee, Arkansas and Mississippi, all seem to be doing very satisfactory business from the size of their orders.

COLUMBIA CO. IN PORTLAND, ME.

The Columbia Phonograph Co. in Portland, Me., have taken over the talking machine business of the Maine Phonograph Co. and re-enter the field as jobbers. They will act as a distributing center in the State of Maine and upper New Hampshire. Their new quarters are located at 543 Congress street and are in charge of John W. Dunn, formerly of the Maine Phonograph Co.

HARGER & BLISH EXPANSION.

Lease Larger Quarters in Des Moines in Order to Meet the Demands for Their Business.

(Des Moines, Ia., Feb. 28, 1910.)

Harger & Blish, wholesale dealers in talking machines, have leased for a period of five years the Weitz building at 811 West Walnut street, and within two weeks will move their stock from its present location on the sixth floor of the Garver building on West Locust street.

The Zeitz building is three stories high and will be entirely occupied by the company, the first floor being devoted to sample rooms. This will give Harger & Blish one of the largest wholesale talking machine stores west of New York.

TO HAVE MINIMUM RATES.

President Taft Extends Them to British and German Colonies.

(Washington, March 3, 1910.)

President Taft signed proclamations today extending the minimum tariff rates after March 31 next to the following countries: Ceylon, Isle of Man, Channel Islands, Gibraltar, Sokota, Seychelles Islands, St. Helena, Ascension Islands, Falkland Islands, British New Guinea, British and German South West Africa, British and German East Africa, British Somaliland, Zanzibar and Pemba, Costa Rica, Honduras, British Honduras, Dutch Indies, British Somaliland, Zanzibar, Pemba, Costa Rica, Honduras, British and German South West Africa, British and German East Africa, and Kiao Chow.

This list represents the completion of the investigations of the tariff board into the relations between the United States and the German and British colonies which did not get the minimum rates at the same time as the home countries.

TAKE ON "SMALL GOODS" LINE.

(Minneapolis, Minn., March 11, 1910.)

Lawrence H. Locker, of the Minnesota Phonograph Co., jobber of Edison phonographs and Victor talking machines, has added musical merchandise to his line.

Few succeed until they try.

A nervous man worries over a lot of trouble that never happens.

Good intentions are often spoiled for want of good methods.
NEW MEMBERS OF ASSOCIATION.

Ten Jobbers Join Ranks Since Sept. 15, 1909
—All Sections of the Country Represented.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, has forwarded the following list of new members who have joined the association since the beginning of the fiscal year of that body, September 15, 1909. As will be noted, practically every section of the country is represented, including Canada. The new members are: Jan. J. Lyons, Chicago, Ill.; Rhyca-Austell Co., Atlanta, Ga.; Petmecky Co., Austin, Tex.; Consolidated Music Co., Salt Lake City, Utah; Knight-Campbell Music Co., Denver, Colo.; W. A. Myers, Williamsport, Pa.; Wulfsheer-Stewart Music Co., Indianapolis, Ind.; A. Henspe Co., Omaha, Neb.; Chase & West, Des Moines, Ia.; His Master's Voice Gramophone Co., Toronto, Canada. Other live jobbers will be welcomed.

ROCABRUNA'S SELECTIONS

For the Violin and Made for the Mexican Catalog of the National Phonograph Co. Have Won a High Degree of Favor.

Among the records in the Mexican catalog of the National Phonograph Co. are several extremely good violin selections by Señor José Rocabruna, an eminent musician well known in Europe and Latin America. "Romantica," an Amberol record, and "Ole!" and "Ultima Lagrima," two-minute records, are very beautiful and should prove a treat to all lovers of violin music.

Señor Rocabruna enjoys an immense popularity in all the capitals of Europe and South America, where he has toured many times with his first violin parts.

Hardly less famous than his possessor is his violin, which is an Amati and valued at $3,000. It was built by Andrea Amati in Cremona, Italy, in the Sixteenth Century, nearly four hundred years ago. It is a masterpiece of violin construction, combining beauty of design with the wonderful tone quality which made the Cremona makers so famous and of which they alone knew the secret. The above selections are played on this rare instrument, and the records reproduce the beautiful tones of the original with remarkable fidelity.

Remember that Opportunity is a constant reader of advertisements.

VICTROLA AT WANAMAKER LECTURE.

Figures Prominently in Lenten Lecture on Wagner's "Parsifal"—Voices of Famous Singers Used in Illustrating Music of Opera.

The Victor Victrola figured prominently in the Lenten musical lecture in the Egyptian Hall at Wanamaker's, New York, on March 5, when the Rev. Henry R. Ross, D. D., of Newark, N. J., lectured on Wagner's sensational musical play, "Parsifal." The opera was illustrated with lantern slides and the voices of world famous singers reproduced through the medium of the Victrola and accompanied by the organ, piano and violin. A large and representative audience was present and became most enthusiastic over the lecture.

NATIONAL CO. FACTORY ALTERATIONS.

Plans are being considered by the National Phonograph Co. looking toward a rearrangement of the interior of their office building by which additional space may be secured at once for their sales, agreement and advertising departments, all of which have been augmented by recent additions to their respective staffs. An extension to the building itself of about 50 feet on Lakeside avenue is also under consideration, and ground for it will probably be broken in the spring.

ISADOR LION’S NEW QUARTERS.

Isador Lion, dealer in Victor talking machines, records, etc., formerly at 2316 Broadway, has leased a fine new store, northeast corner of Broadway and Eighty-third street, and expects to hold a formal opening about the middle of this month. The establishment is finely equipped with new fixtures and is without doubt one of the finest stores in this thriving neighborhood.

SAVE THE LIFE OF YOUR RECORDS.

BY USING THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHs AND VICTOR TALKING MACHINES.

THE PLACE No. 10 DISK RECORD BRUSH

FOR VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS

THE PLACE No. 10 PLACE BRUSH IN OPERATION

NO. 2 BRUSH IN OPERATION

NO. 3 BRUSH IN OPERATION

PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHs

Removes lint and dust from record automatically. Prevents scratches from wearing out and prevents scratching sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Pathe

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them.

Write Now

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
TIMELY TALKS ON TIMELY TOPICS

The double-disc patent case, now before the Federal Court of Appeals, is an interesting one, for it was recalled that the American inventor had been worsted in the courts of Germany, according to the latest reports. The case is of the group to remark: "In our experience, no matter what may be the merits of the suit in the domain of the Kaiser, the German always wins the case. That is to say, it always seemed to us that in writing their opinions the German judges did not regard the testimony so much as they did that of finding whether a German firm had interested itself or showed a desire for the property in dispute. If this query was answered in the affirmative, why, then there was no longer any reason to doubt working up business would be. No attempt of the Italian courts and other European countries excepting Great Britain.

"Would you believe it a man in Brazil has taken out a patent on a double-disc record, and while American patents anticipate the Brazilian's application, it makes no difference, and no disc record of this description can be shipped into that country without this grant guaranteeing you the privilege. In that case the profit made by a Brazilian does not and never did manufacture records or talking machines of any kind, but nevertheless under the laws he controls the monopoly, and this is being granted for by an American company, however, and I believe they will span him good and hard before they are through. This is the way to get around this difficulty is to get some native Brazilian to take out a patent or trademark, but take the precaution to have him assign it to you first else he will slip up on you.

"The name goes good in Cuba. If a concern doing business in the island does not register their name with the bureau of registration in Havana the first thing you know some Cuban will appropriate your firm title, and you van with the bureau of registering in Havana the island does not register their name with the bureau of registration in Havana the first thing you know some Cuban will appropriate your firm title, and you van with the bureau of registration in Havana. However, if a concern doing business in the island does not register their name with the bureau of registering in Havana the First thing you know some Cuban will appropriate your firm title, and you van with the bureau of registration in Havana. However, if a concern doing business in the island does not register their name with the bureau of registering in Havana the First thing you know some Cuban will appropriate your firm title, and you van with the bureau of registration in Havana. 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Despite Labor Troubles Talking Machine Trade 

TRADE IN THE OUAKER CITY.

The wholesale business is especially good. The firm are still waiting for the new McCormack records and they have decided to call him Otis Morgan is superintending the improvements in the Heppes talking machine department. They have been having an especially good business on the Victor "Miserere" record, made by Caruso and Alda, and have also had a big sale on the "Phonola" or "Faust" records. They report that the Edison Amberola is selling very well and is finding favor with the public. Their business in the real local has been better than ever. They have opened several very satisfactory accounts in that section.

The Heppes are at work on the fourth floor of their 1317 Chestnut street store, which they have arranged into two rooms, one for a smoking and lounging room for purchasers of the talking machines, and another also to be used for that purpose. Smoking is not allowed in the large talking machine rooms of the firm on the first floor, and, therefore, for the accommodation of male visitors who desire to hear records and enjoy a smoke at the same time, they have decided to arrange this room for their comfort and convenience.

D. D. O'Neill, the traveling manager of the talking machine department, has just come off of the road, having had a very satisfactory trip in which he opened several new accounts. He reports that he has another line up through Clarence Collins is on a trip through eastern Pennsylvania and New Jersey. The firm report that they are sold out of the Edison Amberola. He has also had a big sale on the Heppes talking machine department. They have also been having a great sale on the "Misereere" record, and one of their biggest sellers is "The Hallelujah Chorus."

As noted above, the strike has affected the talking machine business of Philadelphia very little, yet if it were not on just now there is no telling to just what extent the business would have reached this month. If it should be called off soon all the dealers believe that March would be the biggest talking machine month this section has ever enjoyed.

NEW COLUMBIA DEALERS.

Howarth & Taylor are new Columbia dealers at Perth Amboy, N. J., their initial stock being sold through R. F. Bolton's wholesale department, 89 Chambers street, New York. In reality it is a branch of Andrew Brunton's business in Jersey City.

Another new and valued addition to the Columbia list of dealers is the F. P. Nelson department store, leading emporium of Lowell, Mass. They will handle the Columbia line exclusively.

The initial stock has been placed, and the department is in running order. The credit of this sale belongs to the Columbia corps of Boston, Mass.

There are many perfections of a man which are not capable of appearing in actions.

"Dustoff!" Record Cleaners sell on sight. They are needed by every owner of Columbia records because they keep the sound grooves free from dust and make the reproduction clear and sweet.

"Dustoff!" Record Cleaners are covered with fine grade lamb's-wool—making the most practical and efficient record cleaner.

FOR DISC RECORDS—"Dustoff!" Record Cleaners are covered with superfine carpeting with a soft, fine, fine nap that fits into and removes dust from every minute crevice and groove.

FOR CYLINDER RECORDS—"Dustoff!" Record Cleaners are covered with high grade lamb's-wool—making the most practical and efficient record cleaner.

EVERY DEALER NEEDS THESE GOODS.

You will not find half a dozen people outside the show places along Chestnut street, and through his novel schemes of decoration, is one of the show places along Chestnut street, and there is not a time at any hour of the day that you will not find half a dozen people outside looking at it. At present his window is devoted to Peary, the explorer. Peary addressed a letter to the phonograph company as follows:
BIGGER BUSINESS

Columbia Phonograph Company,
EVERY MINUTE!

The Beautiful Columbia Grafonola
"Regent" Never Misses a Sale
That Depends on Comparisons

And people are making comparisons, too.

We knew before we approved the blue-prints of this instrument that it was sure to be an extraordinarily important factor in the development of the talking machine business during 1910, but even so, we certainly did under-estimate its "taking" qualities.

As this advertisement goes to press we have a letter from a dealer in Illinois who has sold "Regents" faster than he has been able to get them, although deliveries have been very satisfactory—and who states that he has four more cash sales waiting for delivery of the machines to him.

The Grafonola Regent certainly is everything that a musical instrument ought to be, and several things that no other musical instrument can claim to be.

Those Columbia dealers who have negotiated exclusive selling rights are rather well agreed that the Grafonola "Regent" alone turned out to be reason enough for securing the exclusive selling rights.

What are you doing with the Regent?

en'l, Tribune Building, New York
A CHEERY VICTOR MESSAGE TO THE TRADE

Sent Out in Letter by General Manager Geisler—An Excellent Sales Report That Means Prosperity—What Has Been Done During the Past Few Months—Dealers Must Go After Business to be Successfui—Good Advice for the Man Who Sells.

Louis F. Geisler, general manager of the Victor Talking Machine Co., in discussing the business situation in a letter to the trade, issued March 4, says:

"We are so much pleased at the continuation of our excellent business that we cannot refrain from telling you how our sales are going. We think we told you in some past communica-

tion how well our business was rehabilitated during the year 1909, our sales for that year hav-
ing again reached the magnificent total reached in the year 1906, but leaving us still a context with the record-breaking year of 1907.

"For our sales for the past three months justify the statement that our business is better than ever, and our assistants were kept busy from morning till night.

"In the field of American grand opera records, the 'Miserere' scene of 'Il Trovatore,' the "beautiful" records, to a large extent, are being sold by importers that they go after the business.

"Some men will go into a location where other dealers have gotten a failure by opening up a Victor store and show them how to do busi-

ness, to the astonishment of the dealer who has sat there for a year or two believing that he was doing all that the market wanted. One house will sell carloads of Victrolas in a month; another in the same territory will sell ten and think he is doing well.

"Each of our dealers can make comparisons of their monthly purchases from their distributors while they have held their contracts; if their business has been increasing by leaps and bounds, then they are known to be with us, and, consequently, with the others of our enterprising dealers; if your business with the distributor has been running down hill—then don't forget it—there are hundreds of men selling from door to door who are not getting their proper percentage of the enormous and increasing popularity of Victrolas, which has been running down hill—then don't forget it—there are hundreds of men selling from door to door who are not getting their proper percentage of this prosperity that they should put on more steam and go out among the public after the trade and do our full effort.

"It is wonderful what energy and enterprise will do, and as we are dependent almost directly on the public for our sales, our sales are limited only to our factory capacity.

"We trust that these indisputable indications of the enormous and increasing popularity of Victor machines and records will come to the attention of dealers who are not getting their proper percentage of this prosperity that they should put on more steam and go out among the public for our sales. It is important that you urge us to build more factories for Victor machines and records for it.

"The desirability of our wares justifies the opinion that we should sell ten Victors for every one that we are selling to-day, and we would do it, if we could rivet the attention of our customers to the possibilities of Victrola sales—"the Wonder of the World," its growth in popularity, and its ever-increasing novelty.

"We ask you to use every possible effort to enlarge this business; every time we make a good year, we are doing double the amount of business we did a year ago. Trade is surprisingly improved in the last two weeks. We are making so many sales of records of all grades, of our highest priced instruments, and we are having many inquiries for Amberolas. Owing to such a growing demand we are paying in a full line of popular-priced Italian grand operas.

"Our business is good," said H. L. Tinker, of the May department store, that is doing double the amount of business we did a year ago. Trade is surprisingly improved in the last two weeks. We are making so many sales of records of all grades, of our highest priced instruments, and we are having many inquiries for Amberolas. Owing to such a growing demand we are paying in a full line of popular-priced Italian grand operas.

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"We trust that these indisputable indications of the enormous and increasing popularity of Victor machines and records will come to the attention of dealers who are not getting their proper percentage of this prosperity that they should put on more steam and go out among the public for our sales. It is important that you urge us to build more factories for Victor machines and records for it.

Our sales for December were the greatest of any month, of any year, in our history.

"January, of 1910, was 40 per cent. better than January of 1909, and would have surpassed the sales of January of 1907 but for our inability to ship the goods on order.

"February, just closed, will show sales and shipments of about 10 per cent. in excess of the January of 1909, and would have surpassed the sales of January of 1907 but for our inability to ship the goods on order.

"We featured the Princetown series, including Kubelik, Tonyo,

"A talking machine was recently disposed of at the Exchanges of Cleveland, and sold for $100 at a profit, which is considerably above the usual large demand for double-disc records is not abating, and the prospects are good for a steady demand in the coming spring months. "The demand for Vicyrolas," said Mr. Friedlander, "is decidedly good and daily increasing, as it is, for the combination Edison horns, of which we are making daily sales in goodly numbers. Our Edison, Victor and Zonophone record trade is splendid and constantly increasing. "The Harry Ludder records are in big demand."

"Our business is good," said Mr. Dorn, of Collister & Skyes. "There is a fair demand for machines, almost universally for the higher grade Vicyrolas and Victor records."

Cobblitz Bros. are doing a good business in the talking machine department of their music store. Mr. Cobblitz stated there was a big demand for foreign records.

"Business is good," said H. L. Tinker, of the May department store, that is doing double the amount of business we did a year ago. Trade is surprisingly improved in the last two weeks. We are making so many sales of records of all grades, of our highest priced instruments, and we are having many inquiries for Amberolas. Owing to such a growing demand we are paying in a full line of popular-priced Italian grand operas.

"Business is good—booming," said Mr. Smith, of Fleischel & Smith. "The only trouble we are experiencing at present is to get a sufficient supply of machines and records to meet our demand."

At the West Side Columbus store of John Reiling business was reported very good. "I have considerable trouble," he said, "in getting what foreign records I need. My patronage comes largely from the foreign portion of our city. They are good patrons, but prefer records in their own native tongue, with fatherland music. My sales of machines are fair and I have a fine record trade."

Joe E. Bassmore, well known in business circles in Atlanta, Ga., has been appointed manager of the retail department of the Columbia Phonograph Co. at $244 North Broad street, that city.

The National Multinola Co., Cleveland, O., have introduced under license to the trade, a cylinder machine with a capital stock of $1,600,000, to manufacture, sell and lease all kinds of talking machines.

A block of securities of the defunct Leeds & Catlin Co. were disposed of at the Exchange Bourserooms, New York, March 2. The lot consisted of $42,000 first mortgage 6 per cent. sinking fund bonds, due July, 1932; July, 1908, and July, 1918, $300 each, at $70 for the lot. Probably bought as souvenirs.
REGARDING THE SALESMAN.


(Special to The Talking Machine World.)

Detroit, Mich., March 9, 1910.

At the annual meeting and banquet of the Detroit Music Trade Association, held at the Greshol House on March 1, among the many interesting addresses delivered was one by C. St. Elmo Lewis, advertising manager of the Burroughs Adding Machines Co., in which he discussed salesmanship from practically all viewpoints. The address was an interesting one, interspersed with many little stories based upon the experience of the writer in which he told of having visited various stores and tested the qualities of the sales force and in most every instance found them lamentably lacking in all those essentials which tend to make a successful salesman. He said:

"There are two fundamental elements that go to make up a salesman—enthusiasm and knowledge of the goods. Enthusiasm is the steam, the force behind the knowledge; knowledge has to do in turn with two other items—knowledge of men and knowledge of the goods to be sold. Of these two things enthusiasm is the thing born in a man."

Mr. Lewis showed very clearly and forcefully the great injury which the ignorant and incompetent man inflicts on a business. Among the illustrations added was the following, which bears upon our own industry:

"I want to buy a Victrola—some day—not for a year possibly. I have had five demonstrations, but no salesman has sold me. I want to buy a Victrola—some day—not for a year possibly. I have had five demonstrations, but no salesman has sold me."

"I gave him ten good reasons—he didn't have any. One said: 'Why not let me send one up to your house on trial?'"

"I gave him ten good reasons—he didn't have any. One said: 'Why not let me send one up to your house on trial?'

"He got question from the viewpoint of a practical man—something of the Victor Talking Machine Co.'s system.

Mr. Lewis's idea of "Creative Salesmanship," which was the title of his address, is explained in his definition of the salesman as of two broods—the man who waits for you to hand him an order, and the man who takes one away from you. The one is created by a ready market—the other creates a market.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)


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.

FEBRUARY 5.

Amapala, 4 pkgs., $138; Bruselles, 42 pkgs., $384; Buenos Ayres, 72 pkgs., $2,770; 112 pkgs., $975; 45 pkgs., $1,706; 162 pkgs., $18,845; Calbao, 3 pkgs., $220; Colon, 4 pkgs., $134; 4 pkgs., $115; Havre, 3 pkgs., $278; London, 51 pkgs., $1,081; 12 pkgs., $1,490; Manila, 219 pkgs., $9,519; Maracaibo, 7 pkgs., $277; Melbourne, 8 pkgs., $1,349; 899 pkgs., $6,426; Montevideo, 8 pkgs., $506; 8 pkgs., $585; Vera Cruz, 134 pkgs., $5,153; Yoko- yama, 71 pkgs., $2,393.

FEBRUARY 12.

Amapala, 15 pkgs., $333; Berlin, 48 pkgs., $1,132; 10 pkgs., $738; Bouvy, 10 pkgs., $441; Guayaquil, 2 pkgs., $114; Havana, 24 pkgs., $1,201; Liverpool, 3 pkgs., $106; London, 216 pkgs., $5,256; 28 pkgs., $2,683; Melbourne, 3 pkgs., $202; Milan, 1 pkgs., $255; Panama, 1 pkgs., $106; St. John, 2 pkgs., $113; Turin, 33 pkgs., $1,450; Vera Cruz, 298 pkgs., $4,911.

FEBRUARY 19.

Algoso Bay, 503 pkgs., $3,858; Cartagena, 10 pkgs., $275; Havana, 17 pkgs., $420; Havre, 103 pkgs., $684; London, 215 pkgs., $4,052; 20 pkgs., $2,400; 13 pkgs., $1,115; Manila, 51 pkgs., $2,969; Para, 16 pkgs., $1,056; 5 pkgs., $108; Progreso, 176 pkgs., $3,566; Rio de Janeiro, 42 pkgs., $2,325.

FEBRUARY 26.

Berlin, 203 pkgs., $7,557; Buenos Ayres, 194 pkgs., $4,393; Calbao, 9 pkgs., $449; Havana, 6 pkgs., $196; Heng Keng, 11 pkgs., $772; Limon, 4 pkgs., $176; London, 12 pkgs., $777; 240 pkgs., $6,257; 46 pkgs., $4,074; Melbourne, 106 pkgs., $3,290; Milano, 6 pkgs., $500; Rio de Janeiro, 16 pkgs., $1,390; Shanghai, 8 pkgs., $237; Tampa, 26 pkgs., $281; Valparaiso, 7 pkgs., $320; Vera Cruz, 98 pkgs., $1,933; Yokohama, 2 pkgs., $126.

MARCH 2.

Berlin, 11 pkgs., $220; Buenos Ayres, 275 pkgs., $1,234; Corinto, 10 pkgs., $376; Demerara, 7 pkgs., $236; Havana, 2 pkgs., $185; 14 pkgs., $1,132; Manila, 11 pkgs., $744; Montevideo, 6 pkgs., $1,065; Para, 9 pkgs., $587; Rio de Janeiro, 6 pkgs., $1,679; 8 pkgs., $698; 9 pkgs., $1,814; Sydney, 198 pkgs., $3,763; Vera Cruz, 52 pkgs., $2,609.

The man who thinks of the unpleasant things is unhappy. The man who thinks of the pleasant things is happy.

COL. DEZEVALLOS A VISITOR.

The Manager of Phillips & Butterff Co. Places Orders with Columbia Co.—Came North in Interest of Military Tournament to Be Held in Nashville in June.

Last week Charles Dezevallos, manager of the Phillips & Butterff Mfg. Co., exclusive Columbia jobbers, Nashville, Tenn., was in New York, and during his stay was the guest of the Columbia Phonograph Co. Monday he visited the factory of the company, chaperoned by B. Peinberg, the special representative of the wholesale department. Before leaving for his home Mr. Dezevallos placed a sizable order for Columbia products.

Col. Dezevallos came North on February 15 in the interest of the grand military tournament which will be held in Nashville June 19 to 27, stopping at Washington, D. C., to extend an extra invitation to President Taft and Secretary of War Dickinson to be present as special guests of honor. The President had a pleasant chat of a quarter of an hour with Mr. Dezevallos, chairman of the committee of arrangements, and promised to attend the tournament if Congress adjourned by that time. The head of the War Department, as a native Tennesseean, assured his visitor he would be on hand. Several other prominent public men gave the same assurance, so that the mission of the Columbia Co.'s representative was successful in every sense. Mr. Dezevallos is the son-in-law of Mr. Butterff, of the company, and attends to the buying of the talking machine department.

PHONOGRAHS IN LEPER SETTLEMENT.

In the leper settlement at Kalaowao, Molokai, Hawaii, several Home phonographs and over 1,200 records, distributed throughout the entire reservation, afford unlimited entertainment to the inmates, especially to the young people, according to a letter recently received by the National Co. from the superintendent of the colony. The records of native songs and dances made in America by Toots Palani's Hawaiians are, of course, in greatest demand, but the leper boys extract no end of amusement from making records of their own voices—songs, recitations, etc. In this they are quite successful, some of the records, Superintendent Dutton says, being very good, low, and quiet but tolerable.

EDWARD D. EASTON RETURNS.

Edward D. Easton, president of the Columbia Phonograph Co. General, reached the executive offices on March 7 after a fortnight's visit to Mexico with Mrs. Easton. They had returned to their beautiful home in Agricola, N. J., the preceding Saturday, greatly pleased and benefited by the trip.

None of us does his level best, though most of us boast that we do. There is more latent than active power in the average man; the man of whom this is not true is apt to be a genius.
An Ideal Record Cleaner.

Sol Bloom finds that Carbona removes dust and foreign substances from the surface of records, and is an explosive preparation which has no offensive odor.

It is generally admitted that Sol Bloom, the well-known jobber of New York and Philadelphia, is not only a clever business man but original and novel in his methods. Recently Mr. Bloom made a discovery—a discovery which will interest talking machine men everywhere.

He had been trying for some time to find a substitute for benzine in cleaning disc records. The objection to that liquid is its inflammability, also the odor is offensive.

While investigating, Mr. Bloom tried Carbona and with excellent results.

This preparation was ideal in every respect, removing all dust and accumulation of any nature whatsoever and without any disagreeable after effects.

Mr. Bloom was somewhat enthusiastic over his discovery and while discussing the matter with The World in his Fifth Avenue office last week requested that some of the oldest disc records in stock be submitted to him.

Two or three gentlemen were present at the time and after moistening a cloth with Carbona the surface of the records was rubbed gently and every particle of dust and accumulation was removed, leaving the record as bright and clean as when it left the factory.

A special demonstration was made, which was more than satisfactory to the gentlemen present. Mr. Bloom said:

"I believe that every talking machine man in the country will be interested in this. It does away with all danger from explosion in having benzine about the premises and there is no objectionable odor. Carbona, to my mind, has qualities which make it an ideal record cleaner and I feel that my discovery, if the world terms it such, will make it an ideal record cleaner and I feel that in having benzine around the premises and there the country will be interested in this.

Mr. Bloom said:

"The orders for Amberol records have been so heavy as to keep their production pushed to the limit in order to take care of the regular schedule. It was impossible, therefore, to prepare for the attachment proposition without the installation of additional machinery, which has been done, and which, they expect, will enable them to take care of the enormous volume of orders that are certain to follow its introduction."

Death of S. E. Pearsall.

After an illness of a month, Silas E. Pearsall, proprietor of the firm of Stanley & Pearsall, Victor distributors, 541 Fifth Avenue, New York, died suddenly on March 6 at his home in Passaic, N. J., aged forty-three years. The funeral took place March 8, but the place of business was not closed. The business, in the heart of New York's fashionable retail district, originally established by G. A. Stanley, formerly connected with the Jacot Music Box Co., was later acquired by the deceased partner, and now reverts to the latter's father, who will continue it with不变.

A fine "talker" department.

When the talking machine department of the Gimbel Bros. store in Milwaukee, Wis., is finally settled in the new quarters on the second floor of the building and the five handsome sound-proof rooms are completed, Manager L. C. Parker will have one of the finest talking machine stores in the city. One of the features of the new quarters is the large auditorium for the purpose of giving Victor recitals.

The good employees never betrays the power which employs him. He is never even remiss in its service.

Exports and imports.

Of Talking Machines for January—Exports Show Strong Gain as Compared with Last Year—Some Interesting Figures.

WASHINGTON, D. C., March 9, 1910.

In the summary of exports and imports of the commerce of the United States for the month of January (the latest period for which it has been compiled) which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for January, 1910, amounted to $303,825, as compared with $238,691 for the same month of the previous year. The seven months' exports of talking machines, records and supplies amounted to $819,548, as against $1,711,887 for the same period in 1909.

The total export figures for the seven months of the past three years are as follows: 1908, $3,064,639; 1909, $1,711,887; 1910, $2,191,548.

The value in detail of exports of talking machine records and supplies amounted to $200,704 in January, 1910, as against $238,691 for the same month of 1909, and for the seven months ending in January, 1910, they amounted to $1,398,593, as against $1,711,887 in 1909 and $3,064,633 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor, sent abroad during January, 1910, amounted to $9,101; the total exports for the seven months under this heading foot up to $792,956.

Assets to be distributed.

Receivership of Leeds & Cottage Co. Terminated.

(Special to The Talking Machine World.)

MIDDLETOWN, Conn., Feb. 28, 1910.

In the Middlesex County Superior Court, Judge Chase has accepted the final report of Thomas S. Brown, as receiver of the Leeds & Cottage Co., manufacturers of talking machine records, and has terminated the receivership.

The property has been sold under foreclosure proceedings brought by the Hamilton Trust Co. of Brooklyn, as trustee for the bondholders, and the assets have been ordered distributed among the bondholders, most of whom live in New York. The assets yielded enough to pay only a small percentage of the face value of the bonds.

The man who keeps on knocking will sooner or later begin to hear things about himself that will be news to him.
TALKING MACHINE DEALERS ORGANIZE

The Eastern States Talking Machine Dealers' Association Elect Officers and Adopt Constitution and By-Laws at Meeting Held in New York City on March 9—Addresses by a Number of Notable Members of the Trade—Frank C. Storck Becomes President—Will Meet in Atlantic City with the Jobbers in July—An Important Conference.

Responding to a call sent out by Frank C. Storck, of Red Bank, N. J., a goodly number of talking machine dealers of New York and neighboring States met at the New Grand Hotel, New York, on March 9, for the purpose of forming the Eastern States Talking Machine Dealers' Association. Besides the dealers there were present, by invitation, representatives of the three manufacturing companies, the National Association of Talking Machine Jobbers and The Talking Machine World.

The meeting was divided into two sessions, the morning session being given over to the discussion of the needs of an association and what could be accomplished by such an organization. Mr. Storck, as temporary chairman, opened the meeting with a few remarks regarding the object of the gathering, and then called upon Louis F. Geissler, general manager of the Victor Talking Machine Co., for suggestions.

Louis F. Geissler's Address. Mr. Geissler, in his talk dwelt strongly upon the possible effects of co-operation among the dealers in a particular town or section of territory, and pointed out that three dealers in a town working in harmony could accomplish more for the talking business than double the number working at cross purposes, and that everything done to further the cause of the talking machine meant an increased business for all those handling the line. He also proposed a division of territory among the dealers of a town, and declared that better results could be accomplished by a dealer working a certain section thereof than by covering a large territory in the face of strong competition. Mr. Geissler then emphasized what the factories were doing to advance the business through their advertising and sales departments, and stated that the work of the factories was largely wasted unless dealers put forth their best selling efforts. He expressed himself as being greatly in favor of house to house canvassing as the best way to uncover prospects. In closing, Mr. Geissler gave assurances of his company's interest in any movement for the benefit of the dealers and promised all possible support.

Edward Lyman Bill Called Upon. Edward Lyman Bill, editor and proprietor of The Talking Machine World, was next called upon to offer what advice he could regarding the proposed organization, and in the course of his remarks pointed out the benefits derived from organization and where the dealers would find an association of value to them in their business. Mr. Bill emphasized the fact that no half-hearted interest could be expected to bring results in association work, and that only by pulling strongly together could the venture prove a success and accomplish its objects.

Then, too, the dealers were warned not to tempt too much in the beginning, but rather to take up each matter separately and bring it to a successful conclusion before attempting anything else.

Mr. Bill stated that he was a decided optimist regarding the talking machine business and considered that at present it was only in its infancy, with its greatest growth yet to come. In closing he promised his hearty support to the movement through the medium of The Talking Machine World.

Letters from F. K. Dolbeer. F. K. Dolbeer, sales manager of the National Phonograph Co., was unable to be present, sent a letter voicing the approval of that company for the movement, and promising support where possible. Mr. Dolbeer was represented at the meeting by A. C. Ireton, assistant sales manager, who made a brief address.

H. A. York's Interesting Remarks. H. A. York, representing the Columbia Phonograph Co., was also called upon, and made an interesting address, in which he expressed the complete sympathy of his company with the movement and wished it every success. He dwelt upon the value of associated work, emphasizing the fact that if the talking machine dealers stood together with a common purpose in view that much betterment could be accomplished. His talk was received with close attention.

The chairman then said that they would be pleased to hear suggestions from the advertising men at the end of the talking machine business and called upon Geo. P. Metzger, advertising manager of the Columbia Phonograph Co.

Geo. P. Metzger in Optimistic Mood. Mr. Metzger is an optimist on the talking machine situation, and in the course of his remarks it was plain that he believed the trade surface only had been scratched. He emphasized the necessity of hustling for business, and instanced the fact that where he lived, Stamford, himself, or none of his friends, save one, had been approached by local dealers to sell them a talking machine.

Mr. Metzger felt that what was true in his town was true of others, and that the field was a rich one which lay before the talking machine dealers, and it only required systematic effort on their part to produce rich harvests.

There were a number of other short talks in the forenoon session, and the chairman promised to lay before the talking machine men present.

The chairman promised to lay before the talking machine men present.

The reception made rapid progress, the following officers, and being nominated and elected: President, Frank C. Storck, Red Bank, N. J.; vice-president, H. V. Lough, Plainfield, N. J.; secretary, John Diehm, Brooklyn, N. Y., and treasurer, A. Lasus, New Rochelle, N. Y. On the executive committee were appointed F. E. Glover, West Hampton Beach, N. Y.; Chas. A. Laureleigh, Orange, N. J.; Thomas Riddell, Brooklyn, N. Y.; R. Montalvo, New Brunswick, N. J., and M. Goransky, Yonkers, N. Y.

The constitution and by-laws, drawn up by a committee appointed at a preliminary meeting early last month, were approved with slight changes.


Before the adjournment resolutions were passed thanking the hotel management for their courtesy and Edward Lyman Bill for the support afforded the association through the columns of his publications.

The next meeting will be held on April 13 at the New Grand Hotel, New York, and thereafter meetings will be held every quarter on the second Wednesday of each month. It is hoped to hold the July meeting at Atlantic City at the same time as the jobbers' convention, July 5, 6 and 7.

A meeting of the executive committee has been called for March 18.

The yearly dues are $5 for active members and $2 for associate members, the latter not being entitled to vote though they may attend the meetings and profit by the discussions.
Applications for membership should be forwarded to the secretary, John Diehm, Brooklyn, N. Y., accompanied by the annual dues.

The dealers present at the meeting were enthusiastic at the prospect of the association and the possible good that may be accomplished through the organization, and are confident that the membership will rapidly increase now that a start has been made. An active campaign will be begun at once to secure new members.

Party Visits National Co. Factory.

On Thursday morning a party of about a dozen dealers visited the factory of the National Phonograph Co., at Orange, N. J., in response to a hearty invitation extended by Mr. Ireton, and were conducted through all the departments of the plant. At noon the dealers were entertained at the lunch by the company. They were impressed with what they saw regarding the manufacture of Edison machines and records and very appreciative of the courtesy shown by the company.

**A SALES PROMOTION PLAN.**

Weser Bros., Piano Manufacturers, Have a Novel Plan for Sales Making Which Will be of Interest to Dealers.

Talking machine dealers are quite naturally interested in business plans whereby manufacturers cooperate with them for the extension of trade.

Some of the talking machine men who have taken on pianos have found the line to blend splendidly with talking machines, but a good many have not cared to enter into an outside line because they are not acquainted with the methods and conditions and do not understand how to handle trade problems.

Weser Bros., the well-known piano manufacturers, 520 West 48th street, New York, have incorporated a new feature in their business which they term "The Dealer's Sales Promotion Department."

It is a cooperative advertising plan and it has worked out successfully.

Weser Bros., in a recent bulletin issued, state: "Our plan of following up your prospective piano purchasers direct from this office is a sales 'clincher.' We have prepared, after much time, study and revision, a series of letters containing sound, sensible reasons why every prospective piano purchaser should buy the Weser piano. We have learned from experience that prospective purchasers of any commodity like to receive letters direct from the manufacturer. It creates confidence in the first place—and it puts the prospect in a very receptive frame of mind. Our letters do the hard, preliminary introduction work for the dealer and make sales twice as easy for him. We want every Weser dealer to send us his list of live, prospective purchasers, and we will send them this series of letters, our latest elaborate catalog (either regular piano or player-piano), whichever they may be interested in, and write any special letter or letters you may deem necessary to get the business—all at our own expense.

"We have in preparation, as this bulletin goes to press, an elaborate electrotype book containing a large number of original, attractive illustrative cuts for use in connection with Weser newspaper advertising. This book has been prepared to assist the dealer in his advertising campaign and to relieve him of the bother and expense of preparing newspaper announcements.

"We have also had a large number of newspaper electrotypes of our complete line of pianos made, which we will be glad to send you on request, and we will write up any of your advertisements that you desire, if you will send in the facts. You thus have an up-to-date mail order and advertising department at your disposal at all times.

"Our handsome photograph album, containing 5 x 7 actual photographs of our complete line of pianos and player-pianos, is now ready for distribution. These photographs show off our pianos to unusual advantage, and bring out all the details in the carving and the case work, and have a much better effect than could possibly be obtained by half-tone work in a catalog. This album is conveniently in the coat pocket and has proven of great assistance to Weser dealers and their outside salesmen.

"We are always glad to send a liberal supply of catalogs and small folders illustrating our complete line of pianos and player-pianos with the dealer's name imprinted thereon. This advertises you as well as our piano.

"We will advance from time to time a number of new advertising features for the benefit of the Weser dealer, and we invite suggestions along this line at all times. We have also made a great many improvements in our factory and sales organization, as well as in the construction of our pianos."

**BLACKMAN CO.'S GOOD REPORT.**

Good Orders from Regular Dealers and a Number of New Dealers Secured—Demand for the Blackman Specialties—The Playrite and Melotone Needles.

The Blackman Talking Machine Co., as usual, have an excellent report to make regarding the business during the past month, and state that besides adding several new dealers to their already large list, they have been in receipt of substantial orders from practically all of their regular dealers, which may be taken as an indication that the retail talking machine business in their territory is of an active nature.

Besides the various styles of machines and records, the Blackman specialties—the Blackman folding record trays, Place record brushes, and Playrite and Melotone needles—are in growing demand.

Both the needles named have proven very popular with the users of disc talking machines, owing to the fact that they produce the results as represented. The Playrite needles have been found to produce an excellent volume of tone and do not give out in the middle of the record, but keep up their good work right to the end. The Melotone needles have been found specially desirable for the home, giving a mellow but perfect reproduction. Jobbers and dealers who are not familiar with the Blackman needles should write for samples, which are free to the trade.

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**The Columbia Grafonola is "the one incomparable musical instrument."**
A traveler returning from a world-wide trip remarked while recently in the office of this trade newspaper institution: "I was very much surprised to find your papers scattered completely round the world. No matter in what country I visited, I found your trade newspapers there ahead of me."

In this connection we may state that there is hardly a country on earth which is not reached by this trade newspaper organization. The illustration which is shown above is a photographic reproduction of foreign remittances which came in a single day's mail. Upon examination it will be seen that remittances were received from Japan, New Zealand, Mexico, Australia, Queensland, New South Wales, Canada, France, England, French Colonial possessions as well as other British colonies.

Probably few trade newspaper institutions could show such indisputable evidence of world-wide circulation. Readers seldom stop to consider what an influence is wielded by a trade paper which attracts the attention of business men of all lands. They consult it regularly—they await its arrival with interest because it conveys to them an intelligent summary of conditions in the particular lines of trade in which they have a deep interest.

Aside from news features, well conducted trade papers contain many valuable suggestions which are of aid to the merchant and manufacturer, and while not controlling them or exerting an autocratic influence over them, it wields a tremendous force simply by reason of the manner in which it appeals to the intellectual side of business men.

This trade newspaper organization has been built simply through the delivery of values alike to subscribers and to advertisers.
We Have Found It!
We Are Making It!!
It Is Going to be Exclusive and It Is Patented!!

A combination Album and Carrying Case along the lines of the Victrola Album, but more convenient and with a greater capacity for its size than anything ever gotten out before.

A device accurately filing each Record and a movement will disclose the entire contents of the Album.

It Holds Thirty Records

A handsome addition to any Library shelf.

An elastic method of filing to take care of your growing collection.

We want EVERY Dealer and Distributor in the country to handle this Album.

Your regular Victor Discounts will apply.

Our initial supply is limited, so order your samples quick.

When you get them, if you are not as enthusiastic about them as we are, return them at our expense.

LIST PRICES:
12 in. Record Album (Holding 12 in. and 12 in. Records) $3.00
10 in. Record Album - - - $2.75

The Talking Machine Co.
72-74 Wabash Avenue
Chicago, Ill.
Chiago, Ill., March 10, 1910.

If January was a surprise as regards volume of business February was a double surprise. Although suffering the loss of several business days, as compared with the first month of the year, it made a much better showing and all the important johbting houses, and, in fact, the leading high grade retail stores and departments, report a big gain over February of last year. Some say it was the best February for years. It is necessary, however, to qualify these statements by saying that the gain is based on a higher volume in the business of machines and records sold. As repeatedly pointed out in this correspondence the tendency is overwhelmingly in favor of the medium and higher priced machines and records. This is something big in the record proposition. This fact is very significant. It means that the artistic idea has come to stay in the talking machine field. It means that not only the wealthy people but the musical people are buying high priced talking machines and records of the great artists. If this were not so the trade would be in a bad shape. The condition of the proposition is practically out of the running as far as talking machine and record buying is concerned. That is, they are out of the game for the present. They are disgusted with the very cheap machine and they are either not in a business or are in such a discouraged condition as to make any real effort impossible. If there is any business at all it is in the hands of the small dealers. It is safe to predict that the condition of the trade will amount to a figure equal to that which was obtained in February of 1907. In making these statements one must remember the immense territory, covered by the Chicago branch can up with an increase of 8% per cent, as compared with February of last year, and the majority of branches and large dealers in the immense territory, covered by District Manager W. C. Fubiri, also made remarkable increases. The Columbia concealed-borne machine, especially the Regent or library type, and the wide-sandale sale, and, this type is also out of the sensational stage. Nearly fifty of them were shipped to one California city within two weeks. Although the company is selling through taking machines to this city the factory much more rapidly than formerly, it's all that the Chicago branch can do to get enough to supply the trade. The same conditions prevail in other cities.

Arthur D. Geissler, general manager of the Talking Machine Co., has returned from a trip to the South. He is in superb condition. His presence in the factory for nearly three months.

More fiber needles were sold in February than in any month since their appearance.

Some decidedly convincing talk is indulged in by the B. & H. Fibre Manufacturing Co. in their page advertisement in this issue. Over at the factory on Kinzie street there is a record of Stanley's rendition of "Ridicuous in the Cradle of the Deep," which is being played by the fiber needle over five thousand times but without the slightest mark on it. It is the sub-human condition of the "crisp," or, in fact, all the notes, with the same trueness and absence of scratchiness which characterized its premiere appearance.

A IMPORTANT DECISION

Handed Down in Ohio whereby Edison Dealers Are Enjoined from Setting the Agreement Price—Also Prohibited from Selling Cylinder Records of Any Other Make—Wm. Pelzer's Views.

Arthur D. Geissler, general manager of the Talking Machine Co., returned from a trip to the South. He is in superb condition. His presence in the factory for nearly three months.

A decision of importance to the entire talking machine industry is that handed down on February 11 by Judge Humphreys, Circuit Court of the United States, Eastern District of Illinois, sitting in this city. Rights of the defendant and plaintiff, a decree of great fulness was signed, in which John F. Brenner, an Edison dealer of Quincy, Ill., and a Mrs. Clara B. Oakford, were enjoined from selling the product of the National Phonograph Co., Orange, N. J., below the agreement prices. Incidentally the court ruled that both of these parties were prohibited from selling in their store cylinder records of any other manufacturer than those of the National Co., namely, Edison goods. The suit was brought in the name of the New Jersey Phonograph Co., sitting in this city. The suit was brought in the name of the New Jersey Phonograph Co., sitting in this city.
There is a Big Difference in Service

Your jobber may either be a co-worker or a detriment to your best financial interests. It all depends on the service you get. If you want the best kind of service—service that really serves—service which means that every order will be filled complete and shipped the same day order is received—service which includes the best intelligent assistance in helping you to push your goods, you can obtain it by placing your orders for Victor and Edison Talking Machines and equipment with the long established house of

LYON & HEALY

If you could step into our order filling and shipping department, you would understand how this service is possible, for every movement shows clock-like precision. There are no wasted steps, stock is never allowed to run low, every man knows just what is expected of him and does it. These and other good reasons insure every dealer of genuine satisfaction when placing his orders with us. If you are not already one of our customers, we invite your thorough investigation and we know that a fair trial will convince you of our ability to serve you as no one else can. Our terms are very attractive. Write for a full explanation of them.
was entertained during his enforced idleness by why Oliver Twist Spuffies lost his job.

Editor Shotgun:

Friday and stayed over Sunday. While there he to one of our large mercantile institutions last week. Great work, Eddy.

The General Leaves Town. General Art Geissler went to Song Louis last Friday and stayed over Sunday. While there he to Senior Grossnagzi.


Published at Snapville, Sumac County, Whenever we feel like it.

Executive Staff:

PERLEE VAN, Editor
JIMMY OLSON, Associate Editor
MISS M'NUTTY, Sessuily Editor
WOYD BEAVER, Office Cat. Editor

All About the Eddies. Eddy Piune still wears his upper lip in the altogether Handsome Eddy.

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THREE NEW COLUMBIA HEADLINERS.

Records by Raymond Hitchcock, George Lashwood and Manuel Klein's Hippodrome Orchestra Soon Ready for the Market.

The Columbia people have secured three live ones lately—Raymond Hitchcock, George Lashwood and Manuel Klein and his famous New York Hippodrome Orchestra. Records by all three will soon be on the market, and it is claimed that "they are about the best yet in their particular lines." Hitchcock has proved to be a "find" of the first water. In the first place he ranks as one of the best singing comedians now on the American concert stage, and secondly, he makes a record that is absolutely unique. Since his first great success in the "Yankee Tourist," Hitchcock has proved to be a "find" or "a meal," as the New York Ledger puts it. His character work is that of a Negro, and his voice is resonant, agreeable and expressive. His character is unique. Each record is a perfect reproduction of character work of the cleverest description. The perfect naturalness and total absence of affectation which makes him so agreeable to the average white audience is reflected in his records.

RAYMOND HITCHCOCK, AMERICA'S FOREMOST SINGING COMEDIAN.

He has had no real rivals in his own particular field. Hitchcock's recording specialty is song-montages of a kind that certainly could not be recorded in the same manner by any other living comedian. His style is unique. Each record is a perfect reproduction of character work of the cleverest description. The perfect naturalness and total absence of affectation which makes him so agreeable to the average white audience is reflected in his records.

Hitchcock has made the real vaudeville hit of the past season in America. His success is already surpassing that of Albert Chevalier and Vesta Victoria at their best. His character work is that of a great artist, and his voice is resonant, agreeable and expressive. The range of his portrayal is practically unlimited, as his records show, and he is already well started in his career as one of the most distinctive figures on the American vaudeville stage. Previous to his arrival here he was heralded as "The Vanderbilt Beau Brummel" of England, with a wardrobe supplied by King Edward's own tailor. Since he reached America he has amply demonstrated that he has more than a wardrobe to command him. His first double record, comprising "Sea, Sea, Sea," and "In the Year Twilight" (A-5155) is being issued in the Columbia April list, and a new one "My Latch Key" and "There's Another Fellow Looks Like Me" (A-5094) will be out in May.

COLUMBIA. The sevth largest city in the world, is one of the most distinctive figures on the American vaudeville stage. Previous to his arrival here he was heralded as "The Vanderbilt Beau Brummel" of England, with a wardrobe supplied by King Edward's own tailor. Since he reached America he has amply demonstrated that he has more than a wardrobe to command him. His first double record, comprising "Sea, Sea, Sea," and "In the Year Twilight" (A-5155) is being issued in the Columbia April list, and a new one "My Latch Key" and "There's Another Fellow Looks Like Me" (A-5094) will be out in May.

Of the millions that have visited New York during the past five years from every part of North America it is certain that a very large number have carried away pleasant recollections of the superbly artistic playing of the New York Hippodrome Orchestra under the direction of Manuel Klein. Realizing this, the Columbia Phonograph Co. recently made arrangements to have records made by this celebrated organization under the personal leadership of its distinguished director to be offered to the American public. The first recording has just come through and it fulfills the highest expectations. The selection chosen by Mr. Klein for this initial record is the dainty "Flower Waltz" from Tschaikowski's "Chase Noisette Suite" into the recording of which Mr. Klein and his men have put some of the most effective work ever heard. Dealers should feel pleased at these new Columbia arrangements.

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The uniform order covering the jobbers' quantity of the cabinet is designed as an aid to the dealer, and the extent of the line it represents both serve to impress the purchaser and lend force to the dealer's arguments. The Udell Works announce that following out their policy of always keeping up to date in regard to their cabinets, they have brought out a number of new cabinets for piano-player rolls, which match the piano-players in design and finish, and which have strongly appealed to the trade.

LISTED AS EDISON JOBBERS.

On March 5 Cohe & Hughes, the well-known music house at 315 N. Howard street, Baltimore, Md., were placed on the list of Edison jobbers by the National Phonograph Co., Orange, N. J. The initial order covering the jobbers' quantity was received at the time, and Sales Manager Dolbeer advises that shipment will be made just as promptly as factory conditions will permit.

COLUMBIA CO. IN TORONTO.

The Toronto (Canada) Phonograph Co. retired from business, and the Columbia Phonograph Co., General, have taken over the premises heretofore occupied by that concern.

A POPULAR UDELL CABINET.


Among the many styles of cabinets put on the market by the Udell Works, one of the most popular is the No. 442 record cabinet, designed especially to go with the Victrola XII. Though the new cabinet was only put on the market last fall the orders quickly grew to a point where it proved difficult and finally impossible for the Udell factory to keep up with the demand. The cabinet is highly finished inside, which makes an excellent talking point for particular people. As a matter of fact, there have been instances where the Victrola XII. has been sold on a Udell cabinet that has been selected by customers who were on the fence about buying one of these styles.

In dwelling on the Udell products it is difficult to pass by the beautiful catalog issued by the Udell Works, illustrating and describing in detail the large line of cabinets for records, sheet music and music rolls made by that concern. The catalog is designed as an aid to the dealer in making sales, and has been found to fulfill its mission in an entirely satisfactory way. The manner in which the catalog is compiled and the extent of the line it represents both serve to impress the purchaser and lend force to the dealer's arguments.

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MANTIEI KLEIN, LEADER OF THE FAMOUS HIPPODROME ORCHESTRA.

At a recent meeting of the directors of the Sonora Phonograph Co., 78 Reade street, New York, the following officers were elected: President, George S. Brightson; vice-president and general manager, William H. Hoschke; secretary and treasurer, William E. Hoschke. Mr. Brightson, the new president, was for nearly twenty-five years with the H. B. Clain Co., having charge of the music box and novelties department. In recent years he has retired from business. This company are about to market a complete line of vertical cut disc records and machines.

GEORGE LASHWOOD, THE NEW BEAR OF VAUDEVILLE.

"Waltz, I Swain" (A-5168)—a boxed sketch that will furnish amusement the year around, as recorded by Hitchcock. It is a perfect reproduction of the easy, rambling complacency and characteristic dialect of an old down-East farmer telling the history of his past life. Other records by Hitchcock will be coming along from month to month.

George Lashwood, who has just been featured throughout the United States by William Morris in his circuit of independent vaudeville houses, has made the real vaudeville hit of the past season in America. His success is already surpassing that of Albert Chevalier and Vesta Victoria at their best. His character work is that of a great artist, and his voice is resonant, agreeable and expressive. His range of portrayal is practically unlimited, as his records show, and he is already well started in his career as one of the most distinctive figures on the American vaudeville stage. Previous to his arrival here he was heralded as "The Vanderbilt Beau Brummel" of England, with a wardrobe supplied by King Edward's own tailor. Since he reached America he has amply demonstrated that he has more than a wardrobe to command him. His first double record, comprising "Sea, Sea, Sea," and "In the Year Twilight" (A-5157) is being issued in the Columbia April list, and a new one "My Latch Key" and "There's Another Fellow Looks Like Me" (A-5094) will be out in May.

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Judge McPherson, United States Circuit Court Judge, Philadelphia, Pa., on March 7 handed down an order fixing the time for closing defendant's proof in the case of the Victor Talking Machine Co. v. Charles A. Rigdon, music dealer, Warsaw, Ind., to restrain him from cutting prices on Edison goods. The complaint was filed in the Circuit Court of the United States, Indianapolis, February 25. The usual orders followed.
Double disc records are a Columbia innovation.
We cheerfully took all the blame and now we are getting all the credit.

RECORD PROGRAM SHEETS.
A Novel Invention Which Will be of interest to Talking Machine Men—Simplifies the Keeping of Records.

An interesting announcement is made by the International Record Program Co., 102 West 29th street, New York, in another portion of this page.

This concern has put forth a record program which is unique and novel. A reduced fac-simile is shown in this page so that a correct idea of this may be formed by a glance at the illustration.

The cards are handsomely gotten up and beautifully lithographed, with gold border, ornamented in a way which makes them most attractive and they are surrounded by photographs of the world's greatest composers.

It will be seen at a glance that this new program is a simplifying and methodical method of searching for the desired record. It enables the owner to classify his records in such a way that they will be always within easy reach and can be immediately located.

These cards are very attractive and greatly simplify the keeping of records. Dealers' names will be printed upon the program when desired.

PROFITING BY SHOW WINDOWS.
Nothing Attracts Public Attention Like a Handsome Window Display—Windows Never Get Tired of Showing Goods.

Nothing attracts the public as quickly as a well arranged show window, where the goods should always be marked in plain figures.

Many merchants contend that it makes a window look common-place to use price cards, and as Tiffany does not use price cards we won't deny the contention, but we know the cards lure customers into the store; we know people go home and tell about seeing a handsome table in Tiffany and as Tiffany does not use price cards we won't classify his records in such a way that they will be always within easy reach and can be immediately located.

These cards are very attractive and greatly simplify the keeping of records. Dealers' names will be printed upon the program when desired.

CHANGE IN BANKRUPTCY LAW.
Bill Providing for Amendments in Existing Statutes Passed by House.
(Special to The Talking Machine World.)

After an ineffectual attempt by the Democrats, led by Representatives Clayton of Alabama, and Brantley and Bartlett, of Georgia, to repeal all bankruptcy laws, the House this afternoon passed the Shirley bill providing certain amendments to existing bankruptcy legislation.

The more important provisions of the Shirley bill are that receivers and trustees shall be paid upon the commission basis; that corporations shall be allowed to enter voluntary bankruptcy; that all federal courts shall have ancillary jurisdiction in bankruptcy cases, and that trustees may oppose bankruptcy discharges when authorized by the creditors. The measure also remedies the loopholes in the present law making it possible for an insolvent debtor to have preferred creditors.

MOTION PICTURES FOR INSANE.
Asylum Superintendent Says They Soothe and Divert the Inmates.

The State Board of Public Lands and Buildings of Nebraska will buy a moving picture machine for the amusement of the insane patients at the Norfolk asylum. Superintendent J. P. Percival says that the pictures soothe patients and that they watch them without the exciting effects incident to other diversions.

NATIONAL COMPANY WIN SUIT.
A final decree and a perpetual injunction was recently issued against the Valiorjes Jewel Co., Lancaster, Pa., by the Circuit Court of the United States, Middle District of Pennsylvania, enjoining them from manufacturing and selling button-ball stylires or sapphire points which infringed an Edison patent. These stylires were mounted in lever arms suitable for use in Edison model G reproducers.

The suit was brought by the New Jersey Patent Co. (National Phonograph Co.) upon the Edison reissue patent No. 11,357. When the court granted a restraining order the infringement was discontinued and a settlement quickly made with the complainants.

S. B. Davega Co.
126 University Pl.
NEW YORK CITY, N. Y.
A Word to the Talking Machine Men of America!

Presumably you are interested in a product which can be used to advantage by every owner of a disc talking machine record in the world. Of course you have had customers come in and ask you for something with which to clean records.

All records get gummy. The grooves which the needle follows get filled with dirt through handling with moist or sticky fingers. Dirt settles therein and the volume of tone is much reduced. Benzine and naphtha have been commonly used, but they are a MENACE in the home—they will IGNITE and EXPLODE without direct contact with fire.

Now, Carbona will not only clean your records better, but it has NONE of the objectionable features of DANGEROUS CLEANSERS. It is odorless and it is NON-EXPLOSIVE. You can hold a lighted match to Carbona and it will not ignite.

It is the BEST DISC RECORD CLEANER in the world; there is nothing that approaches it. Try it and see!

THE CARBONA CO., 3 and 5 Burnett Street, Newark, N. J.
The Ideal Record Cleaner

Everyone Who Owns a Talking Machine Enjoys the Advantage of Clean Records

Now, Carbona will not only clean the record but it will LENGTHEN its life and PURIFY its tone. Carbona can be kept in the home, office and factory. TRY IT!

Moisten a cloth with Carbona, then rub it over the gummiest record that you can find.

Note how quickly every particle of obstruction is removed, then try the record and you will be surprised at its PURITY of tone.

Carbona can be handled by talking machine establishments without danger because it CANNOT BURN AND CANNOT EXPLODE.

Carbona can be sold by talking machine men with a good profit, and the manufacturers will be pleased to provide literature in the shape of folders and leaflets with the dealer’s name thereon which can be easily inserted when sending mail matter to customers.

There is no reason why your customers should go to drug stores to procure this product.

You can just as well add the Carbona profit to your income.

First try it—test it—then write to the manufacturers regarding prices and quantity discounts.

The advantage of this product should not be overlooked by any man engaged in the talking machine business.

THE CARBONA CO., 3 and 5 Burnett Street, Newark, N. J.
We've started quite a few talking machine dealers on the trolley line to greater prosperity via the Seeburg route.

How about you, is it "all aboard"?

J. P. SEEBURG
PIANO CO.
209 State St.
CHICAGO.

Write for illustrated booklet. You'll say Solomon was wrong—it's full of NEW THINGS—NEW GOOD THINGS.
Exclusive selling rights are an exclusive Columbia policy, and it enables a good dealer to build a business and keep it.

MILWAUKEE'S BUDGET OF NEWS.


(Milwaukee, Wis., March 10, 1910.)

A spirit of genuine optimism pervades the local talking machine trade just at the present time. Business is exceptionally good for this season in both the wholesale and retail lines and predictions are being made that one of the most prosperous springs in the history of the trade will be experienced. In fact, dealers are confident that 1910 will be a “big year” in every respect.

The wholesale business is keeping up remarkably well,” said Lawrence McGreal, the well known dealer. “Dealers about the state have been buying much better than we had anticipated and the indications all point to a big spring trade. The Edison Ambertone is selling remarkably well and the only trouble we are experiencing is to keep enough machines on hand to satisfy the trade. The Victrola trade is daily on the increase also.

One of the finest retail talking machine establishments in this city will soon be opened when Gimbel Bros., leading department store proprietors of the city, have completed their new quarters to house the complete line of Victograph machines, records and supplies now handled by the big store. The piano department has been moved to new and larger quarters on the sixth floor of the store and the former piano quarters on the second floor are now being remodeled for the talking machine department. Everything will be strictly modern and the best that money can provide. Five sound-proof parlors are being prepared, to say nothing of an elaborate Victrola auditorium, something entirely new in this city. The new department is under the supervision of E. S. Bridge, manager of the piano department, but is in direct charge of L. C. Parker, an enthusiastic talking machine man.

Miss Gerttude Law-rence McGreal, sister-in-law of Lawrence McGreal and the new owner of the McGreal retail store, has just returned to Milwaukee from two weeks’ recreation at West Baden. Miss Gannos reports that the retail trade is exceptionally good for this season.

E. P. Paine, western wholesale manager of the Columbia Phonograph Co., Chicago, was the guest of A. G. Kunde, the local Columbia dealer, recently.

There are several big features in the new Victor records for March that are proving to be good sellers with the Milwaukee trade. One of them is a record by Commander Robert E. Peary, recently returned from the expedition under the direction of Manager J. H. Becker, Jr., a concert on the saxophone at the recent Milwaukee automobile show at the Auditorium was one of the features of the week and proved to be a strong counter attraction to the large array of automobiles on display. Another saxophone concert, held at the Grand Avenue Congregational Church, one of the finest churches in the city, was greatly appreciated by a very responsive audience. After a fine offering of sacred and classical music, Mr. Becker let loose with a little popular music that made a great hit. These concerts have been doing much to interest a class of trade that hitherto has not been over enthusiastic over the talking machine proposition.

Roy J. Keith, of the Tailing Machine Co., of Chicago, called upon the Milwaukee trade recently.

E. H. Phillips, manager of the credit department of the National Phonograph Co., and William P. Hope were also visitors.

William A. Schmidt, traveling wholesale representative of Lawrence McGreal, is meeting with a ready business in northern Wisconsin.

A large number of out-of-town Wisconsin talking machine dealers were in Milwaukee recently purchasing their spring stocks, including: William J. Voss, Appleton; Mr. Laun, of Laun & Erbe, New Holstein; E. O. Chase, Oshkosh; H. C. Smith, Whitewater; Otto Golinder and A. J. Burroff, Watertown; C. Heeter, Cambria; Mr. Iverson, of Reton Bros., Stevens Point, and C. K. Krause, of Port Washington.

A. G. Kunde, new owner of the downtown Columbia store, on East Research, is now completely settled in his new quarters at 516 Grand avenue. A good business in both machines and records is reported by Mr. Kunde.

P. E. Conroy, the well known piano dealer of St. Louis, in a recent letter of condolence to Lawrence McGreal, Milwaukee’s well known talking machine dealer, said the following poem touching upon Mr. McGreal’s recent bereavement in the loss of his little son, Jack McConery, is a life long friend of the Milwaukee talking machine jobber.

LINES TO MY OLD FRIEND, LAWRENCE McGREAL.

While sitting all alone to-night,

My thoughts revert to thee,

My dear old friend, now gone by,

With hopes of some happy day.

Life, then to us, so full of cares,

We served our country,

And grief began our story,

With vicissitudes so strange.

Be good and leave us happy,

For all is dull without thee,

And throngs of angels hold us.

The L. W. Thompson Co. have opened a talking machine store on Fourth Avenue, Louisville, Ky., with B. W. Blankenbaker as manager, and handle a complete line of Edison and Victor machines and records.

Time brings to all both joy and grief.

Be good and leave us happy,

For all is dull without thee,

And throngs of angels hold us.
Old Hiram Saunders and his wife, Ellen, were busy securing around getting the old farmhouse all spruced up for the rapidly approaching spring housecleaning. They were naturally were anxiously awaiting his appearance, the starting lever of the machine got a little out of order, and, raising them, discovered the talking machine with the disc revolving. When the machine was raised the jar caused the record to cease its movement, and the mystery was practically solved.

One of the men, who knew something about “talkers,” discovered that the tension of the brake had loosened and the slight jar would throw it away from the turntable or against with sufficient force to stop the revolutions. The real cause of the ghostly voice was thus explained, and the simplicity so impressed Hiram that now he wouldn’t show the white feather if the ghost of Captain Kidd, armed to the teeth, should make its appearance.

S. B. DAVEGA VISITING SPOKANE.

S. B. Davega, president of the S. B. Davega Co., the oldest jobbing house in the Greater New York territory, is now in Spokane, Wash., looking after real estate matters in which he has a heavy financial interest. Mr. Davega is also owner of considerable property in this city; in other words, he is a man of wealth, independent of his business.

FEWER FAILURES IN FEBRUARY

But Liabilities Have Been Exceeded Only Twice in Seventeen Years.

Commercial casualties during February, according to statistics compiled by Bradstreet’s, are smaller in number than in January, but considerably larger than in February of the previous year. The number of failures during February exceeded only three times in the last seventeen years.

The liabilities involved last month were $16,170,103, a decrease of 6.7 per cent. from January, but an increase of 19.8 per cent. from those of the previous month, but an increase of 13.8 per cent. over those of February, 1909.

The number of failures reported by Bradstreet for the month just closed is 1,004, against 1,241 in January and 980 in February, 1909. These figures show a decrease of 19 per cent. from those of the previous month, but an increase of 13.8 per cent. over those of February, 1909.

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TO OPEN IN LOUISVILLE, KY.

The Tueil Phonograph & Novelty Co. have opened for business in Louisville, Ky., handling a very complete line of Edison and Victor talking machines and records. They have secured quarters at Baxter avenue and Christine street, with C. S. Ryan as manager.

NEW DEALER IN COLUMBUS.

W. C. Willard is a new Victor talking machine dealer in Columbus, Ohio.
THE TALKING MACHINE WORLD.

FRANK L. DYER'S STATEMENT

Regarding Misleading Articles in the Daily Papers Based upon a Transaction in Which Thos. A. Edison Figured—Unfounded Conclusion Exploded.

Last month The World briefly explained the transaction whereby Thomas A. Edison acquired certain shares of stock in the Edison Phonograph Works, so the trade would not be misled by the ridiculously sensational and distorted reports that were appearing in the daily newspapers. To further clear up this misunderstanding, F. L. Dyer, president of the National Phonograph Co., has issued the following statement:

"My attention has been called to a recent article in a New York daily newspaper which has been widely copied, and wherein it stated that the future of the phonograph was not very bright. This article is entirely misleading and does not accord in any way with the views of myself or anyone connected with the Edison companies. The future of the phonograph was never so bright as at the present time; in fact, I feel that the surface has hardly been scratched. Orders are coming in so rapidly at the present time that we are not able to fill them promptly and a full line of grand opera records is certainly an indication that so far as we are concerned the future does not have to be questioned.

"The Edison Phonograph Works, as persons familiar with the business know, is a separate company located at Orange, N. J., and engaged only in the manufacture of machines, which are turned over to and are distributed by the National Phonograph Co. The National Co. manufactures all Edison records and sells directly to the trade. The National Co. in assets, property and amount of business done is immeasurably larger than Edison Phonograph Works. The purchase of this block of stock by Mr. Edison was a personal matter and has no direct bearing on the future of the phonograph business other than showing his confidence and a desire to withdraw the stock from litigation."

NEWS OF THE BALTIMORE TRADE.


(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1910.

February proved to be a good month in every line of the talking machine business. From the early days of the phonograph business this particular minority block of stock of the Edison Phonograph Works was acquired by outside interests, and was later put up as collateral to secure the issue of bonds of another independent company (not controlled by Mr. Edison) having rights in certain foreign countries, and on which the interest payments were defaulted. These bondholders were anxious to realize something from their investment and Mr. Edison was willing to buy the stock, so that the transaction was consummated.

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COLUMBIA 12-INCH SYMPHONY NO. 1.

MODEL MOVING PICTURES

Exhibited by the Censors Before the Board of Education.

Prominent educators of this city, including Superintendent Maxwell, Superintendent Lep- siger of the Board of Education's Bureau of Public Lectures, Dr. Charles Sprague Smith of the People's Institute, and most of the Board of Education members assembled recently in the board room of the Board of Education build- ing to witness the "Board of Censorship" model moving picture show.

The "Board of Censorship" was organized about a year ago by the People's Institute, the Women's Municipal League, the Parks and Play- grounds Association, and the Public Education Association to pass on moving picture shows.

Superintendent Maxwell then read a telegram from Thomas A. Edison, the inventor, who is now in Florida, saying that in Mr. Edison's opinion the time has soon come when the ma- jority of our citizens will be educated, in part at least, by moving pictures.

Then the lights were turned down and, moving pictures of an educational nature were thrown on the screen. The subjects represented included "Wild Beasts in Their Haunts," "East Indian Temples," "Tobacco Culture in Java," "A Lesson in Chemistry," "The Fly as a Disease Agent," "The Life of Washington," "The American Fish- ing Industry," and "The Metamorphosis of the Caterpillar." Dr. Maxwell said that moving pic- tures would not be used in the public schools of the city in the near future. The exhibition will be repeated in other parts of the city in the next few weeks.

JACOT CO.'S NEW QUARTERS.

Handsomely Arranged and Equipped for Trade —Expect Larger Business in New Years.

With the removal of the Jacot Music Box Co. from 39 Union Street to 22 West 35th street, New York, not only is more room obtained for the display and storage of stock, but to mention better facilities for demonstrating purposes, but it seems certain their business will be greatly improved. They occupy the entire four-story building, which is within a short distance of Fifth Avenue and in the neighborhood of all the large retail establishments in the music dis- trict of the city. The first, or street floor, is the store or retail department, where ample room is had for a proper arrangement of stock, storage of records, seven demonstrating booths, etc. The wholesale department and the private office of A. H. Jacot in front and the general offices in the rear are on the second floor. The third and top floors are for stock. A large swing- ing sign will be installed in front of the building so it can be easily seen from Fifth Avenue.

In speaking of his new place and the pros- pects Mr. Jacot, president and general manager, said: "We have been at Union Square for upwards of thirty years and we were well known there. However, that part of the city is no longer suitable for the business; that neighbor- hood has been ruined for us, and we were glad to get away. We believe that here a much bet- ter business will come our way as soon as our location becomes known. Our name is familiar to the people of New York and veterans in the line, and I imagine this will be something of a factor. Of course we shall ad- vertise extensively. We propose pushing our wholesale trade more energetically than ever."

To Edison dealers in cities, manufactur- ing towns, and wherever much business correspondence is carried on

You will find the

Edison Business Phonograph

a profit builder for you, in a field that is practically without competition. Besides you will be able to use it to advantage in your own business.

In your regular Phonograph business it is an excellent adjunct in demonstrat- ing how Phonograph Records are made.

It is only a matter of a very short time before all business correspond- ence will be carried on by letters dictated to the Edison Business Phonograph. Get in now while the field is young, while competition is small and the profits are big.

Write us for full particulars to-day.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.
A further object of this invention is to support the amplifier at one end only so that the sound-boards may be free to respond to the vibrations imparted to them from the sound reproducer.

A further object of this invention is to make the sound-boards used in connection with the sound-amplifying device resonant, and so cause the same to readily vibrate in sympathy with the air enclosed between the same.

Figure 1 illustrates a sound reproducing device provided with an improved sound amplifier; Figs. 2 and 3 are main parts of the same, shown in cross section; Fig. 2 is a perspective view of the sound augmenting device; Fig. 3 is a diagrammatic view showing the method employed so as to make the sound boards of the sound amplifying device resonant, and Fig. 4 is a view similar to Fig. 3 showing the method of connecting the inner sides of an improved device.

Referring to the drawings, one embodiment of this invention comprises a casing or talking machine cabinet 1 upon the top of which is the housing 2, which contains the turntable 3, the reproducer 4 and the swinging arm 5. The larger end of the tapering swinging reproducer arm 5 is pivoted as at 6 to a hollow bushing 7 which communicates with the smaller end of a hollow bracket, or elbow 9, the opposite end of which is adapted to support a sound amplifying device 10.
Improved mounting for a stylus bar; to provide an improved mounting for a diaphragm. In the accompanying drawings, which illustrate a preferred embodiment of the invention, Fig. 1 is a central longitudinal section of a sound-box constructed in accordance with the invention. Fig. 2 is a cross-section of the diaphragm. Fig. 3 is a face view thereof. Fig. 4 is a front elevation of the sound-box with the cover and stylus-holding bar and diaphragm removed; Fig. 6 is a face view of a ring for supporting the diaphragm; Fig. 7 is a cross-section thereof. Fig. 8 is a cross-section of a portion of the diaphragm and a flexible ring for supporting the same; Fig. 9 is a cross-section of a portion of the sound-box with the diaphragm support shown in Fig. 8 applied thereto; Fig. 10 is a cross-section of a portion of the diaphragm and a flexible spring ring for J. to support the same and showing another construction embodying this invention; and Fig. 11, is a view, partially in elevation and in section, illustrating an adjustable rocking support for the stylus-holder, being an enlarged view of certain parts shown in Fig. 1.

The object, therefore, of this invention is to provide means for the lateral adjustment of a stylus needle with respect to its stylus bar. Referring to the drawings: Figure 1 is a plan view of a talking machine having the improvements embodied therein. Fig. 2 is a side view of the improved composition and embodiment of these materials provides a much more uniform quantity of the binder heretofore attained by gum shellac. The object, therefore, of this invention is to generally improve the material from which sound records and other objects requiring material having the same characteristics are made. In the drawing forming a part of this specification, is illustrated a sound record tablet of the disc type with the names of the ingredients inscribed thereon, although it is obvious that the intention is not limited to any particular shape or type of tablet.

This invention relates to record plates for graphophones and like machines. In the accompanying drawing, Fig. 1 is a plan view of the plate or disk, and Fig. 2 is a central cross-section thereof.

This invention has for its object the provision of a graphophone in which the reproducer is not impelled across the record tablet by means of the record groove or by mechanical feed mechanism such as a screw or rack. In the accompanying drawings forming part of this specification is illustrated the invention as embodied in a graphophone of the disc type, the stylus of the reproducer being yieldedly propelled across the record in a plane parallel to the surface of the disc with the stylus tracking in the record groove and restrained against too rapid movement thereby.

In the drawings, Fig. 1 is a view in side elevation of a complete graphophone embodying the present invention. Fig. 2 is a view partly in elevation and partly in section of the reproducer, the reproducer carriage and a portion of the record tablet and support therefor.

This invention relates to duplex reproducers for phonographs and one of the principal objects of the same is to provide means for comparing compressed air through the sound box and up into the outlet horn. Another object of the invention is to provide...
THE TALKING MACHINE WORLD.

a plurality of sound boxes and means of conveying compressed air through the sound boxes and out through the horn, the purpose being to amplify the reproduction of sound records and to do away with the ordinary diaphragm.

Figure 1 is a central vertical section of a reproducer made in accordance with the invention, Fig. 2 is a side elevation of the Fig. 3 is a vertical section on the line 2-3, Fig. 1, looking in the direction indicated by the arrow. Fig. 4 is a plan view of the stationary disc or diaphragm in the sound box. Fig. 5 is a plan view of the conical air deflector.

This invention relates to an improved phonograph of that type in which no separate horn is used, but in which the same is arranged in the case in which the actuating motor for the record-carrying turn-table is arranged.

The invention consists of a phonographic apparatus in which the horn is arranged in the casing of the apparatus and operated in connection with a record placed on the rotating disc or turn-table by means of a stationary tube and a sliding sound-conveying tube by which telescopes with said stationary tube. The telescoping tube is provided with a tube carrying the diaphragm case, said tube being connected by a universal joint with the front end of the telescoping tube. The motor which rotates the turn-table moves simultaneously the telescoping tube, diaphragm chamber and stylus or needle so as to remove any strain on the latter.

The invention consists further of the combination of the tube carrying the diaphragm case by a flexible joint with the telescoping sound-transmitting tube, and a sound-retaining web or sleeve, so that the needle moves in the grooves of the record with great facility and reduced friction.

The invention consists further in a stopping device by which the turn-table is automatically stopped when the needle arrives at the end of a record.

In the accompanying drawings, Fig. 1 represents a perspective view of the improved phonograph. Fig. 2 is a plan-view of Fig. 1, drawn on a larger scale, Figs. 3 and 3a are respectively a vertical section and a horizontal section showing the flexible portion of the tube carrying the diaphragm box with the telescoping sound-transmitting tube, and respectively a front elevation of the improved phonographic apparatus; Fig. 5 is a vertical transverse section on line 5, 5, Fig. 2, Figs. 6 and 7 are respectively a vertical transverse section on line 6, 6, and a vertical longitudinal section on line 7, 7, Figs. 2, and Figs. 8 and 9 are respectively a detail side-elevation and a plan-view of the automatic stopping device for the rotary disc or turn-table.

PICKINGS FROM OUR JOKE BOX.

In the barber shop the scissors clicked merrily away, and the barber's dog lay on the floor close beside the chair, looking up intently all the time at the occupant, who was having his hair cut.

"What dog, that," said the customer.

"He is sir," said the barber.

"He seems very fond of watching you cut hair!"

"It isn't that, sir," explained the barber, smiling. "Sometimes I make a mistake and take a little piece off a customer's ear!"

A recent visitor at Matteawan was strolling about the grounds when he encountered a stately and well-dressed gentleman, who inquired with perfect courtesy: "I beg your pardon, but have you any dry toast about you?"

The caller intimated that at present he was without that particular form of light luncheon. "I thought," said the visitor, "I would see that to interest Jan in his small affairs he would not go on to the farm without that particular form of light luncheon."

Then in his turn, he queried: "But would you mind telling me why you desire it?" "Not at all," responded the other. "Yes, I'm a soft-boned egg, and I want to sit down!"

Little Jim and Pat, the gardeners, had been great pals, and when Pat went back to the "Old sod" to end his days, and slow-witted Dutch Jan took his place, Jim was a very unable to supply.

"You don't know that," said Dutch. "I'm a soft-boned egg, and I want to sit down!"

"Well, by Jove, this is lucky," cried a young man as he heartily slapped the back of a gentleman whom he overtook in the street.

The other turned round sharply and angrily, showing the face of a complete stranger. "What did you do that for?" "I thought that was what Jackson ought to do," remarked the stranger as he resumed his interrupted walk.
Leading Jobbers of Talking Machines in America

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.

Exclusive Columbia Jobbers

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

KIRK, GEARY & CO., Sacramento, Cal.

HARGER & BLISH JOBBERS
VICTOR EDISON

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

Des Moines IOWA Dubuque

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 Graphophones.

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"

PACIFIC COAST DISTRIBUTORS
Victor Talking Machines and Records
STEINWAY PIANOS & HEALEY "OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. Oakland Los Angeles

Jacot Music Box Co., 18 W. 35th St., New York
Mira and Stella Music Boxes, Edison and Victor Machines and Records.

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., Chillicothe and Chicago

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.

Mr. Dealer WE ARE COLUMBIA JOBBERS

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

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 April list.
Leading Jobbers of Talking Machines in America

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

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
3030 Finney Avenue
ST. LOUIS, MO.
Our Exclusive Jobber In U. S. for Zon-o-phone Machines and Records

C. B. HAYNES & CO.
EDISON JOBBERS
ALL SUPPLIES
603 East Main St.,
Richmond, Va.

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 April list.

STIMULATING TRADE.

The Standard Talking Machine Co., of Pittsburg, Pa., have been most successful in the preparation and issuance of well-written and interesting letters as means of stimulating trade. One issued some weeks ago by J. C. Rouzb, manager of sales, gives an idea of the kind of work this enterprising company are doing these days. It reads:

Dear Dealer—"Talking machines have gone up!"

"For many months past we have anticipated this move.

"Trade conditions justified it.

"For a long time we have labored under difficulties which had finally to be met, and now every talking machine, record, accessory and all our supplies have gone up—to the eighth floor of the Irish building, 600-602 Penn avenue, corner of Eighth street. (Prices are still on the ground floor.)

"For some time we have been thinking of giving up the retail business in Pittsburg and of enlarging our facilities to enable us to better handle our growing jobbing and wholesale trade.

"Our new quarters are not only larger but are all on one floor, arranged and classified in just the way we have wanted them for a long time.

"Our show rooms and general offices are now very presentable. For the exhibition of machines we have newly constructed and improved rooms, where our friends can see the working of the latest models and try the new records without being interrupted. Our shipping facilities have been greatly enlarged and are arranged to take care of more than double our past capacity.

"To you, who have contributed to making it necessary for us to move into larger and better quarters, we extend a most hearty invitation to make it possible some time during this coming spring to visit us. Come and see what a really up-to-date talking machine company (wholesale) looks like!

"We are able to furnish on the quickest and shortest notice any item known to the talking machine world. We can get you D. K. Myers machines and supplies on the very same day, if not the same hour, you order them. You can but profit by using this service as we give the absolute lowest prices on our machines for a reason that makes us able to give you the same advantage. We will do everything possible to make it possible to buy the best without being interrupted. We have incorporated officers and are in the way we want to run our business.

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"Herbert Simpson in Charge of the Advertising Department of Kohler & Campbell, the New York Manufacturers.

Herbert Simpson, for four years assistant advertising manager of the Victor Talking Machine Co., Camden, N. J., assumed the management on February 7 of the advertising department of Kohler & Campbell, the distinguished piano manufacturers of New York City.

"Mr. Simpson has entire charge of the publicity department of this business—one of the largest conducted by any piano concern in Greater New York. He is splendidly equipped for this position and is well acquainted with conditions in the music trade industry. Those who know him intimately expect that he will give a splendid account of himself in his new sphere of activity.

E. E. FORBES CO. BRANCH IN MEMPHIS,
(Special to The Talking Machine World.)
Memphis, Tenn., March 1, 1910.

The E. E. Forbes Piano Co. have not discontinued, nor do they intend to discontinue, the branch of the talking machine business which they have established in this city, contrary to general reports. They recently placed a new man in charge of the business and he seems to have taken hold of it in a very satisfactory way.

A representative from headquarters at Birming- ham states that they are going to spend considerable money fixing up their talking machine branch in this city and intend to increase their business materially.

KEEP YOUR PROMISES.

"If you really ask me," said a retail man to whom the question was propounded, "what I consider one of the most important minor points in the conduct of a store, I would reply without hesitation, "Keep your promises." People like cheap prices, and they will stand for a good deal in order to obtain them, but it is my belief that the one thing they like better than saving money is to be absolutely sure of what they buy."

The Gross Talking Machine Co. have purchased the interest of W. A. Magroder in the Talking Machine Shop, Nashville, Tenn. Edison and Victor machines are handled.
EDUCATING THE SALESMAN.

The Time to Train Him Is When He Is Young, But, After All, the Successful Record of Business Men Is the Result of Years of Hard Work and Study of the Goods They Are Handling—Initiative Counts Here as Everywhere.

Often in newspapers and magazines is observed how to become a successful salesman, how to sell goods, don't for salesmen, etc.; but there seldom appears an account of how to become a salesman a decade or not born with that talent, but are educated after years of hard work and study; not the study from books on salesmanship, but from the study of the goods which they are selling and from studying men's natures and hobbies.

Not many years ago this country had very few manufacturers, few large commercial houses, and the margin of profit was much larger than in modern times. Business is a battle royal to-day, and the engagements are sharp. Thousands are engaged in the struggle of strong and unyielding competition for the commercial honors of the country. Each year large business houses go into bankruptcy—business houses which the trade looked upon as without parallel in their particular line. In tracing back the cause of their failure, it is invariably proven that the selling end was insufficient.

A successful salesman is the most independent man in the commercial world, says a writer. He is not affected by changes in prices nor harassed by growing obligations. He is indispensable to the business; he knows the goods, the field and the customers, and this asset is invaluable to the business; he knows the goods, as well as the expensive ones, if there is a chance for advancement, get busy and do your work with a will, at the same time familiarizing yourself with the nature of work that those before you are doing, so when the opportunity presents itself you will be qualified to fill higher positions. Always try to learn something new each day. Be polite to your superiors and courteous to customers you may have occasion to meet.

Nowadays a man is paid for his knowledge and executive ability. When you are a young man you should consider the fact that you are learning, as well as earning, and that the learning end is the most important part. You must know your business in every detail, and the only way to know it is to learn it.

The days of the flippant, talkative salesman are passing. He will not always have his relatives to fall back on to get him a job; he knows his business in every detail, and the only way to get advancement is to be industrious, to cuss until you may have occasion to meet, to carry with you the nature of work that those before you are doing, so when the opportunity presents itself you will be qualified to fill higher positions.

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The days of the flippant, talkative salesman have passed. It is the man who knows his goods and who presents them to the trade in the true light that convives and gets the business. If you are selling a $2 article, do not insist that it is as good as your competitor's $10 one, when you know perfectly well that it is not. A man who is paid to buy goods for a concern generally knows his business, and when you talk to him in this manner you make a great mistake.

If you have started from the bottom you have educated yourself to know your goods and believe in them. You will believe in the cheap goods, as well as the expensive ones; but in selling the cheap goods sell them as such, by doing which you will make a conscientious sale. The salesman who goes around with a rake-off for the buyer is a salesman of the past. An office boy can go around disposing of goods if he pays the buyer to buy them. Even the story-teller, who used to call upon a buyer and delight in sitting at his desk for hours telling funny stories, is a back number.

Wise merchants value the good salesman, and the good salesmen are the men who are some day taken in the firm. Get busy, young man, and hustle. Don't think that because your relatives do not own the business you are unfortunate, but thank your lucky stars that they do not. Build up yourself, by hard, honest work and honesty of purpose, a character that will carry you to the top; and always remember that it is within the reach of us all.

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Too many people look for trouble and when they find it, as a general rule, they don't know what to do with it.
MOVING PICTURE EVOLUTION.

Some interesting facts showing the Origin and Development of the Moving Picture Machine, which is contributing so much today to knowledge in all walks of life, the views of C. Hemardigner, of the faculty of the Science of the Sorbonne.

The moving picture machine, under its various names, is still increasing in popularity and is being perfected day by day. Although much remains to be done before its results can be called quite satisfactory, it is a difficult to realize that so complex a device, involving as it does, the illusion of animated motion, has been developed within a few years. An article contributed to the Revue Scientifique in 1889, C. Hemardigner, of the Faculty of Sciences of the Sorbonne, gives some of the steps in detail. He says in substance:

"The whole theory of the cinematograph is contained in these few words: persistence of the impression made by light on the retina. What does this mean? Take a match whose end still glows, and move it quickly about. We see a luminous line. Whence comes this impression? Simply from the fact that each luminous impression lasts a certain time, fixed by the experiments of the Belgian physicist Plateau at 0.14 second. During this time the object in motion has been displaced, so that we still see it in one place after it has moved to the next.

"This fact of luminous persistence has long been known. It was even mentioned by Lucrez in 60 B.C. In all times and in all countries, scientists have noted it, tried to explain it, and based toys or amusements upon it, such as the magic top, the telestrobe, etc. By application of the same principle we show, in lectures on physiology, the synthesis of colored lights to form white, the so-called Newton's disc. In this way, we may study vibratory movements on the principle of what are called in physics strings and waves. Among devices produced so far was the first to think of forming the image on a movable sensitive film. The object being exposed periodically. This was the actual form of the ordinary moving-photograph which then entered upon a new phase. One of Marey's collaborators, Demyen, changed the chronograph to adapt it for projection. Marey had made the analysis of motion, and Demeny its synthesis.

"In 1889, at the World's Fair, Marey showed his apparatus to Edison, who, seeing its possibilities, devised his kinetoscope, in which the celluloid strip was used for the first time, and which was so successful that Marey's name was almost forgotten beside that of the famous American. Similarly, however, a device for projecting moving pictures on a screen. On Feb. 10, 1893, the Moors, Lumière, of Lyon, finally solved the problem and took out their first patent for the cinematograph. Everybody recognizes the brilliant success of this invention. At once it was followed by a considerable number of devices made in all countries and christened in all sorts of ways from the Greek, Latin, and in more fanciful fashion still. Here are a few:

- "Anarithmoscope, chronophotographscope, clorographscope, clorograph, cinoscope, hypnoscope, katoscope, ummographe, mutoscope, movemenoscope, (11), photographe, etc. There are scores of them, or even hundreds. To review these devices would be to deliver a lecture on mechanics; but they all resemble the Apparatus of Lumière, which in its modern forms has been changed only by perfecting details."

A very ingenious combination of the phonograph and the cinematograph has been made by Lumont, who has succeeded in obtaining perfect synchronism of the two. The lecturer, who is engaged in the theater, showed a number of his pictures with special phonograph accompaniment, the sound being amplified by compressed air in conjunction with the motion pictures. These are said to have been very striking and will doubtless soon become familiar to the public.

SALESMANSHIP.

Every salesman must always bear in mind that increased earnings for himself can only come with increased business, and increased business can only come by increasing the number of customers for his store, and the only way ever discovered for increasing the number of customers for a store is to please every customer so well that he will come again and bring his friends. This is the sum and substance of salesmanship.

Don't neglect an opportunity to make a friend of a customer. Confidence begets patronage.

HOW RETURNS ARE HANDLED.

Commissioner Cabell Discusses Publicity Features of New Corporation Tax Law—How Returns May Be Inspected by Those Interested in Their Neighbors' Affairs.

(Special to The Talking Machine World.)


Royal E. Cabell, Commissioner of Internal Revenue, has just sent out the following communication, which will interest all concerns offering to make returns under the new corporation tax law. He says:

"Many communications have been received at this office making inquiry as to how the returns of domestic corporations, joint stock companies, partnerships, and similar enterprises, are examined under the provisions of the corporation tax law (sec. 38 of the tariff act of Aug. 5, 1909), and whether or not they were to be open to general inspection.

"The law, paragraph 6, on this subject is as follows: 'When the assessment shall be made, as provided in this section, the returns, together with any corrections thereof which may have been made by the commissioner, his agents or contractors, or associations and insurance companies, made as required under the provisions of the corporation tax law and shall constitute public records and be open to inspection as such.'

"The Congress appropriated $100,000 to carry into effect the provisions of the law. Under general statute no portion of this appropriation is available for use in the District of Columbia. The returns cannot be open to general inspection in the District of Columbia without the expenditure of a substantial sum of money. If, therefore, it was the intent of Congress to make these returns open to general inspection, it will be necessary for it to appropriate a sum sufficient to cover the necessary expenses. Until this is done this bureau will not be able to reveal under any law to be handled just as returns made under other internal revenue statutes.

"Any person, therefore, other than the taxpayer making the return, or his agent or attorney, who desires to see such return, shall make written application to the Secretary of the Treasury, who in his discretion will, upon a proper showing of cause, approve such request. A request thus approved should then be presented to the Commissioner of Internal Revenue, who will hereupon return the matter in question to be seen by the applicant upon such conditions as the Secretary of the Treasury shall impose.'

ENTHUSIASM.

The difference between success and mediocrity in business is enthusiasm. Unless the retailer manifests genuine enthusiasm for the goods he has to sell, he has faith in the business he is engaged in, and shows it to the people with whom he wants to do business, he will not be compelled to compete with many others to build up his business and carry on for his benefit. Enthusiasm—that's it—enthusiasm.

Sometimes a man knows so much that he takes all his time rearranging it in his head so he can make some use of it.

NOW IS THE TIME TO PLACE ELECTRIC-FLYERS TO ADVANTAGE AND MAKE EASY MONEY AND BIG PROFITS.

They earn money with very little attention.

Write for catalogue and prices, also perforated music rolls.

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

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It yields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but $1.00. All foreign countries $1.25.

EDWARD LYMAN BILL
1 MADISON AVENUE, NEW YORK
The Edison line, from the Gem, retailing at $12.50 to the Amberola at $200.00, offers an Edison Phonograph for every purse and every person.

The efficiency of your stock depends on your having the complete Edison line—so that no sale can get by you.

And remember this: The little man who buys a Gem pays you just as big a profit on the Records that he buys as does the man who buys the Amberola.

Your stock should be complete. Write your jobber today.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.