

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, April 15, 1910



The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

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

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ALABAMA Mobile W. H. Reynolds, 167 Dauphin St.	MINNESOTA St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.	OHIO Akron.....Geo. S. Dales Co., 128 S. Main St. Cincinnati.....J. E. Poorman, Jr., 639 Main St. Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.
ARKANSAS Ft. Smith R. C. Bollinger, 704 Garrison Ave.	MICHIGAN Detroit..... J. E. Schmidt, 336 Gratiot Ave.	PENNSYLVANIA Allegheny.....H. A. Becker, 601 Ohio St. Philadelphia...Harmonia Talking Machine Co., 1821 Arch St. Philadelphia....H. A. Weymann & Son, 1010 Chestnut St. Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.
CALIFORNIA San Francisco...Peter Bacigalupi & Sons, 941 Market St.	MISSOURI Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St. Springfield....Morton Lines, 325 Boonville St. St. Louis.....Knight Mercantile Co., 211 N. 12th St. St. Louis.....D. K. Myers, 3889 Finney Ave.	TEXAS Beaumont.....K. B. Pierce Music Co., 608 Pearl St.
FLORIDA Tampa Turner Music Co., 604 Franklin St.	NEW JERSEY Hoboken.....Eclipse Phono. Co., 203 Washington St.	CANADA Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St. Vancouver, B. C. M. W. Waitt & Co., Ltd., 558 Granville St. Winnipeg, Man. Whaley, Royce & Co., Ltd. Yarmouth... Yarmouth Cycle Co.
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KANSAS Topeka Emahiser-Spielman Furn. Co., 517-519 Kansas Ave.		
MARYLAND Annapolis.....Globe House Furn. Co. BaltimoreC. S. Smith & Co., 641 W. Baltimore St. Baltimore Louis Masor, 248 E. Pratt St.		

The Talking Machine World

Vol. 6. No. 4.

New York, April 15, 1910.

Price Ten Cents

IT PAYS TO CARRY A FULL STOCK.

A Systematic Effort Should Be Made to Supply All Demands to Carry the Exact Goods the People Want—There Should Be a "Want" Book in Every Department so That You Can Keep a Check on Yourself as to the Needs of Your Store and Your Customers.

Does your store contain the records the people want—and do you have these called-for goods when the people want them? It's a mighty bad thing to let your stock of machines, records or supplies run out.

Sure as you're living, the very day you run out of some particular article—especially an everyday seller—someone calls at your store and asks for it. Haven't you often had it happen that way? If you haven't you're an exception to the rule. When a person makes up his mind that he's going to buy something he usually buys at that time. If he comes into your store, asks for some particular article and finds you are out of it, he goes away disgusted, visits your competitor's store around the corner, finds the desired article, makes his purchase, and you are shy what otherwise would have been a satisfied customer. It pays and pays big to keep your stock all the time and have them on time to meet early demands. People soon learn to know the store that has the goods and that store is the one they visit.

Do you have a "Want" book in each department of your store? If you don't, you will find one a mighty convenient aid to good stock keeping. Have this book hung up in a convenient place where all the salespeople can have ready access to it. Whenever the salespeople have call for any article that your stock does not contain, or when they find stock on anything running low, have it written in this book. Make it a point to inspect this book every day. Appearing on its pages will be found many articles that you do not handle, as well as those you are out of, but it will keep you well posted on the condition of your stock and the public's demand. The continued demand for some article thus recorded may be so frequent you may be induced to place it among your wares with good demand following its installation. Try this "Want" book scheme. You will find it a great aid and through its aid you will derive much real benefit. Keep in close touch with it. It insures your having the goods the people want and when they want them.

ELYEA-AUSTELL CO. ENTERPRISE.

Concerts in the Kimball House Cafe Attract Much Notice and Win High Praise.

(Special to The Talking Machine World.)

Atlanta, Ga., April 4, 1910.

The Elyea-Austell Co., the enterprising talking machine dealers of this city, have been furnishing music at the Kimball Hotel Cafe during the past few weeks in which the Victor-Victrola has been used. They have given selections from all the grand opera artists which will be heard in this city at the Auditorium Armory in May. A special feature of the music that attracted favorable comment was the selection of records of the voice of Richard Jose, America's great contractor, who will be at the Lyric Theater all the coming week.

The Philadelphia Athletics baseball team is stopping at the Kimball while in Atlanta and several members of the Philadelphia club are personally acquainted with Mr. Jose, Philadelphia being his home. The records of the famous tenor's voice therefore made a decided hit with the Kimball distinguished guests.

Business with the Elyea-Austell Co. is excellent. They are building up a splendid Victor clientele among the very best people—people who hitherto did not look seriously upon the talking

machine as an artistic product. The wonderful records put out by the Victor Co. have done much to convince the skeptics that perfection has at last been reached.

EXPORTS OF TALKING MACHINES

For February—Exports Show Strong Gain as Compared with Last Year—Interesting Figures Show Steady Improvement in Trade.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1910.

In the summary of exports and imports of the commerce of the United States for the month of February (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 February, 1910, amounted to \$290,358, as compared with \$214,341 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$2,481,906, as against \$1,926,228 for the same period in 1909.

The total export figures for the eight months of the past three years are as follows: 1908, \$3,396,579; 1909, \$1,926,228; 1910, \$2,481,906.

The value in detail of exportations of talking machine records and supplies amounted to \$177,070 in February, 1910, as against \$214,341 for the same month of 1909, and for the eight months ending in February, 1910, they amounted to \$1,575,662, as against \$1,926,228 in 1909 and \$3,396,579 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during February, 1910, amounted to \$113,288; the total exports for the eight months under this heading foot up \$906,244.

SALESMANSHIP DEFINED.

It is the Art of Influencing the Human Mind by Means of Language to Agree to an Exchange of Values.

The day has long passed when commerce was regarded as sordid and salesmanship a disgrace. The application of intelligent and scientific methods to the organization of this branch of industry has resulted in elevating all of its standards, improving its personnel and bringing about a radical change of public opinion in regard to the solicitor and to the business of canvassing.

Adam Smith bases the wealth and prosperity of nations upon the idea of exchange. The salesman is a chief factor in modern industrial life.

Salesmanship may be defined as the art of influencing the human mind by means of language to agree to an exchange of values. As to the method, it is essentially the same as the art of oratory with its applications to law and to preaching. As to its effect upon character, it is unquestionably broadening, elevating and instructive. As to its material results, if the man who sneers at salesmanship had sufficient experience to know how large a proportion of families of wealth and refinement in every community are supported upon the commissions of salesmanship he would speedily incline to a different opinion.

"HIS MASTER'S VOICE" FEATURED

By the Sand Artists at Atlantic City During Easter Week.

Visitors to Atlantic City during Easter week were interested in the work of the familiar sand artists, who always have something attractive to win the interest of board walk promenaders.

Being horse show week the equine hero and the handsome young ladies with the Easter hats formed a subject for the artists, but one of the most attractive near the Million Dollar Pier was an excellent reproduction of the Victor Talking Machine Co.'s famous trade-mark, "His Master's Voice." It was gotten up in colors and attracted quite some attention.

LEASE HANDSOME BUILDING.

The Minneapolis Phonograph Co. Secure Three Story and Basement Building—Concentrate Victor and Edison Business at This Point—Will Handle Small Musical Instruments.

(Special to The Talking Machine World.)

Minneapolis, Minn., April 8, 1910.

The Minneapolis Phonograph Co., of which Lawrence H. Lucker is the head, have leased a large three-story and basement building at 515 First avenue, South. It is 40 feet front by 160 feet deep and it is fitted up in an attractive manner throughout for the company's business. Mr. Lucker will concentrate at this point his wholesale Edison and Victor wholesale talking machine business, which he has conducted at 511 Washington avenue, South, and his retail store now on Nicolet avenue. He is inaugurating a new departure, the addition of a wholesale small goods department. A large stock of goods has been ordered and is now on the way, including practically everything in the musical instrument line, with the exception of band instruments, which may be added later. He has a large talking machine business all through the northwestern country, with a force of good salesmen on the road, and therefore possesses distributive facilities for making the new venture a success.

The first floor of the new building will be devoted to retail and no less than fifteen Victor and Edison demonstration booths are being constructed.

BILL TO PREVENT FRAUD.

Bill Before Maryland Legislature Making It a Misdemeanor to Secrete Unpaid-for Goods Secured on the Instalment Plan.

(Special to The Talking Machine World.)

Baltimore, Md., April 9, 1910.

Talking machine dealers, as well as other merchants in this city and State doing an instalment business, are interested in a bill recently introduced in the Legislature, making it a misdemeanor to sell, pawn or secrete goods bought on the instalment plan and not fully paid for. The piano men and other merchants are hoping that the Legislature now in session will pass the bill without delay and thus afford the welcome protection.

GOT A JOB AT EDISON FACTORY.

The Daily Mail, of London, recently printed an interesting article written by H. Collins, a working joiner, which has important bearing on the tariff reform question. Aiming to show that wages are higher and the demand for skilled labor is greater in America than in Canada, England or Germany, Mr. Collins writes:

"I have worked at some of the best shops in London, but after walking the streets for eight months in a vain search for employment I went to Canada with two chums in the same trade and another who was a laborer. What happened in Canada does not matter here, but the American papers circulate freely in Canada, and we happened to get hold of a copy of a New York paper and saw more work advertised. Being struck with the high wages offered, we made tracks to Edison's phonograph factory, Orange, N. J., and all three got a job right away."

TRADE NEWS FROM THE PACIFIC NORTHWEST.

Talking Machine Business Excellent Despite Poor Freight Service—Strong Demand for High-Grade Machines—The Talker in Alaska—Some Interesting Personalities—How the Various Dealers Are Progressing—Eilers' Series of Concerts—Other News of the Month.

(Special to The Talking Machine World.)

Seattle, Wash., April 8, 1910.

Talking machine business is excellent in this section considering the poor freight service which has been maintained by the transcontinental lines this spring. Most of the jobbers have been handicapped in not receiving goods even for retail purposes. This is true especially of Sherman, Clay & Co. in Seattle and Portland; also the Columbia Phonograph Co., at Portland.

The demand for high-priced talking machines is unprecedented for this section. A canvass of the large dealers brought out the fact that they all have from 12 to 35 orders for Victrolas, Amberolas and Grafonolas (Regents), which they are waiting to deliver as soon as the freight arrives from the factories.

Eilers are doing a tremendous Edison business, especially since taking over the Bruce & Brown stock.

It is encouraging to note the great strides the talker business has taken in Alaska. Some of the biggest accounts handled by Northwestern jobbers now, can be found in Alaska. Some of the bigger towns, such as Skagway, Sitka, Ketchikan, Wrangl, Juneau, Nome and Fairbanks, all have representatives for the Victor, Edison and Columbia goods, who are as wide-awake and progressive, if not more so, than dealers in larger cities in the States.

C. E. Brown is now engaged in selling vibrators. This will no doubt interest his many friends in the trade.

Edward P. Kelly, Eilers local talking machine manager, has just returned from a trip to Portland where he went to instruct the Webforts on the fine points of the "talker" game. Kelly says that all orders for the song hit, "Has Anybody Here Seen Kelly?" will receive his personal stamp of approval.

Horace C. Borgum, for the past seven years with Sherman, Clay & Co., Seattle, has opened up for himself at 1207 Third avenue, with a full line of Victor, Edison and musical instruments. So far the business done has gone far beyond his fondest expectations.

Sherman, Clay & Co. have closed a contract calling for a three-story concrete building to be erected at Third and Pine streets, Seattle. This

is out of the retail district, and to offset this they will conduct their old store until they get a foothold in the new location.

A new Victor man has appeared on the scene in the person of Hugh W. Dobbs, of New York City. He will travel for Sherman, Clay & Co. in this section for the purpose of telling the dealers "how" and incidentally booking orders for Victor goods. Mr. Bendel, the former traveler, has been transferred to the inside at his own request on account of his plans of embarking on the stormy sea of matrimony in June.

Quite a number of Coast travelers have been in Seattle lately, including such notables as Harry Redling, Victor representative from New York; Edward Lyons, Edison representative; L. D. Heater, Columbia traveler, and Harry Norton, representing Sherman, Clay & Co., San Francisco.

Arthur Cobb has severed his connection with the "talker" business and will hereafter sell lard, beef and hams for a local packer.

John R. Ramaker, manager of Sherman Clay's Tacoma store, has fixed up one of the finest phonograph departments in the Northwest. The private demonstrating rooms are light, airy and cozy.

Eilers' Tacoma store has enlarged its "talker" department, now having a row of demonstrating rooms on the main floor. Mr. Peterson, manager of the department, has done wonders towards developing the business in Tacoma.

Edward Borgum, formerly with the Southern California Music Co., Los Angeles, has taken charge of the Edison business phonograph department for Eilers' Music House in Seattle and has already closed some nice deals. There is a great future in this section for this line.

Eilers' Music House have just inaugurated regular Saturday evening concerts in their recital hall, the Victrola and Grafonola being used exclusively. It is no uncommon thing to turn away 300 or 400 people at one of these "talker" concerts. H. Dawley, late of Bellingham, is concert director, and is ably assisted by Colonel Mitchell, who does some original entertaining stunts.

Perry C. Graves has severed his connection with Graves Music Co., Portland, and is open-

ing an elegant store on Washington street, Portland. He will handle a full line of Victor, Edison and Columbia (disc) goods.

Miss Jo Cohn, who is with Eilers', Seattle, has just returned to her duties from a sojourn in Fremont, Wash.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., April 10, 1910.

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:

MARCH 9.

Berlin, 8 pkgs., \$105; 14 pkgs., \$300; Bristol, 60 pkgs., \$760; Callao, 6 pkgs., \$155; Cape Town, 6 pkgs., \$123; Demerara, 18 pkgs., \$1,000; Havana, 12 pkgs., \$286; Havre, 3 pkgs., \$200; Kobe, 2 pkgs., \$150; London, 20 pkgs., \$1,394; 178 pkgs., \$4,986; Maracaibo, 7 pkgs., \$378; Moscow, 5 pkgs., \$700; Pernambuco, 60 pkgs., \$2,852; Shanghai, 4 pkgs., \$307; Sydney, 23 pkgs., \$425; Trinidad, 8 pkgs., \$297; Valparaiso, 2 pkgs., \$100; Vera Cruz, 71 pkgs., \$2,172; Wellington, 400 pkgs., \$2,080.

MARCH 10.

Berlin, 116 pkgs., \$830; Callao, 2 pkgs., \$283; Colon, 10 pkgs., \$109; Havana, 619 pkgs., \$6,134; Kingston, 2 pkgs., \$183; London, 223 pkgs., \$6,712; Melbourne, 175 pkgs., \$3,710; Para, 5 pkgs., \$181; Port Limon, 31 pkgs., \$385; Porto Barrios, 5 pkgs., \$449; Porto Plato, 5 pkgs., \$289; Rio de Janeiro, 21 pkgs., \$1,555; Tampico, 5 pkgs., \$447; Valparaiso, 5 pkgs., \$372.

MARCH 23.

Berlin—51 pkgs., \$1,228; Cartagena, 7 pkgs., \$180; Colon, 3 pkgs., \$109; Genoa, 3 pkgs., \$110; Havana, 15 pkgs., \$443; 65 pkgs., \$1,869; Iquique, 13 pkgs., \$583; London, 250 pkgs., \$7,720; Manila, 78 pkgs., \$4,065; Para, 26 pkgs., \$2,006; Port Natal, 10 pkgs., \$265; Valparaiso, 13 pkgs., \$309; Vera Cruz, 157 pkgs., \$4,229.

more to come

MARCH 30.

Berlin, 15 pkgs., \$809; Bombay, 3 pkgs., \$115; Buenos Ayres, 166 pkgs., \$3,264; Buenaventura, 9 pkgs., \$414; Callao, 11 pkgs., \$1,350; Cape Town, 108 pkgs., \$1,947; Cartagena, 18 pkgs., \$973; Delagoa Bay, 30 pkgs., \$897; Guayaquil, 3 pkgs., \$141; 5 pkgs., \$476; Havana, 6 pkgs., \$294; 4 pkgs., \$201; Kingston, 37 pkgs., \$617; Liverpool, 3 pkgs., \$238; London, 43 pkgs., \$3,460; 7 pkgs., \$541; Matanzas, 11 pkgs., \$301; Melbourne, 655 pkgs., \$8,636; Rio de Janeiro, 18 pkgs., \$2,600; Shanghai, 3 pkgs., \$244; Smyrna, 3 pkgs., \$260; St. Petersburg, 17 pkgs., \$271; Sydney, 5 pkgs., \$213; Tampico, 138 pkgs., \$5,137; Teneriffe, 2 pkgs., \$108; Vera Cruz, 94 pkgs., \$4,100; Valparaiso, 555 pkgs., \$4,726; Yokohama, 8 pkgs., \$407.

APRIL 6.

Barbados—2 pkgs., \$130; Berlin, 37 pkgs., \$917; Buenos Ayres, 3 pkgs., \$130; Cartagena, 6 pkgs., \$238; Ceara, 13 pkgs., \$541; Havana, 16 pkgs., \$1,891; 4 pkgs., \$536; London, 35 pkgs., \$1,945; 228 pkgs., \$5,550; 2 pkgs., \$145; Montevideo, 22 pkgs., \$2,646; Para, 6 pkgs., \$370; Piraeus, 1 pkg., \$100; Riga, 8 pkgs., \$1,400; Sydney, 54 pkgs., \$300; Trinidad, 2 pkgs., \$109; Vera Cruz, 88 pkgs., \$2,388.

COLUMBIA CO. LEASE IN KANSAS CITY.

(Special to The Talking Machine World.)

Kansas City, Mo., April 5, 1910.

The Columbia Phonograph Co. have closed a long time lease for the new four-story building at 1112 Grand avenue, this city, formerly the site of the National Theater. The building is being rapidly pushed to completion and will be ready for occupancy at an early date.

No time to read! A merchant might as well say that he had no time to eat.

A man doesn't need to be an aerial navigator to be a high flyer.

EASTERN SERVICE IS GOOD SERVICE

It stands for prompt and careful filling of orders. Special attention to rush orders. Quick and satisfactory adjustment of claims, and the fact of our handling both

VICTOR AND EDISON

gives the additional advantage to the trade of the one source of supply, one transportation charge.

Try Our Service and No Other Will Satisfy

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.



Talk "quality" in selling the Victor

"Quality" is the argument that convinces people.

Prove to them that the Victor is best musically and mechanically. This means greater business and more profit for you.

Tell people that the voices of the greatest singers in the world are recorded exclusively for the Victor; that the foremost bands and orchestras make records for the Victor only.

Make a strong point of the clear, vibrant, true-to-life tone-quality of Victor Records; and of the perfect construction of the Victor, which assures perfect playing.

Explain to vocal students and teachers the opportunity, possible only through the Victor, to closely study the voices of the great singers.

Use all these "quality" arguments, make your salesroom attractive, and you will at once attract the better class of people—those who have the money and buy the best.

You will be abundantly repaid for your effort. Your sales, your profits, and your prestige will greatly increase.

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:

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

**The Columbia Grafonola "Regent"
meets a distinct demand and it sells itself
every time you give it anything that
looks like a "prospect."**



STUDYING ONE'S CUSTOMERS.

A Profitable Chat During Which Our Special Correspondent Hears a Good Trade Story, and Passes It Along to World Readers.

There was a delightful quality of balmy spring in the air; even a faint earthy odor from the distant fields came with a pleasant tang to the nostrils as I wended my way down Chestnut street. Every face I met seemed overspread with a new cheerfulness due to the time of year and the beautiful morning. As I crossed the street it occurred to me that Flanigan, of the traffic squad, beamed upon me with more than his usual good humor, and remarked on the "lilgant" weather.

It was just the kind of a morning to send one news hunting, and I then and there decided to visit my friend Jones and endeavor to glean from him something of interest to The World and its readers.

I found him busily engaged in superintending the dismantling of his Easter window display.

"Hello, Middleton!" he called to me from behind a papier-mache choir loft, at the same time throwing a rosy-faced altar boy of the same composition to one of his clerks and coming forward to greet me.

"Don't let me interfere with your labors," I said, moving towards the door; "I can call later."

"No, don't go," he replied. "The boys can finish this job, all right. Come in the office, will you? I have something of interest to impart. I take it for granted that is what you came for," he added, laughingly.

After we were seated and our cigars lighted, Mr. Jones launched forth as follows:

"What I have to tell you may not be very valuable from the standpoint of a trade journal reporter, but it proved to me very conclusively one thing, viz.: that it pays the 'talker' man to take stock of every customer who calls, for by so doing he can arrive at a conclusion regarding his wants in the record line, and, therefore, wait upon him intelligently. For example, the other afternoon an elderly gentleman, very erect, and with a certain easy swing to his walk which bespoke the soldier, came into the store. This opinion was strengthened by his broad-brimmed Stetson with a tasseled band and the gold-mounted cane held saberwise against his hip.

"Did you wish to hear some records, sir?" I asked. "Yes," he answered falteringly, "but I guess I shall have to leave the choice of selections to you, as I am not very well posted upon such matters." His voice was low and rich, and he spoke with the careful deliberation and precision of the perfect gentleman, and I sized him up at once as an ex-officer of the Union Army, and therefore naturally interested in records of a military character. I played "Just Before the Battle, Mother," which brought tears to his eyes. There were several other selections also to which he took a great fancy, among them "A Call to Arms" and "Marching Through Georgia," but the climax came when I placed "Sheridan's Ride"

upon the mandrel. He sat perfectly still in his chair, gripping the arms hard with his gloved hands, and when the last bars of "Columbia, the Gem of the Ocean," of which the orchestral finale consisted, died away, he was greatly moved. "A very wonderful record, sir," he exclaimed, brokenly. "I assure you it brings back the old days very keenly." After he had finished purchasing records, as he seemed in no hurry and I was not busy, we had a most delightful informal chat, and when he departed he left his card and a kind invitation for me to call and see him. I was so taken with the old chap that when, a few evenings later, I found myself in his neighborhood, I decided to look him up. A white-capped maid answered my ring and ushered me into a wide hall. From beyond the portieres as I fumbled for my card I heard the voice of my old soldier and the high-pitched laughter of children. Search as I might, I could not find a card, so explaining to the maid that I would



AN EDUCATION IN PATRIOTISM.

dispense with that formality, I relieved myself of hat and coat and prepared to make my entrance. Just then I heard a boy's voice ask pleadingly "Can't we have the 'Sheridan's Ride' record, please, grandfather? And can't I hold your sword while it is playing? I am to be a soldier, too, some day, you know, and there is nothing like beginning early." I waited for the reply. It came in the form of an enthusiastic affirmative and then before I could make my presence known the sweet strains of the introductory, "The Dawn of Day" filled the room and held me spellbound with its beauty.

I made another attempt to enter at the close of the selection, but before I could do so the confidential tone of the old man's voice stopped me.

"Jack," he said, drawing the boy close to him, "there is something in connection with that record I want you to become familiar with. I have never had the courage to tell you before, but somehow to-night I feel it would be best for you to know. I want you to hear this, too, Edith," he called to a little girl playing before the fire. She laid down her doll without a word and took up a position beside his knee.

The old man lit a cigar, puffed awhile in silence, and then began: "Do you remember, children, during our trip to your uncle's ranch in Montana last summer the flock of sheep we saw stampeded by a coyote and how after the poor things had first scented danger they crowded together with heads high, sniffing down the wind

with nervous, quivering nostrils, and then, as they saw their enemy, dashed wildly away, eager only to escape a terrible foe? Do you remember all that, kiddies?" "You bet!" cried the boy excitedly, "and then dear old Phil stopped that stampede in no time and chased the coyote a mile. Nearly got him, too," he added reminiscently. "That is just what he did, dear old Phil, the greatest sheep dog in Montana," echoed the old man proudly, then continued, "Jack, General Sheridan, in his great ride from Winchester, did for us exactly what old Phil did for those sheep. Our leader had gone to Washington to confer with the Secretary of War on business of vital importance to the whole Northern army, and we were more or less demoralized in consequence, so when the rebels, taking advantage of our weakness, stormed down upon us, we broke and ran, and just as utter defeat seemed imminent, the quick beat of hoofs came to us from afar, and then through a smoke cloud which enveloped us a horseman dashed. His general's uniform was covered with dust, his boots mud-spattered, and his steed, a noble animal, black as coal, with flaming eyes and quivering flanks, though nearly exhausted, still showed the mettle of the true thoroughbred. With sword waving high, he rode among us, stemming the tide of retreat and by his wonderful magnetism leading us back into the fray and on to victory."

The old man ceased speaking, and looked hungrily at the boy on his knee. "Tell me, Jack, were we cowards?" "Cowards, nothin'," the boy replied authoritatively. "Old Phil got there in time to save you, didn't he, just as the other old Phil saved the sheep up in Montana?"

"Yes."
"Well, that was all right then, grandfather; you weren't cowards," and then hugging the sword tightly to his breast, he cried with a great yearning in his young voice, "Gee! how I wish I had been there."

Thinking this a fitting time to make my presence known, I parted the portieres and entered the room with a cheery "Good evening, Colonel."

My host greeted me with much courtesy and we spent a very pleasant evening together.

"Now, can't you see, Middleton," remarked Jones, turning to me as he finished his story, "how interesting it will be in the future to study my customers, and, perhaps, learn to anticipate their wants as I did the Colonel's, and form other friendships, too? Who knows?"

I thoroughly agreed with him and told him so.

HOWARD TAYLOR MIDDLETON.

NEW MANAGER IN SYRACUSE.

Carroll Koon, a well-known musician and organist, has been appointed to the position of manager of the new talking machine department established by Leiter Bros., Syracuse, N. Y. The company handle Victor machines and records, and have given much attention to the equipment of their departments.

If a good idea should strike you, don't let it catch you off your guard.

WITH THE TRADE IN MILWAUKEE.

Strong Reaction in the Trade After the Lenten Quietude—Business Good Throughout the State—What the Various Houses Have to Report—Metropolitan Grand Opera Season Helps Sales of Red Seal Records—New Edison Records Selling Well—Wisconsin Dealer in New Quarters—Other News.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 11, 1910.

A genuine reaction has taken place in the talking machine trade after a quiet business during the Lenten period. Retail dealers say that the spring trade has opened with a rush, and that indications are that conditions will be highly satisfactory from now on. Machines, records and supplies are selling well, a feature of the local business still being the excellent demand for high-grade machines.

Retail business in the larger cities and towns about the State is exceptionally good, but it is a little quiet in the smaller places as a result of the busy times that the farmers are experiencing. Spring put in an appearance in Wisconsin earlier this season than in many years, and while it has curtailed sales in certain districts, it has boosted business in other sections.

Wholesalers are entirely satisfied with the business that they are rounding up, although sales might be larger. Dealers about the State have been restocking since the first of the year, but wholesalers believe that they can see plenty of good times ahead.

"The wholesale business is very good," said Lawrence McGreal, the well-known talking machine jobber. "Dealers are well pleased with the proposition made by the Edison people, whereby customers get ten Amberola records with an Amberola attachment. The only trouble is that we cannot keep enough stock on hand to satisfy the demands of the trade."

Mr. McGreal has just returned from an enjoyable ten days' outing at French Lick Springs.

The appearance of the Metropolitan Grand Opera Company in Milwaukee, April 17, 18, 19 and 20, under the local management of Mrs. Edwina Kellenberger, is expected to boom the business in the Red Seal records and in the higher class of machines. Caruso himself will appear, and it is expected that the Auditorium will house audiences of 10,000 at each performance. "Parsifal," "Aida," "Lohengrin," "Hansel und Gretel," "Pagliacci" and "Tannhauser" will be presented.

The Hoeffler Mfg. Co. are making the most of their opportunities and are displaying a fine line of grand opera records in their windows, while under the direction of Manager J. H. Becker, Jr., special afternoon concerts are given, at which grand opera selections are featured. "During the next month we expect to meet with the greatest sale of Red Seal records in our history," said Mr. Becker. "The coming appearance of the Metropolitan Grand Opera Company has already stimulated an unusual interest, but we are looking for even greater things."

Roy Keith of The Talking Machine Co., Mr. Gibbs of the Rudolph Wurlitzer Co. and Mr. Pribyl of the Universal Talking Machine Co. were recent visitors at the Hoeffler Mfg. Co.

The new Edison records for April are meeting with an excellent sale in Milwaukee. Two of the most popular seem to be "The Cubanola Glide," sung by Collins and Harlan with the New York Military Band, and "By the Light of the Silvery Moon," by Ada Jones and chorus. Both selections are now at the height of their popularity.

William J. Voss, the well-known talking machine dealer of Appleton, Wis., has moved into new and larger quarters in the Lyons building, on College avenue, of which he has secured a five-years' lease. Mr. Voss announces that he will enlarge his present stock of machines and supplies. During the three years that Mr. Voss was located at his former stand on Oneida street he built up a business that of recent date had assumed such large proportions that he was forced to look around for a new location.

Alfred Hille, manager of the talking machine department of the Joseph Flanner Music House of Milwaukee, recently made a record for long distance sales by disposing of a Victrola to a resident of Texas. Mr. Hille reports that the spring business is taking on a most satisfying outlook.

"The arrangement just announced by the Edison company, that customers will get ten Amberola records with the purchase of each attachment, is one of the finest schemes that the company has ever evolved," said J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co. "People are quick to take advantage of an offer of this kind, and there are a number of our customers who are hurrying to exchange their old machines."

W. J. Augustine, the "talker" dealer of Oshkosh and Fond du Lac, Wis., and Bert Fort, of Waterford, Wis., were recent visitors at the wholesale establishment of Lawrence McGreal.

A. G. Kunde, new owner of the downtown Columbia store at 516 Grand avenue, is considering the erection of a handsome new front at his establishment, having unusual display facilities. He has just completed the work of redecorating his new quarters. "One of our biggest sellers at the present time is the 'Improved Royal' Columbia, the new BNW model," said Mr. Kunde: "General business is very good, and we are looking for a satisfactory spring."

William P. Hope, traveling representative of the National Phonograph Co., was in Milwaukee for a few days after meeting with an excellent business in his territory.

A new disc record cabinet, embodying new and striking features, has been devised and patented by William Schmidt, traveling wholesale representative of Lawrence McGreal, and will be placed on the market at once by Mr. McGreal. The new cabinet, which is provided with a changeable top to match any machine and is equipped with new sliding files, is something entirely new, and has been creating no end of interest among the dealers of the State who have

inspected it. "We have received orders from every dealer who has seen the new cabinet, and I predict that we will meet with a wonderful demand for the cabinet when it is placed before the trade," said Mr. McGreal. "We intend to interest jobbers as well as the retailers."

Miss Gertrude Gannon, present owner of the McGreal retail store, is enthusiastic over the manner in which the spring trade has opened in Milwaukee. "The remarkable demand for Amberolas and Amberola records is one of the leading features of the trade," said Miss Gannon. "I find it almost impossible to keep enough stock on hand to meet the demands of the trade in this line."

Gimbel Bros.' new talking machine headquarters have been opened to the trade. With handsome parlors, having unusually good acoustic qualities and the best of modern facilities, the new department on the second floor is among the finest in the city.

The "Lawrence McGreals," one of the leading baseball teams in the Milwaukee City League, has entered upon its present season with Arthur Dunn as manager. Last season the team secured third place; the season before it came out second in the race, and so Lawrence McGreal, president of the club, believes that the organization will be in line to capture first place this year.

SPRINGTIME FANCIES.

Summer shower come passin' by; rainbow yonder in de sky; sort o' strikes dese eyes o' mine like a slice o' melon fine! When dem drops come softly down, flowers blossom all around; satisfaction seems complete. Sho! Dat melon juice am sweet!

Many ad. writers try to say too much. They should learn that "half is better than the whole"—that an ad. should express the quintessence of thought and not be given in a crude state.



Learn Spanish, 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 indorsed 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; blank cylinders on which to make phonographic recitations; and 25 Conversational Records, teaching pronunciation guaranteed to be absolutely correct, 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.

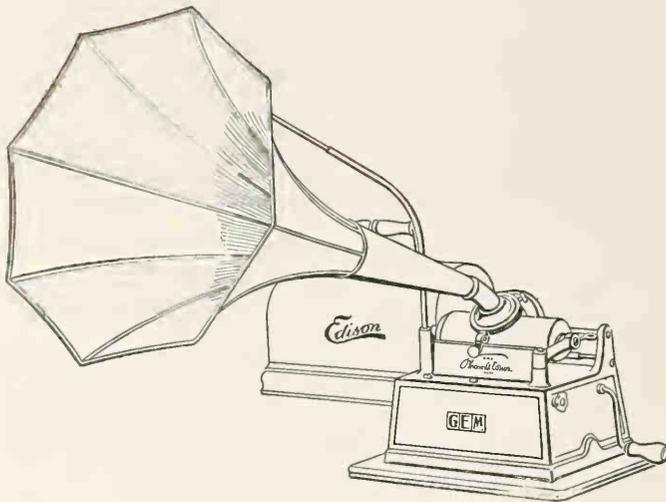
International Correspondence Schools

Box 918, Scranton, Pa.

This is What
We Prefer to

A Phonograph

From the GE
at \$12.50



Standard Records

which render all of the shorter compositions in the purest, most lifelike tone.



SLEZAK

the world's greatest tenor, Martin, Sylva, Arral and many other Grand Opera Stars.

The Sapphire Reproducing Point that is permanent, does not scratch and never needs changing.

Take your profit

NATIONAL PHONOGRAPH COMPANY

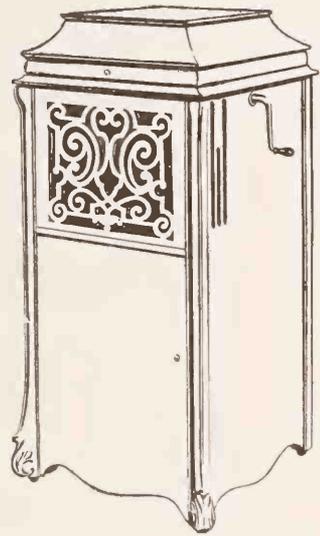


35

The Majority EDISON:

for Everybody

to the AMBEROLA
at \$200.



Amberol Records

which play twice as long, giving *all* of the best of *all* kinds of music without cutting or hurrying.

50c.

HAUDER

the highest salaried vaudeville artist in the world, Digby Bell, Billy Murray, Victor Herbert, Sousa.



Home Recording

one of the greatest pleasures of a sound reproducing instrument, can be done only on the Edison.

from the majority

59 LAKESIDE AVENUE, ORANGE, N. J.



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NEW YORK, APRIL 15, 1910.

TALKING machine dealers in eastern territory have long discussed the formation of an association for trade good and in last month's World there appeared a detailed report of the first meeting and this month we present the subsequent moves made by the new organization.

For an embryo association considerable interest has been aroused and there is every belief that this organization will increase rapidly in numbers and influence.

There is an idea prevailing in some quarters that the manufacturers are opposed to such an organization.

This belief is absurd.

At the first meeting expressions from the manufacturers clearly emphasized their attitude towards the proposed organization.

Manufacturers are interested vitally in any project which makes for trade betterment and the theory that they are opposed to an association is too ridiculous to be considered for one moment.

On the contrary, they favor it, and if the talking machine dealers of this country can work up trade organizations in various localities they will aid themselves very materially.

They will keep the trade from certain depressing influences—they will arouse interest on the part of the members and they will stimulate better work, bring about new thought and materially assist the trade in every particular.

Now, the manufacturers are just as much interested in seeing ideal conditions as the dealers themselves.

Organizations which bring the manufacturing and retailing departments of any trade into close union are beneficial and must necessarily bring about more cordial relations between the manufacturing and distributing forces.

NO organization in the talking machine trade can be autocratic and attempt to dictate what the manufacturers shall do.

That is impossible, nor would sober, sensible men for one moment recommend such action, but to work together in harmony, making suggestions here and there in order to eliminate certain defects will work out admirably for the benefit of each division of trade.

If the talking machine men will stand together they can accomplish a good deal in every way.

They can build the business on a firmer basis and they can conduct their own enterprises so that they will command greater respect and attention from the public.

They will work their territory more thoroughly and more completely, and right here brings us to an interesting subject—unworked territory.

We venture to assert that there is not a part of this great, big country that has been worked in the manner which it should have been in the talking machine business.

The surface has not been scratched and if men get together, exchange views and discuss ways and means whereby this unworked territory may be developed, each one will profit by the suggestions and experiences of the other.

Each one will draw some enthusiasm from contact with optimistic, successful business men and the result is the weak ones will become stronger.

There is rich territory closely adjacent to every talking machine man in this country—territory which is not half or quarter developed and it promises good returns if close attention be paid to it.

BUT you cannot work territory by sitting down in your wareroom and not building up systematic plans for trade capturing.

People are not going to fall over each other in their haste to reach talking machine warerooms.

They must be interested. Talking machine men must evolve new thoughts—new ways—with which to win trade.

In the piano business the system of personal calls—"door bell pulling" they call it—has been the means of vastly augmented piano sales.

All of the big houses follow up this plan systematically.

They cut territory up into blocks and they put a corps of men working over each division.

Reports are made and prospects checked up and the whole campaign framed as completely and systematically as it is possible to do in working any territory.

Now, talking machine men might take a leaf out of the piano trade history in this particular.

They are selling expensive creations. They are selling home entertainers which are unrivaled.

They are entering a field which affords splendid sales possibilities and they have got to appreciate that fact.

They must realize that good trade requires

good work and a good business cannot be made up through carelessness or indifference.

Making mistakes in business is like falling down in a foot race.

It is a setback—a very serious one at that and the talking machine man makes a mistake who believes that trade is gotten easily and without effort on his part.

It is not so.

THE time was when the talking machine business came easier than to-day.

But the talking machine has indeed won a settled position among the products of this country and must be pushed as systematically and progressively as any other creation of human skill and genius.

To sit supinely down and say that the talking machine business is in its decadence is to invite evil and disaster.

The man who has such a conception of the future of the trade should rub elbows with some of the men who are doing the great, big talking machine business of this country to-day.

They might meet them if they joined organizations and attended meetings and got vaccinated with a little of the enthusiasm virus.

It will probably help them out and Lord knows some of them need it.

Now, if the men in any business are to advance they must do it through their own efforts, and this industry affords ample opportunity for the future of the men who are in sympathy with modern methods—who are in sympathy with the future of the up-to-date product—who realize the value of the talking machine as an entertainer and as an instructor, and who do not view it with indifference or do not appreciate its marvelous sales-getting qualities.

Now, an association can be of no particular benefit unless it is supported by men in a fair manner.

Some always have to make sacrifices, and it will be necessary to devote some time and money to a successful upbuilding of a trade organization, but it will be worth many times its cost in money and in time.

THE eccentricities of individuals are oftentimes beyond human understanding, and editors and publishers have probably to stand as much blame as any people engaged in professional work.

Some of the correspondence received at this office is interesting—some humorous.

Recently we received a communication from a subscriber, who writes: "You may cancel my subscription, because one of your advertisers cost me about ten dollars on account of not knowing how to pack a shipment of merchandise. I sent a bill of lading in time for me to get it corrected before paying freight in the deal, and I am practically out the above amount."

In other words, this subscriber blames The World for an excessive freight rate and the methods by which some manufacturers ship their merchandise.

Probably someone will blame us if the tail of Halley's comet swishes dangerously close to the earth!

We can stand for it—it doesn't matter much.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade Conditions Show Improvement—Coal Strike Hurts Business—The Price-Cutting Evil Rampant—A Few Conditions That Tend to Upset Trade—Now Want Talker Dealers to Handle Cycles—Improving Record Reproduction—Booking Artists Exclusively for Columbia Co.—News from the Provinces—Sales Unsteady—First Amberolas Arrive—New Record Lists—Keeping Trade Active—Interesting Decision Anent Commissions—Vanload Thieves Rob Twin Record Co. Premises—Bureau of Commercial Information for Cape Town—Other Interesting News of the Month from Great Britain.

(Special to The Talking Machine World.)

London, Eng., April 8, 1910.

During the course of my rounds in the trade this month I have noticed that, somewhat contrary to last month, there are signs of a cheery nature which leads one to the conclusion that talking machine sales, especially in records, have much improved. And this is all the more satisfactory in view of the general uneasiness brought about by another threatened disturbance in the coal trade. Up to a day or so back the outlook was very serious and it was stated that directly and indirectly over a million hands would be thrown idle in the event of a strike, in addition to the usual disastrous effects which it would entail upon the many sources of industry whose very existence largely depends on a plentiful supply of fuel. The Board of Trade, whose intervention had been sought, is now busily engaged in trying to effect a settlement, and a report just to hand from that department promises more hopeful results.

An Era of Price Cutting.

Following upon the mention in these columns last month of the price-cutting of records by some of the large stores, further startling offers have been published this month. Upon inquiry we learn that Gamages still hold a large stock of the old "Imperial" disc records, and these they were recently advertising at 10d each, or 9s. 6d. a doz. Harrod's go one better in offering (we believe, the "Star") disc records at the ridiculous price of 7½d. each, or in parcels of twelve assorted single and double records 6s. And we believe there is another American record offered by a well-known city dealer at an even lower price than this. Naturally the public have taken full advantage of these prices, but the poor dealers all over the country are loud in their complaints of a system which permits of the dumping of foreign bankrupt stocks on this market entirely free of any duty whatever.

Result of American Patent Litigation.

This is one result of the prolonged patent litigation in the American courts, in more than one case the losers' stocks having been jobbed by the receiver at scrap prices. Thanks to our open-door policy, this country proved very obliging when these goods were to be picked up cheap, and it can therefore cause no surprise that the market is entirely upset. The lack of stability which marks the talking machine trade in this country has been brought about in the first place by new manufacturers entering the field with a cut-price article; by that I mean at a price below the standard figure then existing, and in consequence forcing other manufacturers to reduce prices to that level, which could not possibly stand the strain of competition. Result, several of our best firms were forced to go under, their stocks—usually pretty big—were auctioned off very often at more than 50 per cent. less than the cost prices, and for the past twelve months or more the small dealer has had to contend with competition in the shape of first-class cylinder

records priced as low as 3d. each and first-class discs at 7½d. each, or even slightly less. Not a very satisfactory state of things, it must be admitted.

A Ridiculous Suggestion.

Hitherto the music shop proper has not devoted itself to selling cycles, the majority were somewhat slow in taking up the sale of talking machines, and it is therefore somewhat surprising that a certain Coventry cycle firm should not have better acquainted themselves with the conditions and exclusiveness of the musical industry before issuing the following circular: "Music warehouses throughout the Kingdom should be handling cycles as a fixed and important feature of their business. The demand is so great, the net profits are so considerable, that progressive tradesmen cannot afford to be indifferent to a practice that is growing by leaps and bounds. The vital consideration is not 'Are cycles worth handling?' but 'Which are the best to handle?' i. e., Which will give the most satisfaction to buyers and the biggest profit to the seller? Our special offer to music warehouses enables you to add this lucrative adjunct to your business without extra capital, without interfering with the present routine, and practically without risk." Whatever obtains in other countries, as applied to England the statements in the above circular are quite erroneous, and I do not hesitate to say that the great majority of musical instrument traders think too much of their calling to even consider such a ridiculous suggestion.

Eliminating the Scratch in Records.

It is but three months ago since I drew attention in these columns to the objectionable surface scratch which characterizes most disc records of any make. At the time I remarked that manufacturers constantly experimented for improvements in that direction, and it is but fair to say that there is already a noticeable change for the better. Having tested a large number of the current issues of various makes, I find that greater care has been taken in obtaining that even and smooth surface without which any record, however well recorded it may have been in the first place, is something to fight shy of.

Want Queenstown as Cunard Port.

A deputation recently waited upon the Postmaster-General to ask him to use his influence to induce the Cunard Co. to make Queenstown a port of call, both on the outward and homeward passages from New York for their mail steamers. The Postmaster-General pointed out that the "Lusitania" and the "Mauretania" carried 90 per cent. mail for Great Britain and he could not advise delaying the mails nearly four hours to land the 10 per cent. of Irish mail in Queenstown. It would not be wise or businesslike.

Selling Balance of "Star" Machines.

The balance of the stock of the "Star" machines, now in the American liquidator's hands, it is reported, will be sold in this country by the Star Manufacturing Co., located at 15 City Road.

Exclusive Columbia Co. Artists.

The Columbia Phonograph Co. have been going ahead under the management of Louis Sterling, one very fine move of his being the fixing up of no less than eleven well known artistes to sing exclusively on Columbia records. Another recent departure is the issue of an all Scottish list, a special Welsh supplement and a splendid list of descriptive record by Eric Foster, in the original Tyneside dialect. There are also some special Irish selections in the same list (April).

Provincial Notes.

Reports to hand from Provincial trade centers would seem to indicate that sales have eased up somewhat, which is not a little due to the fact

that our cycle friends have, as is usual about this time, lost all interest in talking machine goods, and are devoting their energies to the sale of cycles, etc. Particularly is this the case in the great Yorkshire centers where phonograph and disc machine factors now have to stock innumerable lines to make both ends meet. As a matter of fact the wholesalers' profits of the old days have vanished, and their present position in the majority of cases is simply that of giving change for a penny, so to speak. Up Manchester, Liverpool and the great north way generally, things are little better. There is no steadiness in the labor market, thousands of mill hands are still on short time, money is tight and altogether the outlook is not of a very hopeful nature. It is noticeable that record customers are satisfied with the purchase of one or two selections where formerly in many cases the quantities sold were in half-dozen lots or more. Machine sales, while not bad, are not by any means satisfactory, and those dealers who do pay a little attention to the business during the spring and summer months have a very good selling line in the large variety of portable disc machines now on the market. Up Newcastle way traders received good flip through the special series of Tyneside Rena records. In each case the selections were composed and spoken in the Tyneside dialect, by the inimitable Eric Foster. "By Gum, the'r Champion!" is the local opinion of these splendid records.

Teaching of Languages by Talking Machines.

The recent interesting lecture in Belfast by Professor Savory upon the uses and value of the phonograph as an aid in the teaching of foreign languages has inspired some of the students of Queen's College, Belfast, with ideas. T. Edens Osborne, the well known Belfast factor, sends us a copy of an interesting monthly entitled Q. C. B., wherein we notice certain references to the talking machine, a direct outcome of the professor's lecture. Here is a sample:

"We have classical surroundings and a scientific zone,

A philosophic temper and an ultra-English tone, While we're taught to parlezvous upon the gramophone.

Comme on marche en avant."

First Amberolas Arrive.

Notice is given by the National Phonograph Co. that they have received a first supply of Amberolas and that orders will now be filled as quickly as possible. A further series of grand opera titles have been issued on the Amberol



The STROH VIOLIN

A new instrument possessing a VIOLIN TONE of great beauty and remarkable power.

The "Stroh" is constructed largely of aluminium, but the absence of any metallic quality of tone is another notable feature.

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

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

record and these continue to receive strong support from the whole of the trade. The current issues for May are as follows: Standard Records—"Kelly Two-Step" (Murphy), and "The Cooks—Dance Grotesque" (Gabriel-Marie), by National Military Band. "The Old Grey Coat" (Hyson), Billy Williams; "The Green, Green Ribbon" (Mellor, Lawrance & Gifford), Miss Florrie Forde; "You're a Naughty Boy" (Clifford), Jack Pieasants; "Let's All Go Down the Strand" (Castling & Murphy), Stanley Kirkby; "A Chapter of Incidents" (Albert), Ben Albert; "Impudence Schottische" (Macey), Alex. Prince; "Don't Go Any Further" (Pensio), Arthur Osmond; "Oh! What a Surprise" (Formby), Geo. Formby; "The Berlin Reel" (Scott Skinner), J. Scott Skinner; "Narcissus" (Nevin), Sousa's Band; "Christmas Time Seems Years and Years Away" (Snyder), Manuel Romain; "Some Day" (Gabriel), Miss Marvin and Mr. Anthony; "Come to the Land of Bohemia" (Evans), Joe Maxwell; "Just a Little Ring for You" (Morse), Miss Ada Jones and Billy Williams; "Under the Tent" (Daniels), American Standard Orchestra; "By the Light of the Silvery Moon" (Edwards), Miss Ada Jones; and "En Route to Camp March" (Sharpe), New York Military Band. Edison Amberol Records—"Belhegor March" (Brepant), National Military Band; "Abide With Me" (Liddee), Miss Violet Oppenshaw; "I Got Married To-day" (Mills and Scott), Jack Lorimer; "Just for To-night" (French), Pike & Kirkby; "Playing the Game" (Kendle & Formby), Geo. Formby; "Les Folies, Polka" (Waldtenfel), Alexander Prince; "For Months and Months and Months" (Tabrar), Arthur Osmond; "Mary (Kind, Kind and Gentle Is She)" (Richardson), Ernest Pike; "The Colliers" (Castling & Godfrey), Billy Williams; "H. M. S. Pinafore" (Sullivan), National Military Band; "The Bonnie Lass o' Bon Accord" (Skinner), J. Scott Skinner; "La Gipsy—Mazurka Ecossaise" (Ganve), Sousa's Band; "I Wish That You Was My Gal, Molly" (Snyder), M. Romain; "The Kiss

Waltz" (Arditi), H. Benne Heuton; "Beautiful Beckoning Blands" (Bryant), Edison Mixed Quartette; "By the Light of the Silvery Moon" (Edwards), Miss Ada Jones and Male Quartette; "Tho' Your Sins Be as Scarlet" (Doane), Stanley & Gillette; "I'd Like to Be the Fellow That Girl Is Waiting For" (Mills), Joe Maxwell; "To You—Waltz Serenade" (Czibuika), Vienna Instrumental Quartette; "Characteristic Negro Medley," Peerless Quartette; "The Cubanolo Glide" (Von Tiller), Collins & Harlan, with New York Military Band.

The Ideal List Competition.

In this month's Gramophone News, which, by the way, is now issued as a public organ at the price of a penny, particulars are given of the recent Ideal list competition inaugurated by the company—a competition which has resulted in a marked increase of sales all over the country. All who have participated, in particular gramophone traders, are unanimous in their praise of the scheme, because the interest aroused in the user and his ready co-operation lends color to the belief that for a considerable time ahead beneficial effects will be felt in consequence of the generous amount of publicity which the competition has enjoyed. The Gramophone Co., by their persistent advertising, duly manifest the necessity of keeping their goods prominently before the public, a condition of trading which spells "success"—ever the essence of progress. It remains for dealers to follow this wise example. Don't let the interest which this competition has awakened pass into oblivion; rather should you make it the basis of some strong local advertising and reap that advantage which follows a systematic and continuous investment in good newspaper space, booklets and other publicity ideas.

Mr. Thumens Leaves Symphonium Co.

We understand that Mr. Thumens, for many years managing director of the Symphonium Co., of Leipzig, has severed connection with the company.

The April Gramophone List.

Some seasonable impressions figure in the April list of Gramophone records issued in good time before Easter, an advantage which dealers obviously appreciated to the full. The following selections go to make up a list of unusual strength: "Chanson Triste; Chanson Humoresque" (Tschai-kowsky), "Lubly Lulu," Chopin's "Funeral March," and "Students' Songs," all by the band of H. M. Coldstream Guards; "The Pilgrims of Love" and "I Think," by John Harrison; "Land of the Almond Blossom," by Kennerley Rumford; "A Sergeant of the Line," Harry Dearth; "Arm, Arm, Ye Brave" (Handel), R. Radford; "Entreat Me Not to Leave Thee" (Gounod), Miss Edna Thornton; "O Memory," trio, Miss Percival Allen, Miss Alice Lakin and John Harrison; "La Czarina," concertina solo by Alex. Prince, and the following six hymns, all beautifully rendered by a mixed church choir: "Jesus Christ Is Risen To-day," "Onward, Christian Soldiers," "For Ever with the Lord," "Holy, Holy, Holy," "Days and Moments Quickly Flying," and "Now the Laborer's Task Is O'er."

An Interesting Legal Decision.

Judge Lumley Smith, K.C., recently had a very contentious case before him in that of Valentine vs. Ault, in which a traveler and commission agent sued a firm of merchants for the sum of £100, commission due after the termination of the agency. As will be seen the case is of much importance to employers and travelers. Plaintiff was engaged to obtain orders on 5 per cent. commission. He worked for defendants over two years and the agency was then terminated by notice. Plaintiff now urged that he was entitled to be paid commission for orders which came in after he left, because they were obtained by his influence. Counsel stated that that would amount to plaintiff receiving a pension for life and the claim was unreasonable. After giving a verdict in favor of defendants the judge said: "To entitle the plaintiff to commission after he had

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FROM OUR LONDON HEADQUARTERS—(Continued.)

ceased to be defendants' agent there must be a definite contract to that effect."

Some Excellent Beka Records.

Two more records, "Down Came the Blind" and "Never Let Your Braces Dangle," by Harry Champion, sung in his usual breezy style, appear in the April Beka list. Other good impressions are overture from "Mignon," parts 1 and 2, by the Beka London Orchestra; "Stone-Cracker John" and "Anchored," by Harry Thornton; "Kathleen Mavourneen" and "Killarney," by Philip Ritte; "Valse Bluette" and "Air on G String," excellent violin solos by Leon Sametini.

Punished for Receiving Stolen Goods.

On the 4th inst., before Mr. Wallace, K.C., William Heliot and J. Higgs, cycle makers, of Hackney Road, appeared to answer a charge of having feloniously received articles belonging to the Gramophone Co. J. Dennis, an employe of the firm, pleaded guilty of stealing the property and was put back for sentence. Without hearing the witnesses for the defense the jury unanimously returned a verdict acquitting Heliot and Higgs of any felonious intent. Judge Wallace said the case should never have been sent for trial.

Twin Record Co.'s Premises Robbed.

An instance of the daring impudence of members of the gang of thieves who employ themselves in the occupation of carmen, driving a van around London, with the evident intention of filling it by fair means or foul, came to light a week or so back. The center of attraction in this instance was the "Twin" Record Co.'s premises in Christopher street, to which the thieves drove up in their van and removed a case of records temporarily left in the passageway. Fortunately, owing to the presence nearby of some of the city detectives, four men were captured and duly received their deserts by imprisonment. In view of the prevalence of these cases it would be as well for merchants to keep a closer eye upon their goods when it is necessary to temporarily leave them outside. There should be a guard.

The New Zonophone List.

The Zonophone monthly lists of recent date are in matter of title, if anything, superior to those which have gone before, and this exercise of wise discrimination is all the more noticeable since W. Mausar took over the management of the Zonophone interests. A well-defined policy is at the bottom of it all, and I am not therefore surprised to learn that it has resulted in obtaining a real and ever increasing support from the trade generally. The following titles from the April list demonstrate to some extent the excellent fare now being offered: Seventeenth Grand Opera record, "La Donna e Mobile," "Rigoletto," sung by Ernest Pike, Thorpe Bates and Alvena Yarrow; Mendelssohn's "Wedding March," with church bells, by the Black Diamond Band; "Land of Hope and Glory," by Madame Edna Thornton; "Kaiser Friederich March" and "Druid's Prayer Waltz," by the Black Diamond Band; "The Fair Land of Poland," from the "Bohemian Girl," by Ernest Pike; "Rising Early in the Morning," by Harry Lauder, and "The Poets Song—La Bohème," by violin, flute and harp trio—excellent selections in every way.

Cape Town's Commercial Information Bureau.

His Majesty's Trade Commissioner in South Africa (R. Sothorn Holland) proposes to establish in connection with his office at Cape Town a bureau of commercial information in order that buyers in South Africa may readily be able to obtain the fullest possible information concerning goods manufactured in the United Kingdom. The bureau is not intended in any way to supersede existing arrangements between British firms and their South African agents or independent importers. On the contrary, persons in South Africa seeking information will be advised of the names of local firms stocking the particular goods about which inquiry is made. Communications on the subject should be addressed direct to His Majesty's Commissioner, P. O. Box 1,346, Cape Town.

AT THE LEIPZIG FAIR.

One of the Busiest on Record—Talking Machine Exhibitors Capture Good Orders—Beka Records Co. and Fritz Puppel Amalgamate—Some of the More Important Exhibits—Many Hornless Machines—A Novel Sideboard—English Orders Fall Off—Record Makers do Not Exhibit—General Review of the Fair from a Trade Standpoint.

(Special to The Talking Machine World.)

Berlin, Germany, April 2, 1910.

In contradistinction to last year, the recent Leipzig Fair held March 7-12 will rank as one of the busiest yet experienced. There were several novelties which attracted considerable curiosity, but that is about all that can be said, since for the most part they were of no practical value, simply freak ideas with which this trade in common with others is only too familiar. Everybody, however, was in an indulgent mood; in fact, a holiday spirit prevailed, owing no doubt to the magnificent weather experienced during the whole week, yet business in no wise suffered. As usual, very great interest centered in that part of the fair devoted to talking machines and the most important firms were the happy recipients of some large contracts placed by trade visitors, who attended in force from all parts of the world. Perhaps the most important event of the fair this year was the Beka Record Co.'s amalgamation with the Fritz Puppel concern, which aroused much speculative interest among the visitors. This new combination exhibited a very fine array of machines in tastefully designed cases at remarkably low prices, and they were very energetic in securing new buyers both for machines and records. A recent introduction to Continental traders, the new Beka 10-in. double record, selling under the very appropriate title of "Vene, vidi, vici" (I came, I saw and was victor), also came in for a deal of notice. A

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FROM OUR LONDON HEADQUARTERS—(Continued.)

particular feature is that two selections are recorded on each side and, although this may appeal to many, I am of the opinion that the idea is not one which would justify a strong attack upon the English market, and, as a matter of fact, I understand that there is no intention of doing so at present.

Carl Lindstrom's Exhibit.

Carl Lindstrom's exhibition of goods in Peterstrasse attracted more than ordinary interest by reason of the fact that, extraordinary as it may seem, the firm's display included over 200 different designs in machines alone. Many of these are of quite recent introduction, notably the new styles in interior horn cabinet instruments and portable machines ranging in price from 15s. up to £15 odd. The former are indeed beautiful models, and needless to say they proved to be much in demand from buyers located in the chief cities of the world. The company's new motor, too, was undoubtedly the talk of the fair, and visitors were loud in their praise of its originality, strength and beauty of construction. A brief description may not be out of place. All the parts of the motor are entirely encased in metal, and as additional protection the spring is separately enclosed in a barrel of the usual pattern. This outer case is so made as to be easily detachable when necessary. Only hardened metals are used in its construction, and the scientific assembling of the parts insures that smooth and silent running upon which depends an even revolving of the turntable. I would mention that the largest motor will play ten 10-inch records with one winding. Some index of the enormous business the firm are doing is found in that so far this year their turnover is far ahead of even time last year, a matter for congratulation in these days of keen competition.

Another Interesting Display.

Another very excellent display of machines was that of the Excelsiorwerke concern. Here various new designs were noticed, and better

still, bought. Altogether the week's trade was highly satisfactory, and some nice contracts were placed by foreign buyers.

Many Hornless Machines.

It was noticed that a very large proportion of the machines exhibited this year were of the (so-called) hornless type showing improvements of a satisfactory nature. The opinion is held in some quarters that these hornless machines are making such good progress as to seriously threaten the influence exercised in trade circles of the horn variety.

The Pathe Freres Showing.

Pathé Frères, of Paris, had a very fine exhibition. They were showing an extensive array of their sapphire machines and records, which was the center of attraction for some of the largest home and foreign buyers.

There were also endless varieties of needles, and most, if not all, the leading continental makers were kept busy satisfying the inquiries of real and prospective buyers from all parts of the world.

Other Details of the Exhibition.

One would think that every conceivable shape and design in horns had been exhausted by the irrepressible continental manufacturers. But such a thought was at once dispelled by an inspection of the fine display of trumpets in Peterstrasse. There were some entirely new and well-balanced types to be seen, and the ingenuity and intelligent foresight thus expressed in these models deserves much credit. Some substantial orders were placed. There were no English displays, and we therefore cannot take any credit for the noticeable fact that our German friends did not have it entirely their own way. Some of the leading manufacturers from Switzerland were there, and their motors particularly were very much admired by all who saw them. Among those whose exhibits deserve mention were Messrs. Palliard, Mermod Freres, and Herman Thorens.

Krebs & Klenk report a most satisfactory demand for their well-known series of Klingsor machines. These appear to be capturing the popular fancy very much, and I am therefore not surprised to learn that their export business has materially increased since the Leipzig Fair. The names of English visitors who went over appeared in our last issue.

One of the most novel models shown was in the form of a sideboard for the dining room with a disc machine mounted upon it. Two of the drawers were also equipped with reproducing devices operated through wire connection with the main machine on the top, thus greatly increasing the volume of sound. While the device worked very well, it did not seem to appeal to any great extent to the buyers, as it was conceded that while the idea might prove desirable for public rooms, it did not fit into the private dining room for which the style of sideboard was best suited.

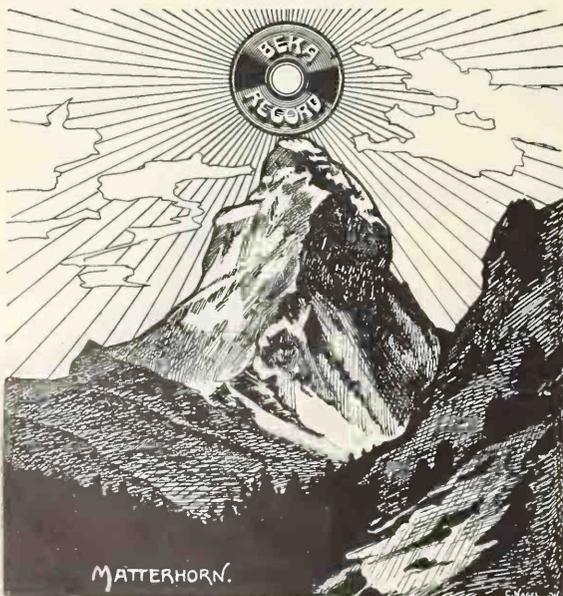
Though the various exhibitors complained loudly of the keen competition and the closeness of prices they were obliged to overcome, nevertheless, in practically every instance, they secured a much greater number of orders than was the rule last year, though it is claimed that orders from England were far behind the average.

The manufacturers of records and discs did not take part in the fair. They took the view that dealers attending the fair have not the necessary leisure to hear new discs; they are also only too willing to send any dealer a collection of sample discs, which he can try at his ease in his own place of business. Then again the manufacturers of talking machines demonstrated all the well known makes of discs in connection with their machines. The expenses connected with taking part in the Leipzig Fair are certainly considerable, but, on the other hand, it must not be forgotten what advantages are to be derived therefrom, inasmuch as a manufacturer is able to get into personal touch with his customers

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THE PHONOGRAPH AS A TEACHER.

Prof. Savory, M. A., of Queens University at Belfast, Ireland, Recently Delivered a Most Interesting Lecture in Which He Demonstrated the Important Place of the Phonograph as an Educator and in the Teaching of Modern Languages.

For some years now we on this side of the "big pond" have been familiar with the use of the phonograph as an almost invaluable aid in the teaching of languages, and through the efforts of the National Phonograph Co. and the International Correspondence Schools, as well as others, the use of the phonograph in that connection is no longer an experiment to be wondered at but an actual and accomplished fact.

It seems, however, that our British cousins have not given this use of the talking machine the attention it deserves, but the recognition of its value is slowly though surely spreading, aided largely through the efforts of a number of enthusiasts among both the talking machine dealers and the teachers of languages.

Early last month, for instance, Professor Savory, M. A., professor of French and Romance Philology at Queen's University at Belfast, Ireland, and an educator of note, delivered a most interesting lecture, under the auspices of the University Physical Society, upon "The Use of the Phonograph in the Teaching of Modern Languages." The lecture created a profound impression. He said:

Of the many tempting problems for the consideration of those who are interested in the study and teaching of modern languages I have chosen one which up to now has not yet received the attention it deserves—the use that can and should be made in the teaching of modern languages by a talking machine such as the phonograph.

The question that first confronts us is the place that should be reasonably accorded to the phonograph in modern language study and teaching. With regard to this, I wish to say most emphatically at the outset that it is my firm belief that the highest aim of modern language teaching in our secondary—as apart from technical and commercial—schools should always be the imparting of literary training and culture, that modern languages should become for this twentieth century a kind of new humanism not inferior in its refining and elevating powers to the great influence that was once exercised by the old humanities of the Renaissance.

By the side of this most important literary training, that is mainly, although not exclusively, obtained by reading, by the study of the great classical writers of past and present times, the great importance of oral training must not be overlooked.

We cannot rest satisfied with the training possessed by a man who can perhaps easily read a monologue occurring in a play of Corneille or Victor Hugo, but who pronounces the names of the poets Corneil and Yoogo, and is unable to understand (or to answer) a single sentence addressed to him by a Parisian with whom he may have correspondence for years.

The modern methods of language teaching aim at training the ear and the speech-organs no less than the eye, and there are now various devices, unknown 20 years ago, of improving the oral training of modern language scholars, students and teachers.

One of these is the way of training the ear by recitations given by particularly eloquent actors. Several competent Frenchmen and Germans are now traveling in England and are giving, in schools and at evening lectures, highly appreciated recitations of select passages in their mother-tongue.

This way of hearing foreign languages, as they are spoken by recognized masters of speech, is certainly as helpful as it is enjoyable. But these recitations will always be rare—they are expensive and not easy to procure. They can only take place at long intervals, and will consequently always be an extra—an occasional treat. They cannot form a regular part of school instruction, and it must also be borne in mind that such recitations by professional speakers cannot be heard over and over again, they cannot be repeated at the will of the student, above all they cannot be interrupted, analyzed and discussed.

All this is, however, easily done in the case of some mechanical contrivance such as should before long be the property of every good secondary school, a modern talking machine like the gramophone or the phonograph. Both instruments are very similar in their use.

After going into a description of the mechanical and scientific principles of talking machines, their construction and reproduction, Professor Savory continues:

It cannot be doubted that the frequent hearing of passages of literary excellence, as spoken by a master of speech, if well reproduced by a good phonograph, must prove a valuable stimulus to learners. By the frequent repetition in exactly the same way of exactly the same words and sentences a steady training of the ear is secured such as cannot be obtained in any other less uniform way. Like a good book, the phonograph invites us to repeated study. It is heard to the greatest advantage in a small private room, a drawing-room or a study, and also in a small class room for about 25 to 30 pupils. But the instrument is really not calculated for a large lecture room such as this. Another inevitable drawback in a public lecture is that it always must take some time for the ears of the hearers to become fully accustomed to the room and to the machine. You ought really to hear each record several times, at least twice, to do it justice. This disadvantage, which is unavoidably connected with a lecture, does not exist in the study or the classroom.

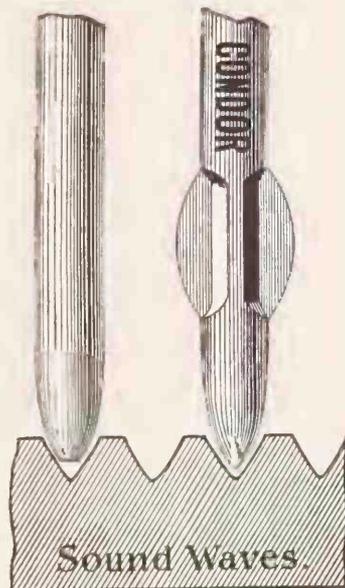
In the case of a phonograph we only hear, but we see nothing, or merely a sheet of printed paper with the recited text before us. The eloquent mouth, the expressive eye, the helping gesture of a good reciter are all absent. This is a decided loss, and gives to the phonograph a certain unpleasant coldness. Everyone knows how

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much the understanding of a passage is helped by the play of the features, hands and shoulders, how well we generally understand the dumb language of a pantomime. If we are engaged in a lively conversation with a man, we see him speak no less than we hear him. There cannot be any doubt that the living word of the living native who speaks his own language with artistic perfection is the ideal to which the phonograph can never approach. But then it must be asked: How often can the average schoolboy have such a treat? Again, a very clever and interesting man may speak very badly, too quickly, too indistinctly, without ever opening his mouth or moving his lips, or without taking the trouble to raise his voice or to articulate his words and phrases. Such cases, as we all know, are not uncommon. Even teachers, small I add, even modern language teachers, for whom there is less excuse than for anybody else, are not invariably free from these blemishes; are sometimes good scholars but poor speakers.

Here the phonograph comes in. It always speaks well and with spirit, it does not mind being interrupted or made to repeat itself over and over again. Its speaking capacity and its patience are alike inexhaustible. If we make our own records—as is perfectly easy with a phonograph—this has the advantage that by means of it, provided we have a good ear and some phonetic training, we may detect the defects of our pronunciation of our own as well as foreign languages. The instrument takes instantaneous and faithful snapshots of speech sounds and fixes them for many years. It is as honest as a mirror and as outspoken as a true friend. It has never yet stooped to flattery, it shows us as we are. It allows us to hear ourselves as others hear us, and also to hear others who are bodily far away from us, at any moment we wish, and in any place, and for any length of time. Thus you see, if a teacher can never be superseded by the instrument, he can yet be very materially helped by it. It saves his voice, his strength, and also his time, as it relieves him from the monotonous but necessary task of constantly repeating to the class the same sounds and phrases.

The various uses to which the phonograph may be put in the teaching of modern foreign languages are the following:

Above all it is helpful in teaching the proper intonation of connected speech, the right phras-

ing of groups of words, and the idiomatic play of the stresses. The faithful exhibition of the idiomatic foreign intonation is even more important than mere correctness in pronouncing individual foreign sounds. It must be admitted that—at least at present—a few sounds are not yet reproduced by the machine with absolute perfection, a difficulty which can be partly met by altering the pitch of the machine, though this may have to be done at the cost of a slight deviation from the natural pitch of the voice. No such reproach can, however, be made against the phonograph with regard to intonation, which is in all cases remarkably well reproduced.

In first-rate records, and only such should be employed, the articulation of each single word can also most profitably be studied. Lists of model words should be drawn up and spoken into a good machine—records should thus be obtained giving examples of difficult sounds, combinations of sounds or words, such as the French nasal sounds, the English impure vowels, the German modified vowels or the voiceless palatal or guttural spirants (loch, tuch, tücher, küchen-gerüche), or the peculiar German glottal stop, such as is heard in abändern, durchaus, allüberall, Oberammergau. Such difficult sounds must be repeated over and over again, in many lessons, slowly and distinctly. This is quite easy, as the machine can be stopped after each word and put back again for repetition.

It is also a great help to precision; for the precision of the machine impresses upon the student the importance of precision in speaking. For elocution the phonograph is evidently very helpful, as it allows students who have few or no opportunities of hearing great speakers or actors to study model records spoken by them. Certain meters, for instance the stately blank verse, the splendid roll of the hexameter, and the expressive, rugged old ballad verse, can be studied to perfection in good records. One drawback in some of them is caused by the fact that records must inevitably be rather short—hence, in the endeavor to get as many words as possible on one cylinder, the record makers sometimes curtail the natural pauses between certain words more than is desirable. Those who make records for their own use or for the use of their classes, should beware of speaking too rapidly. Most cylinders easily take what can be spoken in two and a half or three minutes, which time is

sufficient for many small poems or the important parts of dramatic monologues.

Teachers who use the phonograph in class will obtain the best results if they allow the scholars to have the text before them, in order to follow the words that are spoken by the machine on the pamphlets that should be given to each pupil. Thus the eye and the ear are trained at the same time, while until recently appeal was made almost entirely to the eye. It is also desirable that the student's ears should become accustomed to hear in a number of varied records the different voices of different speakers, and thus not be limited, often for years, to the one voice of his school teacher. The greater the variety of speakers, the more useful is the practice afforded. Dictation of pieces of foreign prose may also not unprofitably be given by means of the phonograph.

Apart from speaking the machine can also be used for records of singing. English nursery rhymes and ditties, French chansons, and German Volkslieder may with little trouble be obtained for use in the classroom, and will, if judiciously used on proper occasions, give variety to a lesson. They may even be used in teaching pupils to sing the foreign songs, and they may also be given to specially interested pupils during leisure hours. Much depends upon the skill and resourcefulness of the teacher, who can, by means of characteristic foreign songs, initiate his pupils into the understanding of some of the most characteristic manifestations of foreign life, feeling and thought.

In discussing in this lecture the use of the phonograph for the teaching of modern languages, I have mainly referred to its manifold uses for the school teaching of English, French and German.

But, apart from school teaching, there are the uses of a good talking machine for private study, on the one hand, and for university teaching and scientific research on the other.

Private students with no means of hearing foreign languages well spoken by natives can first of all learn the sounds and the intonation of the foreign idiom from a number of well-chosen records. They may afterward proceed to making their own records, and constantly compare their utterances with those of their models, noticing and accounting for any discrepancy, and cor-

(Continued on page 22.)



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Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

FOOD FOR THOUGHT

The Fibre Needle is a "GOOD" needle, because it neither scratches nor cuts the record.

It is a "BETTER" needle, because it does not and cannot injure the record.

It is "THE BEST" needle, because it reproduces the natural or musical tone quality of both instrument and voice.

The Fibre Needle is in every sense of the word a "superlative" needle, because it conveys an element of elegance, refinement and daintiness hitherto unknown in phonographic reproductions.

It is a "commercial" needle, because it is the only needle that has proved a factor in the Talking Machine business, that has created sales of high priced machines and records, that has instilled interest and enthusiasm in customers.

It is a "business proposition" needle, because it will bring you more dollars directly and indirectly than thousands spent in advertising.

We know whereof we speak.

"B. & H." FIBRE MFG. CO.

33 W. Kinzie Street, Chicago, Ill.



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

have a

MUSIC MASTER WOOD HORN

sent to you on approval.

Compare the tone, workmanship and finish; look at the construction: notice the heavy tape which surrounds the body of the horn, together with the heavy hoop around the bell and the brass ferrule at the small end.

This construction makes it possible for us to give this broad guarantee:—"We will replace any horn that shows any defects of any kind at any time, without charge."

Should your jobber be unable to supply you, write us and we will send you a sample line of Oak, Mahogany or Spruce, disc or cylinder horns.

If you are not entirely satisfied with the superior merits of the MUSIC MASTER, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

(Continued from page 20.)

recting themselves by means of the models. Thus the phonograph may become an invaluable self-corrector for the student, who, by dint of perseverance, will, with the help of it, gradually bring his pronunciation and intonation to a high standard of excellence.

Finally, in a university city like ours it would be wrong not to point, at least with a few words, to the manifold uses that can be made of the phonograph for the purpose of higher study and scientific research. At the university we are able to proceed to the more careful analysis of the ordinary and the elevated speech of the principal European nations, and also to the study of the sounds and intonation of the various Asiatic and African peoples. With the aid of the phonograph philologists are no longer dependent on the accounts and transcripts of travelers, missionaries and other untrained observers. The phonograph also enables us to give students at the university specimens of the principal dialects of the lan-

guages the literary forms of which they study in so much detail. The phonograph allows us to produce the same English passage as pronounced by a Cockney, a man from York, from Aberdeen, from New York, or Germany as spoken by a Bavarian, Swiss, Saxon, Hanoverian or Berliner. And again, in reconstructing the pronunciation of former generations for scientific purposes, how useful would it be if we had records of a monologue from Shakespeare as he spoke it, or Molière as he spoke it. We should then not only know their peculiar accent and pronunciation, but we might occasionally even know how they themselves spoke certain contested lines of their own works, e. g., how Goethe himself recited the much-discussed line at the beginning of "Faust": "Und sehe dasz wir nichts wissen können."

Alas, in the case of Goethe, Molière and Shakespeare, let alone Chaucer, Chrétien de Troyes and Walther v. d. Vogelweide, nothing can be done any more, but there is no reason why we should not preserve for future genera-

tions the voices, and above all, the characteristic way of speaking, of some of our prominent contemporaries.

* * * * *

Prof. Savory's interesting lecture was duplicated at a later date at the Municipal Technical Institute in Belfast. Thomas Edens Osborne, the prominent talking machine jobber of that city, co-operated with the professor to some extent in order that his lecture may be made successful, so far as the reproduction of phonograph selections are concerned, by means of an Edison phonograph, to which was attached a trumpet fifty inches long with a large bell.

These lectures and demonstrations of the talking machine have aroused the enthusiasm of both teachers and students and have resulted in much permanent good. As a matter of fact, Mr. Osborne sold a number of Edison phonographs and French language records as a direct result of Prof. Savory's valuable lecture. Mr. Osborne has furnished talking machines and records to several educational institutions in the North of Ireland for the purposes of language study and reports that the innovation has proven successful in every instance. He strongly advocates the listing of more records in different languages by the various manufacturers as an aid to teachers in their work.

CONCEALED HORN MACHINE SUITS.

One Suit Just Decided and Three More Now Pending in the Courts, Between the Big Manufacturers—Some Important and Interesting Points to be Decided—Details of the Cases for Benefit of Those Interested.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 5, 1910.

Friday last a perpetual injunction was issued by Judge Lacombe, United States Circuit Court, New York City, in the case of the Victor Talking Machine Co., Camden, N. J., against Jerome Duke, "sued as 'Henry' Duke, the name Henry being fictitious," 275 West street, New York, for price cutting on Victor goods. The order was served the following day by the United States marshal.

The Victor Co. have brought suit—No. 117 on the calendar of the United States Circuit Court, southern district of New York—against the American Graphophone Co. (Columbia Phonograph Co.) for infringing reissue patent No. 13,069, issued to Elbridge R. Johnson, president of the first-named concern. The patent in question relates to the manufacture and sale of an alleged imitation of the Victrola cabinet or concealed horn machine. This invention of Mr. Johnson's was taken out January 4, 1910, and three days later the bill of complaint was filed. An answer has been made by the defense.

Another case—No. 127 on the calendar—has been instituted by the Victor Co. against the American Graphophone Co., etc., in which infringement of patent No. 946,442, also issued to Mr. Johnson, is charged. This invention, according to the specifications, relates "more particularly to improvements in that class of talking machine in which the actuating mechanism and amplifying means are enclosed within a cabinet." This patent was issued January 11, 1910, and three days subsequently the complaint was filed in the Federal Circuit Court, New York City.

It will be remembered that on February 18 the American Graphophone Co. filed a bill against the Victor Co., charging the latter with infringing their Phillips cabinet machine patent. From the foregoing citations from the court records it is certain the legal fight between these two big companies over the concealed horn cabinet proposition is now on in earnest. Preliminary injunctions are sought in each of these cases, and it is probable the taking of proof will consume considerable time before they reach court for final hearing.

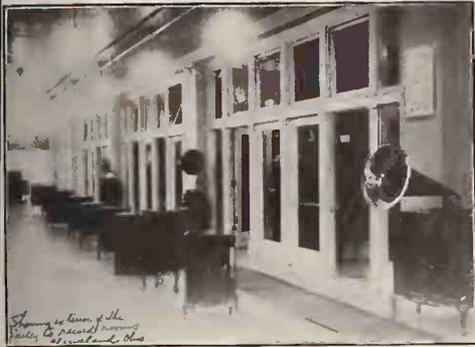
When precedent and progress clash, drop precedent.

A HANDSOME DEPARTMENT.

That of the Bailey Co. in Cleveland—Elaborate Soundproof Rooms Provided—Carry Complete Stock of Victor, Edison and Zonophone Lines.

(Special to The Talking Machine World.)
Cleveland, O., April 9, 1910.

One of the finest talking machine departments in this city is that of the Bailey Co., under the management of E. A. Friedlander. The main showroom where the machines are attractively displayed is flanked on one side by a series of handsome glass-enclosed soundproof booths for the purpose of trying out machines and records. An exterior view of the booths or record rooms



is shown herewith and gives an excellent idea of their beauty.

Manager Friedlander reports a most satisfactory business in his department, with a rapid increase in the sales of both machines and records. The demand for the Red Seal records is especially strong, and with the opera season under way in this city it is expected that the demand for that class of records will show a rapid increase. The Bailey Co.'s department handles the Victor, Edison and Zonophone lines and carries a complete stock in each.

THE "NEW IDEA" CABINET.

An Unique Style Cabinet for Disc Records Put on the Market by a Milwaukee Firm—Each Cabinet Equipped with Four Tops to Fit Different Styles of Victor Machines—Other Original Features.

(Special to The Talking Machine World.)
Milwaukee, Wis., April 9, 1910.

A decided novelty in the way of disc record cabinets has been put on the market by the New Idea Cabinet Co., of this city, it being designed to enable the dealer to carry a complete line of cabinets at a minimum outlay.

The cabinet is known as the "New Idea" cabinet and is built along very original lines, each cabinet being equipped with four different interchangeable tops designed to fit the different forms of Victor machines Nos. I, II, III, IV, or V. In other words, with one cabinet and three extra covers the dealer is in a position to supply any owner of a Victor machine with a cabinet to match his machine. The manufacturers claim that ten of the new cabinets will constitute a complete stock for the dealer and will meet the demands as well as a stock of 100 of the ordinary styles of machines.

The sliding record files, which can only be drawn out far enough to permit removal of records and which cannot possibly fall out, is another practical feature. It does away with the inconvenience of having to kneel down to find what you want or removing and placing the file on a table or chair in order to get a record. These files, which have fifteen indexed file leaves each, are faced and finished in oak or mahogany to match the finish of the cabinet. There are twelve files holding fifteen 10-in. or 12-in. records each, giving the cabinet a capacity of one hundred and eighty records.

Wm. Schmidt, who for some time was connected with the Victor Talking Machine Co. as traveling salesman through Wisconsin and

northern Michigan, devised and patented this cabinet and is now superintending the manufacture of same for the New Idea Cabinet Co.

A large sale is predicted for this "New Idea" cabinet, and it is the manufacturer's purpose to sell through the jobber only and protect the selling price by contract. It would be well for all live jobbers to get in touch with the manufacturer at once and secure further information regarding this cabinet.

In an advertisement on another page the "New Idea" cabinet is illustrated and described at length.

S. B. DAVEGA RETURNS IN JULY

From an Enjoyable Visit to Seattle, Wash.—
In Talking Machine Business to Stay.

S. B. Davega, president of the S. B. Davega Co., New York, under date of April 3, sends to The World the appended information from Seattle, Wash.:

"My attention was called to a statement appearing in your last issue (March) to the effect that I was in Spokane, Wash., and if certain deals were consummated would take up my permanent home there. In this connection I wish to state that I am not in Spokane nor have I ever visited that city, nor do I intend to remain away longer than next July.

"I am at the present time in Seattle, Wash., having first visited the West during the summer of 1909, on the occasion of the Alaska-Yukon-Pacific Exposition. There I was fortunate enough to make a real estate investment that has proved its value; in fact, the offers received during the month of February, while in New York City, induced me to revisit Seattle, and offers were renewed which I have since declined. I can assure you and the trade generally that I am in the talking machine business to stay.

"I have no fault to find and no complaints to make in any manner whatsoever, as our business for the months of January, February and March of this year has been the largest of any corresponding months of any other year since we have been in business; and, if present indications are to be relied upon, this will be our banner year.

"With best wishes to all in the trade, and hoping this will prove a prosperous year to all, and with kindest regards to you, I beg to remain,
"Respectfully yours, S. B. DAVEGA."

DEALERS SHOULD MAKE NOTE.

The National Phonograph Co., Orange, N. J., in the Edison Phonograph Monthly for April, publish the following caution to dealers and jobbers:

"The necessity of specifying on your orders at all times, whether or not Amberol or Standard records are intended, grows more urgent with each addition to the Amberol catalogs. The numbers in both the domestic and foreign Amberol lists are duplicating those in the Standard lists, and the duplication will become more common as the Amberol supplements increase and the Standard decrease in number.

"Of course, it is expected that eventually the Amberol records will entirely supplant the Standards, but until that time it will be absolutely necessary, in order to avoid possible confusion and delay, that every order to jobbers and to the factory shall distinctly specify whether or not Amberol or Standard records are wanted. Jobbers are requested to impress this necessity upon their dealers, and the latter are urged to paste a reminder in a conspicuous place for guidance when making out orders.

Frank Dorian, formerly connected with the Columbia Phonograph Co.'s recording laboratory in New York City, is now president and general manager of the Dictaphone Co., vice J. W. Binder. This concern handle the Columbia Co.'s commercial machine exclusively.

A series of Neapolitan songs recorded in Italy have just been received by the export department of the Columbia Phonograph Co., General.



The secret of getting trade and holding it.

Keep that motto before you all the time and you're sure to come out at the right end of the horn.

Keep your stock right up to the minute. Don't be "just out" and give your customer a chance to go elsewhere if you can help it.

When a customer comes to your store at all, he should be counted as one of your regular customers. *He will be* if you take care of him properly and give him what he wants. If you happen to be out, you ought to know where to get what you want without delay.

We're ready to help you get trade and hold it. Anything you want in Victors, Victrolas, Victor Records, record cabinets, horns, needles, fibre cases or other Victor accessories you can get from us quickly.

We won't keep you waiting for the goods. We won't fill you up with promises and make it necessary to stand your customers off. We will fill your order at once—goods are always shipped the same day the order reaches us—and send it to you as fast as the railroads will carry it.

Let us send you copies of our latest catalog and our booklet, "The Cabinet That Matches," which tells about our record cabinets that match perfectly each style of Victor.

Write us to-day.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



**The new diamond-point reproducer
for Columbia Indestructible Records
plays both the Two-Minute and the
Four-Minute Records.**



SHACKLETON'S PHONOGRAPH RECORD

The Experiences of the Famous Explorer, Who Came Near Reaching the South Pole, Recorded for National Phonograph Co.—Ready for the Trade on April 20.

The sales department of the National Phonograph Co., on April 9, 1910, mailed the following bulletin to their dealers:

"We are pleased to advise that we have made a record, with a short story, of the experience of Lieut. E. H. Shackleton and which will be ready for shipment from the factory on or about April 20. From the immense and enthusiastic audiences which have greeted Lieut. Shackleton on his various public appearances, we believe the experience he has recited for us regarding the south polar expedition (and which will not appear on any other talking machine records) will prove a great seller and which may be placed on sale as soon as received. List price, 50 cents. It will be listed as Amberol Record No. 473. This above price will be subject to a special allowance to obviate any possible demand for replacement or further allowance for breakage.

"Lieut. Ernest H. Shackleton, of England, is scarcely less famous as an Arctic explorer than our own Peary. Lieut. Shackleton did not actually get to the south pole, but the feat of his

party in reaching a point only ninety-seven miles distant from it is second only to the discovery of the north pole. The knowledge of the Antarctic regions gained by Lieut. Shackleton's expedition is of the greatest importance to science and history. On this record he gives some of the privations of his party and he tells of some of the dangers that beset them on all sides. It is a notable record made by a notable man.

"At a dinner given in New York recently ex-Ambassador Choate, in an address to Lieut. Shackleton, said: 'America has no lack of Arctic explorers of its own, real and pretended. It has a profound admiration for all the explorers of other lands, especially of the mother country. You have come to a people of 80,000,000, all eager to hear the story of your great career. It is only twenty years since you left Dulwich College and entered the merchant marine. Now you are known everywhere and honored everywhere. Not the least part of your achievement is that you have aroused no envy, no inquiry, no criticism. We ask our own explorers to submit to inquiry and investigation. We take your own word for your thrilling story.

"For 127 days you took your life in your hands. You came back starved and exhausted, but you brought every one of your men with you and you have been within 100 miles of the south pole. The Stars and Stripes float over the north pole. It is only fair that we should leave the field open for the hoisting of the Union Jack at the South."

Lieut. Shackleton was on March 23 presented with the Cullen geographical medal by the American Geographical Society.

A GO-AHEAD BANGOR DEALER.

M. H. Andrews Building Up a Big Victor Business in His Town.

(Special to The Talking Machine World.)

Bangor, Me., April 6, 1910.

M. H. Andrews, of this city, reports that they are doing a tremendously big business in their section of the country on Victor goods, and they say that their country is only beginning to realize the fine qualities of the Victor product. R. W. Simpson, manager for the M. H. Andrews house, speaks in a very optimistic view of the rapid growth of their business, and they feel that the coming season will be the greatest of their industry. They complain, however, as all other jobbers, of the difficulty experienced in getting sufficient goods from the factory. Mr. Simpson has recently put on the road J. S. Hanley to look after the interests of their wholesale business, and it is safe to say, from his energetic spirit, congenial manner and exceptional ability, that he will prove a very valuable addition to the Andrews house and to the general trade.

COLUMBIA RECORDING IN CHINA.

The recording laboratory of the Columbia Phonograph Co., General, at Hong Kong, China,

under the personal supervision of John H. Dorian, occupies an entire building. The native talent is obtained through compradors or commercial agents, and are lodged at the laboratory until the work is through. Tea is supplied the artists by Mr. Dorian, which is about all they need, with the exception of a little rice. Bunks line the walls of the place, and the singers are idle or record as they are required. The company recently received a lot of masters from Mr. Dorian, which Mr. Burns says are the finest ever recorded in the Orient.

BRIGHTSON AT THE HEAD

Of the Sonora Phonograph Co., Whose Products Are Now Being Introduced to the Trade—Other Well-Known Men Interested in This Enterprise.

George E. Brightson, president of the Sonora Phonograph Co., 76 and 78 Reade street, New York, for many years connected with the H. B. Claffin Co., where he built up and managed the



GEO. E. BRIGHTSON, PRESIDENT SONORA PHONOGRAPH CO.

novelty department until his retirement from business, is a typical New Yorker. A man of large affairs, he is besides broad-minded and has a pleasing personality.

The other executive officers of the Sonora Phonograph Co. are William H. Hoschke, vice-president and general manager, and William E. Hoschke, secretary and treasurer. In addition to its plant for manufacturing talking machines and its well-appointed show rooms, the company owns a fully equipped and carefully manned laboratory for the recording of master records. Their line is presented to the trade for the first time in this issue of The World in two full pages (12 and 13).

Talking Machine Dealers ATTENTION!



Here is a "hot-weather" BUSINESS STIMULATOR. BIG SALES—BIG PROFITS are within your reach if you represent us on the

ICY-HOT

bottle in your territory. Your customers are in need of the "ICY-HOT" in their homes, on their travels, when camping, auto-billing, fishing and in a hundred different useful ways. A PROFITABLE SIDE LINE FOR YOU TO CARRY. The "ICY-HOT" bottle is guaranteed to keep contents either steaming hot for 24 hours or ICY cold for 72 hours. Write for our SPECIAL PROPOSITION to represent us in your city. Illustrated booklets for the asking.

THE ICY-HOT BOTTLE CO.
207 Longworth Street, CINCINNATI, OHIO

PROFIT BY GRAND OPERA TOUR.

Talking Machine Dealers in the West Exploit Records Made by Artists Appearing with Metropolitan Company—How Some Slow Dealers Let the Opportunity Pass By—Neglecting to Take Advantage of Great Advertising Campaigns—A Business with Large Profits and a Big Future.

The tour of the Metropolitan Grand Opera Co. to the West is being taken advantage of by a great many dealers to exploit the records made by the artists of this great organization. It is an excellent opportunity to win public interest in these records and in their store. Window displays have been a help in this connection as well as the concerts given during or before the various productions.

Now an important point arises in this connection and it is that while a great many dealers have availed and are availing themselves of this splendid chance to do some very impressive and effective advertising—advertising that not only accrues to the benefit of themselves, but to the goods which they handle—many other dealers seem to be indifferent to such splendid opportunities.

It matters not how small the dealer's store, or how humble the locality in which he resides, a love of music prevails everywhere, among the poor as well as the rich, and it doesn't follow that because the locality is not a fashionable one that people are not interested in grand opera, and in the records of the artists connected therewith.

Dealers should be alive to such opportunities as this at all times, and in this way feature their line of goods.

There is no other business in the world where dealers are provided with such quantities of appropriate and non-expensive advertising as in the talking machine field. Every time a great artist appears in opera or in concert, and his or her record is handled by the dealer, he must be indeed slow not to make strenuous efforts to inform his purchasing public that this great artist can be heard just as effectively in his store as in the opera house or concert hall.

The dealer who does not take advantage of such an opportunity should retire from business and give somebody else a chance.

We know of no other business in the world where the manufacturer does so much for the dealer as in the talking machine line. New ideas and "tips" of all kinds to develop business are sent out from the factories week after week, and notwithstanding all this there are to be found dealers who absolutely do nothing out of the ordinary to attract new trade.

Of course this condition of things cannot be tolerated.

The live people are doing the business, and the slow ones are gradually drying up with the result that they will make their exit off the business stage in due course.

Opportunities for the live man in the talking machine business exist on all sides.

There is a good profit and a big future in the business for those who are awake to its possibilities and cooperate with the manufacturers in developing trade.

E. N. BURNS' NEW DUTIES.

Will Spend Part of His Time Looking After the Making of Columbia Master Records in New York and Machines at Bridgeport.

Hereafter Edward N. Burns, vice-president of the American Graphophone Co. and manager of the insurance and export departments of the Columbia Phonograph Co., General, will devote half of his time to supervising the making of masters at the recording laboratory in New York and the manufacture of records and machines at the Bridgeport, Conn., factory. In other words, he will look after the general product of the company with a view of maintaining the highest possible standard of excellence in the various lines of goods bearing the Columbia brand.

Mr. Burns has always been a stickler for

quality in respect to the product handled by the export department, which has been the means of building up a large and ever expanding trade for the Columbia company in the Spanish-American countries and the Orient. The methods followed so successfully in his special field will be transferred to the widest range of articles in the company's service.

NEW CARUSO VICTOR WINDOW DISPLAY.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1910.

The Victor Talking Machine Co., Camden, N. J., in sending to the trade the special letter and illustrated circular relating to their ready-made "Window Display, No. 16," describe the "rich and artistic" Caruso window display as follows:

"A life-size figure of Caruso in the character of 'Cavaradossi,' in 'Tosca,' with palette and brush standing beside an easel on which rests a framed announcement of his twenty-five-year contract to make records only for the Victor. Note the artistic plainness of this display and how thoroughly in keeping with the quality of the Victor and the Caruso records. Remember—Caruso is one of your biggest drawing cards. His name is the biggest attraction in the whole world of music, and the Caruso records, solos, duets and concerted numbers are all so perfect that you are sure to increase your Victor sales and add to your prestige by immediately ordering

one of these window displays and inaugurating a special Caruso selling campaign." The company also give notice that these goods are shipped strictly in the order in which they are received.

BARKELEW IN CHARGE.

E. A. S. Barkeley, one of the veterans of the business, has taken the general management of Stanley & Pearsall, Victor distributors exclusively, 541 Fifth avenue, New York.

"GETTING THE STRIDE" IN BUSINESS.

When a trainer is coaching a man to make him a successful foot racer one of the first essentials he drills that man on is to get his stride, so that he can start in right and be working to the best possible advantage every minute he is in the race. In business get your stride. In social intercourse get your stride. Once it is secured you will work to the best advantage, and you will get the best results of which you are capable.

AN INTERESTING ADDRESS.

At a late meeting of the Eastern Talking Machine Co. Associates, Boston, Mass., S. J. Freeman, a salesman, delivered an address on the different types of Victor machines. It was listened to attentively and its educational worth favorably commented upon.

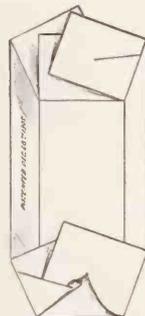
IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent



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

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

NET PRICES TRAYS ONLY

(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	\$6.00	60 lbs.
" 3.	3 Records.	7.50	75 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	118 "

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

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

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

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

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

Manufactured by

BLACKMAN TALKING MACHINE CO.

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

TRADE IN THE CITY OF CULTURE.

Spring Business Opens Up Well—Extensive Advertising and Live Methods Make for Record Season—Boom in Grand Opera Records—Eastern Co.'s Quick Service—Their Telephone Coupon Books—Excellent Ditson Trade—Strong Demand for High Grade Columbia Outfits—Constantino Gives Grafonola to Hospital—Change in H. F. Miller & Sons Co. Department—Columbia Line for Nelson's Department Stores.

(Special to The Talking Machine World.)

Boston, Mass., April 12, 1910.

New sales of the higher-priced machines have had a wonderful impetus with the coming of warmer weather, and the April volume of business is of such proportion to justify the prediction that the present season will be the largest in the history of the industry. One of the biggest houses say that up to the first of April they have transacted a 40 per cent. increased business over the similar period of last year, and from the good reports heard on all sides from jobbers, retailers and salesmen, it looks as though an era of profit-making is opening for the entire talking machine trade. The vigorous and extensive advertising done by the parent concerns with literature and other successful sale-closing publicity, all built on one platform—absolutely one price—is certainly valuable co-operation. Generally speaking, in no other commercial lines are the trade conditions similar—remember the "sticker," one and only one price—and with this thought it certainly behooves the dealer and distributor of the highest grade instruments to reciprocate by giving special attention to the selling end, particularly so with the opening of the present "rush" season.

Opera records had a big sale during the last month. During one week two opera companies—Hammerstein's Grand Opera Co. and the Metropolitan Opera Co.—were performing, and any evening in the whole month one could go to the Boston Opera House, so opera records secured a large boom. Each of the recognized factors of the industry had their quota of exclusive singers' records and everyone could hear his or her favorite artist. Telegraph requisitions to the factories for the more popular opera numbers were numerous, as the urgent demand quickly depleted stocks which at any other season would be considered large.

"Quick service" with talking machine jobbers should be the most prominent virtue of the establishment. The mere term "quick service" may or may not mean something, as what one jobber might call "quick" would be slow to another. In their efforts to render "wireless" service the Eastern Talking Machine Co., Victor and Edison jobbers, have made a hit with their telephone service books comprising 24 coupons, like this:

Good for.....cents, the amount of toll charge on telephone order from
Name

Place

Date

This coupon to be used only in case of actual orders amounting to not less than 10 dollars and from points within the New England States. Eastern Talking Machine Co.

The dealer makes his telephone call in the usual way and the telephone company bills him for the amount of the toll. At the close of the conversation the dealer fills out the coupon, sends it to the Eastern Co., and the sum involved is placed to his credit. This is surely a unique idea and solves the "quick service" problem completely, particularly so with the smaller dealers, who will be able to clinch sales readily with this "Eastern assistance." The writer doesn't know whose brain created this new plan, but it reflects great credit on the originator for the promotion of good service and the general expansion of trade.

S. J. Freeman, manager of the Victor department of the Eastern Talking Machine Co., commenting on trade conditions, said: "We find

business very satisfactory, although at this season we expect and have a slight let-up. The Victor Talking Machine Co. have fallen off about 50 per cent. in filling of record orders, due to the recent 'exchange,' but this inconvenience is gradually revolving for the better, and we hope shortly to receive prompt and complete filling of our orders. The record shortage is not the only bad phase of the situation, as the home company are equally behind on machine deliveries, principally on Victrolas of both sizes." Mr. Freeman has been quoted as "manager of the retail department" once or twice in the past, and he asks The World to announce that this is an error, as his "official title," so to speak, is "manager of the Victor department."

Henry A. Winkelman, manager of the talking machine department of the Oliver Ditson Co.'s organization, reports the existence of a very excellent trade, without regard to season or conditions. He turns from this joyful expression of business brilliancy to lamentation over the delivery of Victrolas to the Ditson display rooms, saying it is impossible for them to fill anywhere near the orders already booked. "At present the Victrola delivery outlook is discouraging, although we are living in hope of receiving liberal shipments at any time," he added. The Oliver Ditson Co. spend a large sum of money in exploiting the merits of Victor talking machines, which has made and is maintaining a talking machine volume of business that is stupendous. Considerable space in their immense building is occupied by this department, embracing a number of reception rooms, record libraries and supply counters, and in all their publicity they emphasize the fact that a talking machine is a "wonderful musical instrument." So everything working together is responsible for the Ditson Co. transacting this immense talking machine business—one that is always in excess of their allotment of machines from the home company.

"Our March business," said Arthur C. Erisman, manager of the New England branch of the Columbia Phonograph Co., "was the largest we have had for four years, and our sale of Columbia Grafonolas is responsible for this achievement in a large measure. On records I can say that the presence of the Boston Opera Co. promoted the sale of opera records. With our many exclusive artists' reproductions it was not difficult in totaling a large aggregate of business in this department."

The "Library table" Columbia Grafonolas have rapidly leaped into prominence in New England circles, and in a number of cases the sale of one instrument has actuated the purchase of one, two or three more by as many friends of the first owner. A. C. Erisman, manager of the New England headquarters, is overrunning with enthusiasm on the sales possibilities of this machine, and were it not for inability of making deliveries the Grafonola would be given the general public advertising that its merit deserves. Little effort is now required to dispose of their New England quota, and Mr. Erisman hopes the obstacle of slow and small factory deliveries will soon be removed so they may begin a prominent campaign in this "two in one" (library table and talking machine) Grafonola.

Constantino, the noted opera singer recently at the Boston Opera House, presented a Columbia Grafonola to the Massachusetts General Hospital, which is the source of a great deal of pleasure to the patients. The local offices of the Columbia Phonograph Co. received a splendid letter of recommendation from the officials of that hospital, highly praising the Grafonola and suggesting its use by other institutions of that character.

Extremes are attractions, as it's a common occurrence for a customer at the Columbia exhibition rooms to select a few of Gipsy Smith's records and also a few of Raymond Hitchcock's. Gipsy Smith is the noted singing evangelist and his records are reproductions of religious work, while Raymond Hitchcock is one of the most widely-known comedians in the world, and his records are laughter producers of the highest horsepower. "Raymond's" appearance at the Tremont Theater the past few weeks has pro-

duced a largely increased call for these records.

To-night the Eastern Talking Machine Associates put on their big minstrel show, which is comprised of "home" talent. That this troupe is going to give a rattling good show is sure. S. H. Brown, chairman of the entertainment committee, deserves praise for his "director" efforts in making a company of "professional" minstrels.

An important change will shortly occur in the Victor department of the Henry F. Miller & Sons Co. In the past and since the inauguration of this new line the Victor department has been in the basement of the Miller building. The enormous business of this branch is now too large for its quarters, and plans are being molded to use the required floor space on the first floor. So if everything materializes as at present outlined, Victor talking machines will have a home that for environment will be A1. The Henry F. Miller piano warerooms are classed to-day as the most spacious and magnificent in New England; costly paintings decorate the walls, and other handsome features of construction, electrical and furnishing, abound. It's mutual progress if the Miller Co. actually devote a generous amount of first floor to the Victor and it's sure recognition of the latter's worth as a profitable commercial proposition.

Neison's Department Stores, embracing a chain of six large stores in Massachusetts, New Hampshire and Vermont, have added a complete stock of Columbia goods at each store. They have met with splendid success for so short a period of time and are greatly pleased with the Columbia line.

"Never before, never again, first time, last time, 75c. disc records at 19c., 6 for \$1," so advertises the Henry Siegel Co., and they had a rush of business that was tremendous. This company claim to have purchased 300,000 at one time, which is the reason for the low price. The name of the record was not advertised. C. B. Thompson, manager of the talking machine department, attests a remarkable business in Columbia products, and says they sell considerable of the massive \$200 styles.

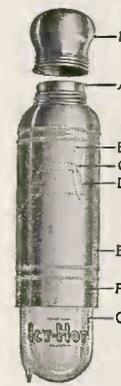
THE "ICY-HOT" BOTTLE.

A very important line that is being developed by the talking machine dealers is the vacuum bottle for keeping liquids hot or cold, according to how they are put into the bottle. The "Icy-Hot" Bottle made by the Icy-Hot Bottle Co., 207 Longworth street, Cincinnati, O., is recognized as the best heat and cold retaining bottle made. It is well made, very efficient, and is handsome in appearance. Besides, it yields a very liberal profit.

One of the features that makes the "Icy-Hot" Bottle a good seller is that the inner glass vacuum bottle can be instantly removed from its outer metal casing, making it possible for the user to repair his own bottle in case of accidental breakage. From a sanitary standpoint this is a very desirable feature, for the inner bottle can be removed for sterilizing.

The makers of the "Icy-Hot" have overcome a serious fault which is frequently found in bottles of this class. The "Icy-Hot" is so constructed that it is impossible for the contents to come in contact with the metal part when pouring out. The contents touch only glass, just as in an ordinary bottle. For the convenience of the dealer the manufacturers have made up a number of assortments suitable for any size town, so that a dealer in a small town can, in comparison, make as good a display as one in a large city. Prices, terms and other information will be cheerfully given by the makers on request.

New Victor distributors are the Elmira (N. Y.) Arms Co. and the Knoxville (Tenn.) Phonograph & Typewriter Co.



Patented in United States and Germany.

EXECUTIVE COMMITTEE TO MEET.

The National Association of Talking Machine Jobbers to Hold Executive Session in Columbus, O., Next Sunday—Visitors to Convention at Atlantic City Will Be Splendidly Entertained.

A meeting of the Executive Committee of the National Association of Talking Machine Jobbers will be held in the offices of the Perry B. Whitsit Co., Columbus, O., on next Sunday, April 17, and it is expected that all the members of the committee will make special efforts to be present. Besides the regular business of the committee at the coming meeting the final arrangements for the convention will be consummated.

In regard to the convention, to be held at the Chalfonte, Atlantic City, July 5, 6 and 7, Vice-President J. Newcomb Blackman reported that judging from the present outlook there would be a record attendance of jobbers and that much would be accomplished for the benefit of the trade at large. The factories, as usual, have evinced a decided interest in the coming convention and will have a number of representa-

FOR SALE

Entire line of Victor, Edison and Columbia Records, Machines, Cabinets, Horns, etc. Going out of the talking machine business, as we want the room to enlarge other departments. Bargain to quick buyer. Address "Quick Buyer," care The Talking Machine World.

SALESMAN WANTED

A live, energetic, ambitious Graphophone Salesman, one that can produce results in an undeveloped territory. State your past experience, who worked for and salary expected. Excellent opportunity for the right party. Address A. E. Morlan, Gulfport, Miss.

FOR SALE

Our Talking Machine Business in Stockton, Cal. This is the best opportunity in California for this business. Reason for selling, we wish to devote all our time and money to the piano business. Write for particulars. McNeil & Co., Elks' Building, Stockton, Cal.

PARTNER AND MANAGER WANTED

I contemplate taking the Columbia exclusive agency for Hattiesburg and neighboring territory and want a bright, hustling talking machine man to manage the business. One with small capital preferred. I will give him part interest in business and will invest sufficient amount to carry complete stock. Address H. S. Lilius, Hattiesburg, Miss.

SALESMAN WANTED.

Territory Now Open.

SIDE LINE OF ECHO RECORD ALBUMS to men travelling for manufacturers or jobbers Representation pays good commissions. Dealers in disc goods are all repeating their orders after buying. Albums shipped through jobbers or direct. Sells from small sample, easily carried. Applications for territory now being booked. Address

ECHO ALBUM COMPANY,
923 Cherry Street, Philadelphia, Pa.

FOR SALE

Stock of Edison and Victor Machines and Records, including Red Seals. Bargain price to an immediate purchaser. Lovett, Titusville, Pa.

POSITION WANTED

As Salesman or Manager in Talking Machine Department, either retail or wholesale; have had 10 years' experience in Victor and Edison lines; can furnish best of references; have been connected with largest talking machine jobbers in U. S. Address "ABILITY," care Talking Machine World, 1 Madison Ave., New York.

tives on the ground to keep in touch with the situation.

J. C. Roush, as chairman of the entertainment committee, in a recent letter to the members of the association, states that a regular program of entertainment will be provided this year, such as sailing parties, a baseball game between the eastern and western jobbers, a shore dinner, followed by a dance and other features. And it will be pleasing to a large number of the members to learn that the "Old Vienna" will be official headquarters after 10.30 p. m.

The Victor Talking Machine Co. will entertain the members of the association on Friday, July 8, on the day following the close of the convention, when the Victor factory will be visited and other entertainment provided. The National Phonograph Co. have invited such of the jobbers as find it convenient to visit and inspect the Edison factories on Saturday, July 9.

J. Newcomb Blackman, vice-president of the National Association of Talking Machine Jobbers, in speaking of the advance of that organization, said: "Those not members of the association cannot realize what we have accomplished for the good of the individual member, especially at the annual conventions. Many jobbers coming to the meetings in a discouraged frame of mind and doubtful as to the future of their business have had the opportunity of mixing with those who have won success in the same field, and have obtained invaluable knowledge of the modern methods that make for good results in their business. Ofttimes they have been speedily convinced that their trouble did not lie with the business itself, but rather with themselves and their manner of conducting their affairs. One such lesson, properly learned and carried out, is worth the price of many years' dues to the association.

"Then again, the National Association of Talking Machine Jobbers is neither a radical offensive nor defensive organization, but seeks rather to bring about the betterment of the trade, where possible, through suggestion. This is a fact that both the members and the factories fully appreciate. When the association sends a committee to the factories for any reason the manufacturers know that the jobbers have given the matter careful consideration before arriving at their decision, but are nevertheless open to argument. The factories now receive such committees in a most cordial manner, listen to the suggestions, and present their own case. In every instance an agreement is speedily arrived at that is satisfactory to both sides.

"In brief, the association has accomplished an incalculable amount of good through bringing the members in closer touch with one another and bringing the jobbers as a body closer to the factories, and all without any display of selfish purpose. That the work has been appreciated is evident from the fact that the membership of the association is steadily on the increase."

HAWTHORNE & SHEBLE CO. SALE.

(Special to The Talking Machine World.)
Philadelphia, Pa., April 11, 1910.

On Friday last the stock and other property of the Hawthorne & Sheble Mfg. Co., bankrupts, of this city, were sold at public auction at their factory, in this city, by the trustee, under order of the United States District Court. On the following day a meeting of creditors was held at the office of the referee in bankruptcy, 528 Walnut street, when the returns of the sale were made. It is expected the court will accept the results, though not reaching 75 per cent. of the appraisalment, as required by the statute.

Kitty Cheatham, the famous interpreter of the songs and moods of childhood, now makes records exclusively for the Columbia Phonograph Co. Two of her records appear in the 12-inch double-disc list for June, namely, A5168, "I've Got a Pain in My Sawdust," Herman Avery Wade, soprano solo, orchestra accompaniment; (a) "Visitors," W. Cooke, and (b) "Sugar Dolly," Gaynor, also soprano solo, orchestra accompaniment.

To Enjoy Your Talking Machine

to the fullest, it is essential that your library of Records be so cared for that you can at any moment lay your hands on the particular selection you want to hear.

THE OWNER OF A VICTOR OR COLUMBIA who takes care of Records by stacking them in a "bunch" on a table, or on the window-sill, is depriving himself of one of the real joys of a Talking Machine, which is the satisfaction of hearing any one particular record just when you are in the mood for it. This is possible only when you have a place for every record and every record in its place.

**"ECHO"
Record Albums**

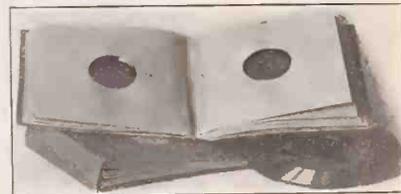
ARE THE SOLUTION!

They Fit all Disc Cabinets and Bookcases

They form a complete system for filing disc records, which can be added to, album by album, on the Library plan. Just the thing for both Single and Double Face Records, and

OPERATIC SELECTIONS

Every Record Instantly Available. Enables group classification.



Ten-Inch Disc Albums.....\$1.25
Twelve-Inch Disc Albums... 1.50
Special discounts to regular dealers.

"Echo" Record Albums preserve disc records against dust, careless handling, scratching or breakage.

Index in every album facilitates instant location of every record.

Every album is finely bound and holds one dozen records in heavy paper pockets, with cut out holes enabling titles of records to be read.

They protect valuable records from injury and breakage.

Send for Circular and Samples.

ECHO ALBUM COMPANY
926 CHERRY STREET, PHILADELPHIA, PA.

All we want is

McClure's - T

McClure's—The Marketplace of the World

Columbia Double-Disc Records

ANSEMI The Most Popular Tenor in Europe

Exclusive Columbia-Fonotipia
Double-Disc Records by Anselmi
\$2.50

Be sure you hear his—

No. 1 (Front) Pagniacchi "Vesti la giubba."
No. 2 (Back) Mignon "Ah! non credevi tu."

The Vanderbilt box at the Metropolitan Opera House, throughout the season, could not afford you greater musical opportunities than are suggested in the Columbia catalog of Double-Disc Records, which we will send you on request. Columbia Double-Disc Records may be played on your talking-machine—whether it is a Columbia or the other kind. Each Columbia record is double—music on both sides, a different selection on each side. You will never realize the recent wonderful development in the recording of music until you have heard a Columbia Double-Disc Record. 65 cents by mail will bring you, prepaid, one of our latest numbers with a complete catalog and the name of a nearby dealer.

COLUMBIA PHONOGRAPH CO., GEN'L, Dept. D, Tribune Bldg., N.Y.

Prices in Canada plus duty. Headquarters for Canada—264 Yonge Street, Toronto, Ont.
Dealers Wanted—Exclusive selling rights given where we are not properly represented.

Gram



The Columbia is the original. If experience counts for anything or opportunity, the Columbia is the only one. Truly: Truest in tone, simplest in construction, most reliable in operation. Don't decide by price. At any time, it's your pleasure. \$100 or almost anywhere.

COLUMBIA PHONOGRAPH CO.
Creators of the
Art. Owners of
the World.

Comparisons

Our magazine advertising is still arguing for *comparisons*—and arguing more insistently than ever.

When we have persuaded a man to think twice before he spends \$200, we have practically made a Grafonola sale for a Columbia dealer.

We hope that plea for comparisons doesn't sound humble. Just as far from it as possible. We offer the Columbia Grafonola and the entire Columbia line for comparison with the liveliest confidence in the product.

When we say that the Columbia Grafonola is "the one incomparable musical instrument," we are so positive that it will sing itself into a sale, that we ask no favors and fear no failure.

When we say that "the Columbia is the original of all the modern Graphophones, phonographs and talking-machines," *we mean it*. When we say "make comparisons" we only have the hope that the reader will take us at our word. The quality is there.

That doesn't imply that all you have to do is to call your truckman and give him delivery directions when a customer comes in—but it does mean that when a Columbia dealer shows the Columbia line to an interested inquirer, who is making honest comparisons, he has considerably more than a fair show, a lot better than an even chance.

The Grafonola "De Luxe" at \$200 and \$225.

The Grafonola "Regent" at \$200.

The Grafonola "Elite" at \$100.

Columbia Disc Graphophones.

Columbia Cylinder Graphophones that will now play both Two-Minute and Four-Minute Indestructible Records with one reproducer.

The Columbia Double-Disc Records.

The Columbia Two and Four-Minute Indestructible Records.

Compare them *yourself*. Consider the "prospects." Consider the exclusive selling rights offer. Take the message to the *consumer*, published in each magazine advertisement, home to *yourself*.

COLUMBIA
PHONOGRAPH COMPANY, Gen'l
 TRIBUNE BUILDING
 NEW YORK

ce of the World

Grafonola

The COLUMBIA
Grafonola
 DE LUXE \$200.
 (With Regina
 Attachment \$225.)

It is "the one incomparable musical instrument"—the one most versatile entertainer. Its vocalism is the *voice itself*—true in tone, tempo and timbre, with no loss of individuality, no alteration in value; every most delicate phrase a perfect tone-picture.

Modern graphophones, phonographs and talking-machines, originality, or invention, or experiment, or organization, the one musical instrument in its class. And it is—positively—the finest in finish, perfect in every part. Make comparisons. It's your money, it's your name. You can select a Graphophone at \$20 or at \$100. You can select a Grafonola at \$20 or at \$100. You can select a Grafonola free!

1 CO., GEN'L, Dept. D, Tribune Bldg., N.Y.

Industry. Pioneers and Leaders in the Talking-Machine Industry. Largest Manufacturers of Talking-Machines and Patents.

MEETING OF DEALERS' ASSOCIATION.

Second Regular Session Held at New Grand Hotel on Wednesday—Some of the Matters Discussed—New Members Enrolled.

The second regular meeting of the Eastern States Talking Machine Dealers' Association was held at the New Grand Hotel on Wednesday of this week with President Storck presiding. The morning session was given over to informal discussions of matters of trade interest, one of the speakers being Victor H. Rapke, who drew on his experience of eighteen years in the business for some interesting and valuable advice. Considerable attention was directed toward the department store method of getting the jobbers' privilege and doing only a retail business, the selling of records by such stores at 19 cents when the price for the dealers is restricted to 50 cents, and the question of having the new records of the Victor and National companies put out either on the same day or with a longer interval than three days between the dates. Lower freight charges, less packing and the convenience of placing before the public, were given as reasons for considering the last question.

At the meeting thirteen new members were enrolled: G. J. Scott, Englewood, N. J.; The Bremmer-Chalmers Co., New York City; The A. B. Clinton Co., New Haven, Conn.; Theo. Jespe, Glen Cove, N. Y.; Frank A. Jenkins, Honesdale, Pa.; N. J. Roth, New York City; T. C. Eisbill, Bridgeport, N. J.; Theo. Anson, New York City; Thomas J. Blauch, Highland Falls, N. Y.; F. A. Trowbridge Co., Morristown, N. J.; Saul Birn, New York City, and Abe Mandel, New York City.

The members present at the meeting were very enthusiastic over the manner in which the association is progressing and were firm in their belief of the good it could accomplish if things were handled slowly and carefully.

Executive Committee meetings were held on March 18 and on Wednesday before the regular meeting, when various plans were discussed for advertising the association and enlarging its membership and other matters of importance to that organization taken up and discussed.

ECHO RECORD ALBUMS

Continue to Grow in Favor—Dealers Will Find Them a Profitable Line to Handle.

It is evident the "best trade now use Echo Record Albums," from the growing demand for this complete system for filing disc records, and

which can be added to, album by album, on the library plan, as applied in the Gerson record cabinet. It is just the thing for Victor Red Seal collections—every record instantly available. The Echo Record Albums preserve disc records against dust, careless handling, scratching or breakage. Any cabinet becomes a Gerson disc record cabinet when the old-style racks are removed and the space on the shelves is filled with Echo Albums. This admirable device is manufactured solely by the Echo Album Co., 926 Cherry street, Philadelphia, Pa., who will supply prices and other information on application. See their advertisement on page 27 for particulars.

COLUMBIA BRIEFLETS.

Six Hundred New Columbia Dealers in Two Months—Preparing for Piano Trade Exhibition—Those in Attendance—Boston Opera Co. Make Records.

During the last two months the Columbia Phonograph Co., General, have made 600 additions to their list of dealers.

Preparations are being made by the Columbia Co. for the Piano Trade Exhibition in Richmond, Va., next month. Instead of the three big manufacturing companies being alongside of each other, as originally intended by General Manager Green, the Columbia Co. will be on spaces 8 and 9, the Victor Talking Machine Co. on 27 and 28, and the National Phonograph Co. on 23 and 24. H. A. Yerkes, manager of the wholesale department; George P. Metzger, in charge of the advertising department; B. Feinberg and T. K. Henderson, and probably others of the selling staff, will represent the Columbia Co.

Edward N. Burns, manager of the Columbia Co.'s export department, was in Washington, D. C., this week for several days, visiting friends with Mrs. Burns.

The recording laboratory of the Columbia Phonograph Co., General, New York, has been busy night and day making masters of the principals and chorus of the Boston Opera Co. This week, commencing Monday, the voices of the leading artists, including Constantino, the tenor; Mardones, basso; Celestina Boninsegna, coloratura singer, were recorded in the leading roles of "Faust." Paul H. Cromelin, vice-president of the company, has been present in the laboratory while this important and interesting work was carried on.

Yates, Bonner & Co., music dealers, Roanoke, Ala., who also have a store at West Point, Ga., recently placed a big order for machines and

records and have been created exclusive Columbia agents for the two places.

Another fine order received by the Columbia Co. this week was from D. B. Orndorff's music house at Knoxville, Tenn.

PIRATED PLEASANTRIES

A little chap in Philadelphia, whose father is a prominent merchant, and, as such, never loses an opportunity to descant upon the virtues of advertising, one day asked his mother "May Lucy and I play at keeping store in the front room?"

"Yes," assented the mother; "but you must be very quiet."

"All right," said the youngster; "we'll pretend we don't advertise."

"You know you won't go to heaven, Tommy, if you tell lies!" "Well, I'd much rather be with you, mother. That was a corker you told Mrs. Brown yesterday about that hat coming from Paris!"

A summer visitor who was trying a horse, the property of a New Hampshire farmer, with a view to buying him, noticed that after driving a few miles the animal pulled very hard, requiring a firm hand and constant watching. "Do you think this is just the horse for a lady to drive?" he inquired, doubtfully. "Well," answered the owner, with an air of great candor, "I must say I shouldn't really want to be the husband of the woman who could drive that horse."

Dolan—"So Casey was running me down an' ye stood up for me?" Callahan—"Oi did; Oi siz to him, 'Casey,' siz Oi, 'ye're honest and truthful, and ye're no coward—and ye work hard and pay yer dibts—and ye don't get drunk and lick yer woife—but in other respects ye're no better than Dolan!'"

"Wot's hydrophobia?" asked Weary Watkins, as he spelled out the article in the piece of newspaper which he had picked up. "It means hatred of water," replied his pal, "and it is a fatal disease." "Then run for a doctor," cried Weary, as he fell back with a groan. "I'm a dead man."

THE LATEST AIR.—"I'm looking for a breezy march," said a customer in visiting a local talking machine store the other day.

"How about this one dedicated to the Aero Club?" the facetious clerk asked.

"I suppose it is written for wind instruments," the bandmaster countered.

"Well, the air is easy," the clerk shot back, and the interchange stopped.

Smith—What did your wife say about your being so late in coming home the other night?

Brown—Absolutely nothing. She had the talking machine all prepared and gently tip-toeing to it, I heard the strains of "Tell Me the Old, Old Story." That was all.

An old hen was picking at some stray carpet tacks in the backyard.

"Now, what do you suppose that fool hen is eating those tacks for, Jones?"

"Perhaps," rejoined his better half, "she is going to lay a carpet."

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.

Put One on Your Show Room Floor

AND WATCH THE INTEREST DISPLAYED IN THE

Monarch Midget



Jobbers can interest their dealers, and dealers their customers. Talk Wire Racks and show them. You can't sell a customer a rack if you don't have any.

SEND AN ORDER TO-DAY

A NEW DISC RACK IS READY. ASK ABOUT IT.

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co., TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.



Pick up a Columbia Double-Disc Record and read that guaranty of ours once more—printed on the envelope. Feature it. It is valuable. It is official. We mean it, we sign it, and we stand back of it.



TIMELY TALKS ON TIMELY TOPICS

In the official figures of exports issued by the United States government it will be noted how rapidly the foreign business of the talking machine trade is expanding. Every month shows a remarkable increase over its predecessor, and though the trade is comparatively young alongside the music industry, still the exports of talking machines, records, etc., exceed those of all kinds of musical instruments combined. For instance, take the latest report furnished by the government, revealing the following amazing totals: The total exports of talking machines, records and supplies for February, 1910, amounted to \$290,358, as compared with \$214,341 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$2,481,906, as against \$1,926,228 for the same period in 1909. This is certainly a handsome showing. It should be recalled also that three-fourths at least of these goods go to the Spanish-American countries and Australia, very little going to Europe, which is covered with agencies manufacturing their own lines, even if they are of American origin.

In last month's World mention was made in a "Topic" relative to the talk about "restraint" of trade as applied to patented inventions. It was made clear that this application was erroneous, an opinion strengthened by a decision rendered by Judge Noyes a few weeks ago in the United States Circuit Court, Southern District of New York, in a moving picture case, who said: "I am of the opinion that the charge, if established, that the complainant (Moving Pictures Patent Co.) is itself, or is a member of, a combination in violation of the Federal (Sherman) 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." The attorney for the defense who set up this argument is evidently entitled to the proverbial leather medal for his legal knowledge and acumen!

To be sure, as is well known, the decisions of the courts in patent suits are not relished by the defeated. That is in the very nature of things. At the same time, it is just as well to exercise one's common sense in such matters and make the most of it. Both sides cannot be victorious, and twisting and turning statements that may present a plausible appearance will not alter the court's decision.

Not infrequently remarks are made that the judges have been "approached," been "bribed," etc., which is the rankest nonsense. It is true that the litigation over certain talking machine patents has covered years of work and been bitterly contested, and when the final deciding opinion is written the fellows who have to bear

the brunt of the adverse action of the court have boldly stated such and such a judge was paid "\$250,000," etc. These exact figures are quoted because they were the ones actually employed in speaking of one of the most distinguished of Federal jurists. Of course there was not a word of truth in this ridiculous statement, and when it was uttered by a man who did know better its absurdity is only the more glaring.

The Eastern Talking Machine Associates, composed of the employes of the Eastern Talking Machine Co., of Boston, Mass., hold monthly meetings which are very beneficial not only to the members, but the company also. At one of the recent meetings W. J. Fitzgerald, a salesman, read a paper on "The Selling Points of Edison Phonographs." The various models of the National Phonograph Co.'s product were described and commented upon in an interesting manner and were of special benefit to the younger members of the selling staff. Organizations of this character would be helpful in every establishment of any size and their formation should be encouraged by the principals.

Again the New York Phonograph Co., defunct, has been in court, but in no way to concern the trade. When the settlement was made by the National Phonograph Co. one of the lawyers failed to get a share of the proceeds. He claimed he had made arrangements with the former to be their counsel and this contention was carried into the New York Supreme Court. The judge awarded the counselor in question a lien for \$131,625, and unless this is set aside in the Court of Appeals this amount must be paid over. The particulars of this curious incident appears in the news columns of The World.

An inventor who had been rummaging among a lot of British talking machine patents declares he discovered that Thomas A. Edison invented a double-face disc record in 1878. Of course, the patent has expired; but this is a "find" that will doubtless be of interest—if true.

J. A. Macnabb, vice-president and general manager of the Universal Talking Machine Manufacturing Co., Philadelphia, Pa., writes as follows to The World: "I find it will be impossible for us to get out a list of records for May on account of talking so long to get our laboratory established. I expect, however, to get out a list of about twenty-five records and this list we will call May and June and will rush it out at the earliest possible moment. Will also state that business is very much improved. We have received several large orders from the West and have established four new jobbers inside of two weeks."

R. H. Macy & Co., the great New York department store, on March 30 made the following an-

nouncement in the New York Evening World: "We have bought two hundred and sixty-five thousand Zon-o-phone records and will sell them at nineteen cents. Until this offer was made by us Zon-o-phone records were never sold for less than the restricted price—sixty cents. When the factory owners decided to limit their production to double-faced records, they found that they had an unsold balance of 265,000 single-faced records in their stock room. Wanting to close them out quickly, they accepted our offer for the entire lot. Of course they could have realized much more money had they sold them to different retailers in small quantities. Many dealers would have paid double what we did for lots of five to ten thousand. But the makers were bent on making a clean sweep of them with a single transaction—and we got over one-quarter of a million of these splendid records so advantageously that we are enabled to sell them at nineteen cents." The sale was negotiated by Louis Silverman.

The National Phonograph Co., Orange, N. J., is the first of the great manufacturing companies to market what they term "A Combination Outfit," the particulars of which were published in last month's World. It has attracted a great deal of attention on the part of the entire trade, and, from fugitive reports since, it would not be a surprise if other like offers would make their appearance before long. The primary object of the National company is for "bringing into active use the many Edison phonographs which may have been laid aside due to their being equipped for standard (two-minute) records only," besides "creating a new interest on the part of phonograph users in Amberol records."

There is no question that a great many talking machines have been laid aside, and probably forgotten nearly by their owners. There are various reasons for this seeming neglect and the energetic dealer should make it his business to "dig them up," create a new interest in their possession and again put their owners on the list of active and not passive record buyers. The suggestion—and a splendid one it is—has been made that dealers who are up to date and progressive would lose little, if anything, in the long run if they offered to overhaul these machines and if necessary add such little repairing as would be needful to put them in prime condition.

Dealers are not lacking in foresight so far as getting people to renew their interest in the talking machine is concerned. The products of the manufacturers were never finer and their list of records never so elegantly finished or diversified as to the high character of selections, whether the numbers include vocal, band, orchestral or "talking" subjects. These facts should be attractively and forcibly presented to the public. When this has been followed the results have been very satisfactory, and in some instances abundantly so—it has made friends for the dealer, ergo more trade.

VALUE OF FREE CONCERTS.

No Better Method for Attracting Public Attention to a Dealer's Business—Talker Men Agree That Concert Work Is a Profitable Investment—The Experience of a Kansas House.

No better means of concentrating the attention of the public on the talking machine—at least of those musically inclined—can be conceived than the giving of concerts by dealers. Not only are the possibilities of the talking machine brought home to hundreds of people at each concert, but the people come to your store, become acquainted with your staff of salesmen, and in this way an important and valuable connection is established.

Of course if this concert publicity is to be conducted along the right lines everything in connection therewith must be right. If the store is not large enough it would be best to hire a small hall, send out either engraved or well-printed invitations and have the programs daintily printed and well selected. Whatever expense is involved will be well repaid in a short time.

We have on file letters from talking machine men in widely separated sections of the country who have been and are giving concerts for several seasons, and in each instance they have found this concert work a profitable investment. And these people do not include the dealers in the larger cities, such as Wanamaker in New York and Philadelphia, who has been giving talking machine concerts on a palatial scale. No matter how humble the effort, it can be made a success if properly carried out. We know of no better scheme of publicity than this.

Only recently we received a letter from the Emahizer-Spielman Furniture Co., Topeka, Kan., regarding their Victrola and piano concerts, which they state were a great success, adding: "They were the means of bringing us a large number of Victrola sales. We are so pleased with this way of advertising that we feel it would be of benefit to others who would like to enlarge their Victrola sales."

We reproduce herewith for the benefit of dealers generally one of the programs of their concerts which was given in Chickering Hall in Topeka, Kan., recently. It will be found interesting:

	PROGRAM.
No. 1.	Valse Lente, "Adorable, Tourments" Caruso. Barthelemy
	Enrico Caruso, (Tenor).
No. 2.	Faust, "Air des Bijoux" (Jewel Song) Gounod Emma Eames (Soprano).
No. 3.	"A Born Inventor" (Reading) Miss Ernestine Klein.
No. 4.	Lucia, Sextette, Act. II. Chi mi fren a (What Restrains Me) Donizetti Sembrich, Caruso, Scotti, Jaumet Severina, Daddi.
No. 5.	"The Breeze that Blows the Barley" Miss Grace Clark
No. 6.	Martha, "Last Rose of Summer" Marcella Sembrich.
No. 7.	The Wayside Chapel Melody in F. Rubinstein Behning Player-Piano.
No. 8.	Les Deux Grenadiers (The Two Grenadiers) M. Poi Plancou S. Humann
No. 9.	"Christopher Cobb" Miss Ernestine Klein
No. 10.	"Carmen" Habanera (Love is Like Wood-bird Wild) Emma Calve Bizet
No. 11.	"If I Build a World for You" Lehmann Miss Grace Clark
No. 12.	Rigoletto, quartet, Act 3, "Bella figlia dell' amore" (Fairest Daughter of the Graces) Caruso, Abbott, Homer and Scotti Miss Marjorie Erwin at the piano.

We claim to be the first to feature the combination of Victrola with the real piano accompaniment in Topeka, and will use on this occasion the largest Victrola and Red Seal records, together with a Chickering Grand Piano. We have secured the services of Miss Marjorie Erwin, late of the New England Conservatory of Music of Boston, to render the accompaniments. The accompaniments will be played with each voice the same as though the artists, Caruso, Sembrich, Plancou, Farrar, and others stood beside the piano. The effect is truly wonderful.

GOOD COLUMBIA TRADE IN DETROIT.

(Special to The Talking Machine World.)

Detroit, Mich., April 6, 1910.

"I have never seen trade in talking machines as good as it has been since last fall," says K. M. Jons, manager of the local Columbia Phonograph store. "We are doing more business every day than we have ever done, and it is almost im-

possible for us to get enough machines to fill our orders, to say nothing of getting a sufficient number to use for exhibition purposes. We are not only selling many of the cheaper talking machines, but our business in the high-grade machines has been phenomenal. Our high-grade machines are fast becoming popular and we can not get enough of them in stock to show a complete line.

TRADE FABLE

No. 6

Smith was some picker. He picked a dad that was well fixed, in the first place, then he picked a wife that certainly showed class, and then a little bungalow that was certainly the goods, that is, to speak mildly. Finally, as a business in which to carve out his future wherewithal he picked the talking machine business. Any flies on Smithy had to pay fashionable rents. But—

When Old Man Smith passed over the coin Smith fils got careless and let him slide—to an 8 x 10 hall room in a cheap prune dispensary. Then the wife was shoved past till she felt like firing a Pinkerton to guard the lone nickel in her pocketbook. Finally the bungalow ran for Sweeney till the neighbors' chickens mistook it for a hen house and used it for a roost.

About the business, more anon, brother, more anon.

At first that talking machine store of Smith's shined out from the neighboring emporiums like the Great White Way, from Main street, Punkinville, and the sound of the demonstrations issuing therefrom had Barnum's callopie beaten by a mile, so strong was the business. And the stock—just ask for something in the machine or record line, that was all, just ask.

It was not long, however, before the welching instinct got the better of Brother Smith and he started in to economize by bouncing two of the highest-priced salesmen, men who could sell a talker to a deaf and dumb man who hated music. Bad stuph.

Then he began to get palpitation of the heart every time a jobber or his salesman hove into view, and declared solemnly and with much apparent sorrow that business was rotten, punk and even more. Those people bustling in empty handed and rushing out with bundles were simply a bunch of pikers who were taking records home to try out. Gee! if business didn't improve he'd study embalming and get busy on the dead ones of the town.

Naturally the stock began to get frazzled at the edges, then get holes in the middle, and finally reached a point where the local cut-ups could

amuse themselves by walking in and asking for any of the latest records, feeling sure that they would not be supplied.

It eventually got to a point where there was really a decided shrinkage in the Smith business because there were not enough first-class records left in stock to supply one lone family, let alone an entire town, and it looked very much as though the sheriff would pitch in and muss up things. Still, in the face of it all, Smithy stuck to his roll closer than a flea to a Newfoundland dog and refused to see where spending a little money on new stock would put him back into the game on a winning basis.

There finally came a day, however, when a live jobber hit the town and called upon Smith for the first time. It took said jobber just about two minutes to size up the proposition he was up against, and he proceeded to get into action. He first asked to be shown several of the latest disc records that had proven successful and were in demand all over the country. Nothing doing. A request for cylinder records brought the same response, while the latest attachments were an unknown quantity.

Naturally Smith began to rave about the bad business, and then the jobber sat into the game with a few trite remarks about investing money in stock being the real dope for a live business man to follow. The result was that Smith finally took the rubber bands from around the remainder of his roll and loosened up to the extent of \$100 in new goods as a means of saving the \$1,000 worth of stock lying idle upon the shelves. When the new records arrived and were properly announced business again began to wake up. The run of customers increased steadily and were held by the continual freshening up of the stock as the new record lists came out.

The lesson thus learned in the talking machine business was applied to Smith's other interests, with the result that the bungalow was saved for an amount equaling a small per cent. of its cost, and Mrs. S. began to look so good that she was a positive asset. Incidentally the treatment of the old man gained the good will of all the neighbors, and as a result everything was rosy at the store.

Moral—Success does not lie in the hand you hold but in how you play it.

C. J. SCHMELZER A VISITOR.

Charles J. Schmelzer, of the Schmelzer Arms Co., Kansas City, Mo., Edison jobbers and Victor distributors, was a visitor at the factory of the National Phonograph Co., Orange, N. J., last week.

Substantial orders for Columbia goods have recently been placed by Mathis-Youmans & Co., successors to Mathis & Coleman, music dealers, Valdosta, Ga., and D. L. Halbert, Athol, Mass.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

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

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

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

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

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

QUAKER CITY HAPPENINGS.

Business Exceptionally Good—Opera Season Has Helped High Class Trade—Many Dealers Find Difficulty in Getting High Priced Machines and Records—The Reports Made by the Leading Houses Are Most Encouraging and Prove That Philadelphia is a "Live" Talking Machine City.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1910.

The talking machine business in Philadelphia, in spite of the general conditions that may exist in other lines, has been exceptionally good all through March. The latter end of the month there was a slight falling off, but not to any great extent, and was more due to the actual conditions of the period than any other reason. It got warm suddenly, people began preparing for spring, the Easter excitement upset things slightly, and from all this there will no doubt be a speedy recovery, and already the firms have evidence that April is going to be a very satisfactory month.

The musical season in Philadelphia closed with the end of the Hammerstein opera season, and it was one of the most active in the history of music in Philadelphia. Naturally all this will tend to help the talking machine business. Each season of the opera the patrons make new favorites, and when they have passed out their friends want to retain the pleasure of their voices, and will resort to the talking machine to do this. It is for this very reason that the talking machine dealer will tell you that the operatic records are having an increased sale.

Louis Buehn & Bro. report that their business in March, particularly the first part, was exceptionally good. And even although the last two weeks were not up to the first two, the month shows a healthy increase. The firm have just gotten in a number of new Edison Amberolas, which their patrons say are the best toned and the best finished they have ever offered. They

have also been having a heavy sale on cabinets, and as to records, the demand for the disc and cylinder records have about evened up.

Among the out-of-town visitors here this week were Fred Kramer, of Allentown, and William Warner, of Easton, Pa.

Edward Buehn started on Thursday of last week on his first April trip through the southern part of the State and Maryland, and has been sending in some good orders. He reports that he has found conditions in that section most satisfactory. The two new Edison special records, "Cubanola Glide" and "By the Light of the Silvery Moon," have been selling very well with the Buehn firm.

At the end of last week there were a number of representatives of the National Phonograph in Philadelphia, William Pelzer, Frank Madison, Frank Stanton, Mr. Stewart and Mr. Pike. The object of their visit was a legal proceeding in which they were attempting to restrain Mr. Weinberg, a Kensington avenue talking machine dealer, from selling second-hand Edison records at cut prices, as it is alleged he has been doing. The hearing was in the United States Circuit Court, and a decision in the matter will no doubt be rendered very shortly. Through some source or other, it was alleged that the Kensington dealer was able to obtain some records, in many instances of the very latest, which he would offer at cut prices.

The Penn Phonograph Co. report that their March business was excellent, and that the chief difficulty they experienced is not in selling goods but the difficulty they had in securing them. They have been having very great trouble in securing sufficient stock to fill orders, and they believe they would have been able to have done even more business had they been able to get the instruments. They say that as a matter of fact they have not received one order for records which they could fill complete. They do not complain particularly over these conditions, for they say that the demand has been so great at both factories that they have been unable to get out

the instruments fast enough, even by working day and night. They find the condition of affairs to be worse than it was during the Christmas rush.

This same trouble of scarcity of goods is noted by the manager of the Hepe department. They also claim that their demand is considerably greater than their supply, and that they have been forced to lose business for this reason. D. D. O'Neill, in charge of the Hepe department, was away several days last week in the northern part of the State, where he was calling on their dealers, all of whom reported that they were looking for a very heavy business for the next few months.

In March they had the biggest month they ever had in a wholesale way. They are looking to enlarging their department considerably in the next few months. In spite of the different enlargements that have been made of their department in the past few years they are still handicapped for want of space. In their talking machine department they devote considerable space to a line of small musical instruments, such as violins, cornets, etc. They have a fairly good business on these instruments, but have never properly pushed them, and they are thinking some of abandoning that department entirely and devoting the space it now occupies to still further enlarging their talking machine space. They have not completed their talking machine salesrooms on the fourth floor and will not do so until fall. These two rooms they were going to furnish as a smoking room, mostly for male customers who might want to enjoy a smoke while they were hearing records. They do not believe they will have much use for it during the summer, and in consequence will not hurry its completion. The Heppes, as well as their customers, think very well of the new attachment gotten out by the National Co. It is an attachment to play the Amberol records. They are advocating it very strongly to their customers.

The Columbia Phonograph Co. have the same report to make as the other large firms, that

THE NEW IDEA

Combination Disc Record Cabinet



A unique and practical cabinet with changeable cover to fit and match Victor I, II, III, IV, V or VI. Dealers who handle the New Idea Cabinet need carry but one or two in stock, and with extra tops, at a very small expense, be in a position to supply customers with a cabinet for any type Victor Machine.

A Jobber with ten New Idea Cabinets and a few extra tops, will be able to fill orders more promptly than he is to-day with a stock of 100 of the present style Disc Cabinets. The New Idea Cabinet holds 180 10-in. or 12-in. Records. There are twelve sliding files with indexed interiors, each holding fifteen records. Files are wood faced and finished to match cabinet, oak or Mahogany. Sold through the Jobbing Trade only.



Write for Catalog and Prices

NEW IDEA CABINET COMPANY

441-443 National Ave., Milwaukee, Wis.


Those Columbia tandem musical notes on a record label mean just as much as the X-mark on a ten-dollar bill.


the month of March was the largest their store here has had for years, despite the strike and other unsettled conditions. It was the best month they had this year, and the best in years. They sold a very large number of Grafonola Regents and Grafonola De Luxe with Regina attachment. They have been visited by a great many out of town dealers within the past week, and have established a number of new agencies in various parts of the State. R. B. Robinson is at present on the road through the State and he finds things in a very flourishing condition. They have had a good, big run on their grand opera records, and on their new records of popular music, notably "Cubanola Glide" and "By the Light of the Silvery Moon." They are having a nice exhibit this week at the House Furnishing Show, which is being held at the Horticultural Hall. T. K. Henderson, the local manager, will go to Richmond, Va., next month as one of the representatives of the company at the exhibit they will make there during the national convention of piano dealers.

The Columbia Co. have arranged to have their Grafonola take part in a church service on Sunday evening at the services of the East Baptist Church. They will use the Gipsy Smith records and other selections. This will be somewhat of an innovation and one that ought to be appreciated and open up still another field for this wonderful instrument. They note that David Bispham's record of the "Palms" has been a wonderful seller, and believe that the talking machine could be used with very good effect in church services.

The firm of H. A. Weymann & Son note that there has been a very satisfactory revival of business following the Lenten season. Their March business was good both in wholesale and retail. In wholesale they started quite a few new dealers. They report that the Amberolas are coming along very nicely, and the sales on Victrolas still keep up. They have had as good a March as they have had in four or five years in Pennsylvania, and they look for big things there from now on.

Norbert Whiteley, representing the firm, is up through Pennsylvania at present. W. H. Doerr will go down through New Jersey this week, making a special effort among the seashore cities. The firm expect this summer again to open up a branch store on even a larger scale than last year in Ocean City. The Victor McCormack records are among their very big sellers.

NORA BAYES' IRISH SONG

"Has Anybody Here Seen Kelly?" Is Being Put Forth by the Victor Talking Machine Co., Who Have Signed an Exclusive Contract with Her.

Nora Bayes has just signed an exclusive contract with the Victor Co. and they are now presenting her big Irish song hit, "Has Anybody Here Seen Kelly?" There is no comedienne before the public to-day more popular than jolly Nora Bayes, who, as an attractive colleen with a delicious brogue, is making the biggest kind of

a hit in "The Jolly Bachelors," now playing to crowded houses in New York city at the Broadway Theater.

"Has Anybody Here Seen Kelly?" is her principal song and the hit of the show. It is proving a screaming Victor hit and dealers everywhere report it one of the season's big sellers.

MEXICO'S FAMOUS BAND

Under Direction of Captain Pacheco Make a Number of Excellent Records for the National Phonograph Co.

We show herewith a photograph of the Banda de Artilleria (Artillery Band), a very famous Mexican band, taken at St. Louis during the recent World's Fair there, where they received first prize. This band is one of three similar organizations supported by the Mexican Government, every one of which is of the very highest rank. Besides receiving highest honors at St. Louis, for a number of years they have captured the laurel in the annual band contests held under the auspices of the Spanish Covadonga Committee in Mexico City.

The National Phonograph Co. are so fortunate as to have a number of records made by this organization, eight Amberol and three Standard, and they will list other numbers by them from time to time. These selections are extremely



THE BANDA DE ARTILLERIA OF MEXICO.

beautiful and represent a wide variety of airs, many of which possess the peculiar charm of Spanish music, which appeals so strongly to Americans whenever presented to them.

Captain Ricardo Pacheco, director of this band, was delighted with the Amberol records, and expressed his appreciation of same in a letter to the Mexican National Phonograph Co. as follows: "I have heard with great pleasure the Amberol four-minute records of the selections played by the Banda de Artilleria under my direction, and I must acknowledge that, owing to the superior quality of the recording machine and the great pains taken to obtain a perfect reproduction, the result achieved is one of which I am more than satisfied."

MUSICAL LEAGUE PLAYS BALL.

Teams of San Francisco Music Houses Look Forward to Active Summer—First Game a Lively One.

(Special to The Talking Machine World.)

San Francisco, April 2, 1910.

The baseball fans in the trade will be interested in learning that the Musical League of this city opened their season last month with the prospects of a very active summer. The first game of the season was between Sherman, Clay & Co., San Francisco, and Sherman, Clay & Co., Oakland, the San Francisco boys carrying off the honors to the tune of 11 to 3. Among the features of the game was the batting of Cassassa and the pitching of Hedderman, a youngster who was given a try-out and carried off all the pitching honors. Opposed to him was that veteran, Fallon, who had such a successful year last season with the Sherman, Clay & Co. (San Francisco) team. The outlook for a very successful season is promising, as some of the boys are already playing up to midsummer form.

RALPH CABANAS EXPECTED.

Ralph Cabanas, president and general manager of the Compania Fonographica Mexicana, City of Mexico, who handle the product of the Columbia Phonograph Co., General, as distributors for the

entire republic, is expected to arrive in New York to-day (April 15). He will be on his honeymoon and is bringing his bride with him. Mr. Cabanas, who is spoken of as a particularly energetic talking machine man, will stop in Washington, D. C., en route to New York, where he will make his headquarters at the executive offices. Senor and Mme. Cabanas will remain North for several weeks. E. N. Burns, manager of the Columbia Co.'s export department, will look after the entertainment of Senor Cabanas, and he will be accorded a cordial welcome by the other officers.

Lots of dealers entirely overlook the great sales value of attractive display windows.

THE VICTROLA IN THE WHITE HOUSE.

A Favorite with the President and His Family—Used to Entertain Guests—Grand Opera Records Favored.



Photo Copyright by Waldon Fawcett, Washington, D. C.

One of the prominent objects in the music room of the White House—the famous Blue room—during the administration of President Taft is a Victor Victrola, which is supplied with a large and choice library of records. The President and his family are enthusiastic admirers of the talking machine and entertain the guests at the White House with concerts on the Victrola on frequent occasions. Both Mr. and Mrs. Taft are musical, the latter being principal patron and supporter of the Cincinnati Symphony Orchestra for many years. Then, too, when presidential responsibili-

ties weigh heavily upon Mr. Taft he often finds solace in the music of the Victrola. While grand opera records are his favorites, he is not above listening to popular selections occasionally and has a number of records of the latter nature. We take pleasure in presenting herewith a photograph of the Victrola as it appears in the White House, specially taken for The Talking Machine World. Enshrined in a bower of azaleas, it presents a most attractive picture. It is worthy of its environment in the home of the nation's chief executive.

FILE PETITION IN BANKRUPTCY.

Creditors of Maurice J. Harrison Take Action to Recover on Notes—Claim That He Made General Assignment.

(Special to The Talking Machine World.)
Boston, Mass., April 6, 1910.

An involuntary bankruptcy petition was filed in the United States District Court last week against Maurice J. Harrison, doing business as the Bowdoin Square Phonograph Co. The petition was brought by Aaron Schwartz, Louis R. Hunter and Samuel Linsky, who hold claims on notes. They allege that Harrison made a general assignment for the benefit of his creditors on March 25.

HOW MR. DIPPEL HEARS THE OPERA.

Andreas Dippel, the retiring administrative manager of the Metropolitan Opera House, has an apparatus in his office which brings the music

of the opera to him while he is sitting at his desk. In a corner of the room up near the ceiling is a horn like the transmitter of a talking machine. If Mr. Dippel wants to know how far an opera has proceeded he goes to the wall, throws on a switch as though he were lighting an electric lamp and out of the horn comes the music of the opera. At the end of an act or an aria comes the sound of the handclapping.

"I can tell how successful a new artist is," said Mr. Dippel, "from that horn. I can judge from the applause the number of curtain calls as faithfully as though I were in the body of the house."

C. ALFRED WAGNER MARRIED.

C. Alfred Wagner, manager of the talking machine department of the Henry F. Miller & Sons' Co., Boston, was recently married to Mrs. C. J. Haines. The wedding took place at Arlington, Mass., at the home of the relatives of the bride. Mr. and Mrs. Wagner left immediately upon a wedding tour occupying several weeks.

GAUMONT CO.'S STATEMENT.

Explain That the Gaumont Chronophone Co., of Cleveland, Who Are Now in Financial Difficulties Have No Relation Directly or Indirectly with the Gaumont Co. of New York.

We are in receipt of the following communication from the Gaumont Co., 124 East 25th street, New York, which speaks for itself:

"Dear Sir—Our attention is called to an article in your issue No. 2, Vol. VI., of February 15, 1910, which article, dated Cleveland, O., February 8, 1910, contains a reference to the difficulties of the Gaumont Chronophone Co. of that city.

The company to which you refer, which, by the way, has no relation direct or indirect with this company, was organized in Cleveland with a view to selling Gaumont machines manufactured in France. It has never had authority to manufacture or in any way exploit Gaumont inventions, and has forfeited its selling privilege by failure to take and pay for, during the first year of its existence, the stipulated number of machines.

"There is no outstanding subscription for stock of that company by Mr. Gaumont or any of the companies in which the latter is interested. In exchange for the selling privilege the Cleveland company did issue stock of the par value of \$100,000, the value of which disappeared with the privilege against which it was issued. Our company was organized under the laws of the State of New York and should not be mistaken for the company to which you refer.

"The above particulars are given you at the request of Leon Gaumont, who is president of this company, but the writer has personal knowledge of the facts given above.

"It is hoped that you will publish this letter with a view to preventing a confusion in the minds of people in the trade with respect to the identity of the insolvent Cleveland company and our company.

"It may be added that neither Mr. Gaumont nor any officer of the Société des Établissements Gaumont has had any connection with the Cleveland company, which was launched and controlled by Messrs. R. E. McKisson and Max Falkenauer. Yours respectfully,
GAUMONT CO.,

"H. Blad, Secretary and Treasurer."

VICTOR CO.'S CORRECTION.

In correction of a mis-statement recently made and frankly acknowledged by the Victor Talking Machine Co., Camden, N. J., they recently sent out the following explanatory letter:

Camden, N. J., March 16, 1910.

"To the Talking Machine Trade—The Victor Talking Machine Co. recently announced the making of an exclusive contract with Harry Lauder under which, from that date, he was to make records only for the Victor. The contract rights of the National Phonograph Co., Ltd., of London, Eng., were promptly brought to the attention of the Victor Co., and, accepting the statements of the National Phonograph Co., of Orange, N. J., that such a contract was and is in existence, we are pleased to correct our previous statement that Mr. Lauder is making records exclusively for us—the fact being that Mr. Lauder is making disc records only for us exclusively in the United States. Yours very truly,

"VICTOR TALKING MACHINE CO.,
Louis F. Geissler, General Manager."

The J. W. Jenkins Sons Music Co., the well-known jobbers of Victor talking machines and Edison phonographs, and who have built up a large business in talking machine supplies, report that their Thorn needle, of which they have something to say in their advertisement elsewhere in this issue, is meeting with great success. Jobbers report that customers who have used the Thorn needle speak very highly of it, and the Jenkins Sons Co. are steadily enlarging the popularity sphere of this specialty.

Records of recitations and readings by well-known personalities are growing in demand.

The HALLEY COMET

VISIBLE ONLY

EVERY 75 YEARS



WHILE THE VICTOR IS VISIBLE EVERY DAY

In the exclusive homes of the rich and the humble abodes of the poor.

Mr. Wide-awake Dealer, their mutual love for the best in music is your opportunity.

Would a plan which would personally solicit, in a high-class dignified manner, the ten most influential men of your community, whose names you would send us, be of interest to you?

We are prepared to do this for you at no expense or investment on your part. Our reputation as exclusive wholesalers is our only testimonial.

If you are interested we can name dozens of Dealers for whom we have made sales. Write us. Get in touch with us. Our interests are common. You must sell goods to make us successful and we want to help you do it.

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

FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Well Satisfied with the Manner in Which the Spring Trade Has Opened Up—Retail Business in the West Also Shows Improvement—Grand Opera Season Helps Record Sales—The Lyon & Healy Concerts—Aeolian Co. to Handle Talking Machines—Some Opinions on Conditions—Interesting Personalities—Larger Quarters for the B. & H. Fibre Mfg. Co.—Other Activities of the Various Houses in the Windy City—Summary of the News of the Month.

(Special to The Talking Machine World.)

Chicago, Ill., April 7, 1910.

The first spring month of 1910 brought its tale of satisfaction to the Chicago talking machine jobbers. Perhaps there was not the large business predicted on the basis of the notable February transactions, but it made a big, round gain over March of last year.

Talks with local wholesalers reflect gratification with the general status of the dealers. Taken as a whole, the retail business in the West is in better hands than a couple of years ago. There certainly has been a weeding out of the weak-kneed—the little fellows without means or ambition to push the business aggressively. This has been due to two causes, the natural consequence of a period of depression and the efforts of the big companies to confine their agencies to aggressive, responsible merchants. The new dealers now signing up are of a better class and the old are rapidly learning to adapt themselves to modern conditions and go after the best class of trade, to go after it earnestly and not wait for it to drift into their doors. Of course, what has been said here refers to general tendencies—that there are many dealers who are not making the most of their opportunities is true, but the present policy of the companies is inimical to the perpetuation of the laggard.

Local retail trade made a very fair showing the first half of March, but fell off the latter part. The week before Easter was exceptionally dull. The weather was beautiful and the people seemed more wrapped up in preparing their Easter attire than in making purchases. In the foreign colonies of the city, who are big machine and record buyers, Lent is rigorously observed, and the effect was very noticeable on the trade of the small dealers catering to this clientele. Since Easter trade has been opening up although it has not reached normal proportions for the season.

Influence of Opera on Business.

The large downtown dealers are all looking forward to a mighty fine high grade record trade as soon as the grand opera season gets fully under way. The Metropolitan forces opened a four-week's season on Monday night of this week, and the daily papers are teeming with advertisements calling attention to the possibilities of enjoying grand opera in one's own home, and of securing for further study and enjoyment records of the identical numbers sung by the same artists heard at the Auditorium. This kind of exploitation has succeeded in the past in stimulating the sale of both machines and records, and with the golden-throated galaxy lingering in our midst double the time usually spent, the benefit to the "talker" trade should be correspondingly increased.

Lyon & Healy Concerts.

Lyon & Healy, at their afternoon concerts at Victor Hall, feature the selections to be sung at the opera the same evening and advertise the fact liberally in the dailies. Printed programs covering not only the Edison and Victor concerts, but the other complimentary recitals given in the other departments are now furnished visitors.

There is no doubt but that Victor Hall is re-

sponsible to no small degree for the remarkable development of interest in grand opera in Chicago the past few years. As one of the Lyon & Healy sales force remarked the other day: "Six years ago if we played a grand opera selection the majority of the people would get up and depart quietly but expeditiously. Now if we should want to empty the hall quickly all we would need to do would be to put on a couple of very popular selections in succession and the deed would be done."

Even the department stores are catering to the high grade trade this year as never before. Siegel, Cooper & Co. are running Victrola opera concerts every afternoon to fair sized audiences.

Retain Talking Machines.

When it became known that the Bissell-Cowan Piano Co. would discontinue business and the lease on their building at 202 Michigan avenue had been sold to the great Aeolian Co., of New York, for their new Chicago branch there was considerable speculation as to whether the talking machine department would be continued, as the Aeolian Co. do not handle talking machines in any of their other stores. The question was speedily answered in the affirmative, however. Arthur Bissell, who becomes associate manager of the Chicago Aeolian branch, was able to give a good report of what the department had accomplished and Manager Thomas Fletcher confessed that he had always had a sneaking desire to try his hand at the talking machine game. Consequently the Victor department, which occupies the mezzanine floor, is to remain undisturbed and the services of Manager Searles retained. It's an ideal location for Victrola and Red Seal record trade, and if the Aeolian Co. give to the department anything like the support and exploitation afforded their own lines it should develop into one of the most important retail talking machine businesses in the city.

Little Interviews.

"Nothing has demonstrated the cumulative effect of the years of study and experiment spent by talking machine experts as some of the recent records," remarked Arthur Geissler, general manager of the Talking Machine Co. "Voices and instruments which it has seemed impossible to cope with successfully during the past are now being reproduced in a most perfect manner. An instance in point is the late piano solo records of the Victor Co., and from the expressions I have heard from those most qualified to judge a quality of tone is obtained that was impossible a few years ago."

"An encouraging feature of the trade is the manner in which the progressive dealers are adapting the recital idea," said L. C. Wiswell, manager of the talking machine department of Lyon & Healy. "We have a number of dealers in towns of 10,000 and up who have, within the past year or so, inaugurated regular or occasional concerts and they all testify to the great benefits accruing to their trade."

A. V. Chandler, Illinois traveler for the National Phonograph Co., made a trip through the State just prior to the spring election. He found the excitement ament the "drys" and "wets" very high, and one would think from listening to the combatants' talk that the future of the towns depended on the outcome. As a matter of fact some of the towns that went dry a year ago are now wet, and vice versa. In looking over the State Chandler says that the best towns, from a phonographic standpoint the past year, have been about equally divided as to "wetness" and "dryness," consequently the results will have little effect on trade conditions.

Aggressive Dictaphone Campaign.

The Dictaphone department of the Columbia Phonograph Co. was removed on April 1 from the Heyworth building to 210 Wabash avenue, the general Columbia headquarters here, and W.

Parsons and E. A. Parsons, who for fifteen years were associated with the company in the development of the commercial dictation machine business in Chicago, are in charge. They are both experts, pioneers in the business and have a big following. They have already placed orders for quantities of goods which serve to tax the factory capacity. The dictaphones now being shipped are all equipped with universal motors which can be instantly adapted to either alternating or direct current and embody a number of recent improvements.

Various Personals.

E. H. Uhl, manager of the Chicago branch of the Rudolph Wurlitzer Co., is spending a fortnight's vacation at Hot Springs, Ark. He will return Monday.

Marquette Healy, treasurer of Lyon & Healy, has reached Paris in his European wanderings and expects to sail for home on the 10th.

R. Shaw, managing director of the Western Talking Machine Co., Victor distributors at Winnipeg, Manitoba, was a recent Chicago visitor.

Richard Pribyl, who has been connected with the Chicago talking machine trade for some years, and who is now traveling for the Zonophone Co., is here on his first visit to the city since making his new connection.

M. Kreuzsch, who is doing good work for the National Co. through Indiana, was a visitor this week.

John E. Moyer, a live talking machine dealer of Dixon, Ill., and an Amberola enthusiast, is calling on the local jobbers.

Columbia's Kansas City Location.

District Manager W. C. Fuhri, of the Columbia Phonograph Co., has just closed a lease for a new store for their Kansas City branch. The new location is on Grand avenue, adjoining the store of the Hoffman Music Co., and is in the very heart of the music district. The new store is 24 by 125 feet in size with a good basement. It will be handsomely fitted up with four private demonstration rooms, a large opera room in the rear, enclosed offices, etc. The new quarters will be occupied about May 10, and are far more centrally located than the present ones at 809 Walnut street. Mr. Fuhri says that while retail business was somewhat quiet the latter part of March the wholesale business of the Chicago office was the best for a long time.

B. & H. Expansion.

The B. & H. Fibre Manufacturing Co. have outgrown their present factory and have secured larger quarters at the same location, Dearborn and Kinzie streets. After May 1 they will occupy the entire third floor of the building. It is lighted on three sides and admirably adapted for their purpose. Not only will the capacity be greatly increased but commodious offices and demonstration rooms, partitioned off from the factory, will be provided. President F. D. Hall, who has confined himself very closely to the factory heretofore, now has the business so well organized that he is getting a little time to visit his customers among the jobbers in person. He recently spent a couple of days in Kansas City and is now on a trip to New York and other eastern points.

Columbia Co.'s Opera Window.

The Columbia Co. have a good opera window. Printed slips referring to the Columbia artists now appearing with the Metropolitan forces are attached to the window panes and are connected with records of these artists in the center of the window by various colored streamers.

W. A. Lawrence, representing the Standard Sheet Metal Co., manufacturers of talking machine horns, called on the local jobbers recently.

A. D. Geissler's Latest Specialty.

The Talking Machine Co. are having a big demand on their new combination record album and carrying case which they brought

The logo for Lyon & Healy, featuring the company name in a cursive script font, enclosed within a dark, horizontally-oriented oval shape.

Let Us Assist You

In increasing your sales. We have always tried to do this by giving you the best distributing service in this country. We know that such service enables a dealer to make promises and to keep them, thus insuring increased patronage from his old trade.

Now we propose to help you in securing more new business from new customers and to this end we offer you the services of AN ADVERTISING DEPARTMENT WITHOUT COST TO YOU. We will gladly furnish any dealer who wishes to advertise in his home newspaper, with copies of our most successful retail advertisements *absolutely free* and when desired will send "cuts" used in them, charging only actual cost for the electros. In addition we always welcome inquiries relative to advertising methods. We want to be of genuine help.

With Lyon & Healy's complete service, a dealer handling the Victor or Edison goods, or, better still, both of these unequalled lines, is sure of increased trade.

Write to-day asking for copies of the Talking Machine advertisements. They have brought us business and will do it for you.

The logo for Lyon & Healy, featuring the company name in a cursive script font, enclosed within a dark, horizontally-oriented oval shape.

Wabash Ave. & Adams St.
CHICAGO

out last month. It has proved to be one of the most attractive specialties ever introduced by the company. General Manager A. D. Geissler says that March was not only far ahead of the corresponding month last year but was within 2 per cent. of 1907, the largest March in their history.

L. & H. "Co-operation."

Lyon & Healy offer the services of their advertising department, one of the best organized and most efficient in the country, to their dealers. Not only will they send free of cost proofs of remarkably clever and result-bringing advertisements used in their own retail business, together with the cuts used in them, if desired, at the bare cost of making the electros, but they will be glad to furnish copy for advertisements for special occasions when requested. In fact they desire to co-operate with their dealers in every way to their mutual advantage.

NEW SEEBURG ART CATALOG.

Handsome Volume Shows Various Styles of Coin-Operated Pianos and Explains the Seeburg Selling System—The Seeburg Factory Working Overtime.

(Special to The Talking Machine World.)

Chicago, Ill., April 7, 1910.

The J. P. Seeburg Piano Co., of this city, manufacturers of coin-controlled electric pianos, have just brought forth a handsome "Art" catalog showing cuts of the various styles and explaining in detail the celebrated Seeburg selling system. Inside an attractive cover of Quaker gray on a specially designed page is shown the strong points embodied in the Seeburg product—"Tone," "Art," "Unique Case Designs" and "Perfect Player Mechanism." The top of the page bears the following inscription: "It is a poor piano that knoweth not its own master. Every Seeburg piano bears the name of the maker and carries the maker's guarantee." Pertinent and instructive matter is featured in chapters on "The Seeburg Constructional System," "The Player Construction," "The Acme of Convenience," "The Case" and "The Price."

The factory, located at 1276-1282 Clybourn avenue, has been working overtime to supply the demand for the Seeburg electric coin-controlled pianos; in fact, to such an extent that the company have acquired an additional floor, thus facilitating the output to a considerable degree. However, there is seemingly no let up in the demand since the acquisition and the trade are beginning to realize that the Seeburg instruments are destined to fill a long felt want in the coin-controlled electric field.

BETRAYED BY SUSPENDERS.

H. R. Arris Writes of This Most Essential Article of Man's Dress—How a Richly Embroidered Pair Spelled the Ruin of Jones' Plans to Keep a Talking Machine Free.

In the Chicago Tribune the other day, H. R. Arris discoursed in a learned way on that most essential concomitant to man's happiness—suspenders. He said: "A man will go and buy trousers, neckties, shirts, handkerchiefs, and all his other wearing apparel in any number imaginable, but never would think of possessing more than one pair of suspenders at a time. Any more than this number would seem to be a useless luxury. When the old pair begins to wear he will make use of all kinds of makeshifts to patch them up rather than buy new ones. Wire, string and rope are used indiscriminately for repair work on the broken galuses until one scarcely can tell where the original leaves off and the patchwork starts. No matter what the financial standing of the man with the broken suspenders, no matter how careful he is of his clothing in other ways, he will neglect this article longer and more consistently than any other part of his dress.

"A pair of fancy embroidered suspenders played an important part in a small comedy of domestic life some time ago. A man who re-

joiced in the possession of such a fancy home-made article, but who rejoiced in the possession of scarcely anything else, had bought a talking machine on the instalment plan. Although at the time the purchase was made he was able and willing to pay for the machine, a run of hard luck befell him soon after and he fell behind in his payments.

"The future seemed to indicate a change in the run of hard luck so that the buyer hoped that he soon would be in a position to take up all the back-payments and go on with the future ones. But while he was thus roly planning how he would pay up, the company was planning how they would get the money.

"Many collectors were sent around to see the purchaser who didn't wish to see them. He was afraid that his promise of future payments would not be sufficient and that they would take the talking machine away from him. Whenever, therefore, a collector hove to in the offing the buyer would fade away on the distant horizon.

"After making a number of such attempts to see the man who owned, or rather possessed, the machine, the collectors thought it was time for decisive action. One of them was therefore sent around with instructions to get the money or get the machine.

"With determination in his heart he hunted up the house of the purchaser and by the ill luck of the hunted found the man who had bought the machine. Being a new collector, he was not known to the buyer nor did he know him, so that although he managed to meet the man at the door before he had time to disappear as usual, he did not know to whom he was talking.

"The purchaser immediately saw that he was unknown and when a request was made for Mr. Jones he replied that Jones was out of town and wouldn't be back for several weeks. The collector wanted to know if any one of the family was at home, but was told that the man to whom he was talking was merely a boarder and that all of the family had gone for several weeks. Thus baffled in his search, the collector started down the steps, but turned to ask one more question. The owner was going into the house and, being in his shirt sleeves, his suspenders were exposed to the view of all who wished to enjoy their embroidered loveliness. But what caught the eye of the collector was that on the back of these works of art was plainly worked out by a loving sister the initials and name of 'J. W. Jones,' the man he was seeking, and thus the canned music was heard no more in that household.

"Incidentally it might be added that the next ragman who visited the Jones' residence carried away with him a pair of hand embroidered suspenders."

PANAMA-PACIFIC EXPOSITION

Planned for 1915, to Celebrate the Completion of the Panama Canal and the Centennial of the Discovery of the Pacific Ocean—To be Held in San Francisco.

(Special to The Talking Machine World.)

San Francisco, Cal., April 5, 1910.

Plans are already being discussed in the various cities on the Coast for the holding of a World's Fair in this city in 1915 to celebrate the opening of the Panama Canal. The title of the celebration will be the Panama-Pacific International Exposition, and it has already been advertised considerably, though no definite arrangements have been made at the present time. Efforts will be made to make the celebration one of the most elaborate ever held in this country, for besides marking the completion of the Panama Canal, the occasion will be taken advantage of to celebrate the fifth centennial of the discovery of the Pacific Ocean by Balboa in 1513 and the rebuilding of San Francisco.

The man who simply does daily duties as they arise will in time achieve the power to meet any emergency.

SUGGESTION VS. ARGUMENT.

Each Have Their Place in Salesmanship—Where Too Much Argument Lost a Big Sale.

Mr. Dealer, do you ever put yourself in the customer's place when you are trying to sell an outfit? Do you stop to realize that salesmanship consists just as much in ascertaining the wants of the customer and meeting them as in persuading him to purchase something he does not want? A certain dealer not far from New York lost a sale that amounted in all to nearly \$350 because he tried too hard to persuade the customer that a mahogany-cased machine would fit into a room of mahogany furniture though the prospect had set his mind on a Circassian walnut case. The dealer urged about the eternal fitness of things until the prospect got tired of the discussion and bought the outfit from another house. True, it was an extreme case, and the dealer was right in theory and according to decorative standards, but the situation was one where suggestion and not argument was needed. The customer is the one who is spending the money, and when he is perfectly satisfied it means an excellent advertisement for the store.

PHONOGRAPH IN PIANO.

A New Development Noted by a Writer in a Philadelphia Paper.

We occasionally find some extraordinary items in our contemporaries of the daily press. For instance, the following from a Philadelphia paper informs us that a local inventor with an eye to the economy of space and dollars "has perfected an arrangement whereby a piano and a phonograph can both be nicely housed in one case. Where space is at a premium, which is distinctly the case in flats, this invention will be found most desirable. The top of the piano is divided into three compartments. In one of the end compartments the turntable of the phonograph is located, the crank extending from the sides; in the other compartments the records are kept; and they are open in front so that the discs can be easily removed or replaced. When the lid of the piano is down the caller would not suspect that any other instrument was concealed within, unless he wondered what the crank was for. When the lid is raised, however, the talking machine and its records are disclosed to view. The record is inserted, the lid closed down and the tone passes below either through a panel in front or at the side." Next!

ASKED FOR MONEY, PROBABLY.

Mrs. Hoyle—They say that the tones of the voice have color.

Mrs. Doyle—Shouldn't wonder; I know I have said things which made my husband get purple in the face.

**THIS IS THE FAMOUS
"TIZ-IT"**



**All-Metal
Horn
Connection
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.
Send for descriptive Circular and printed List of Jobbers
who keep "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we
will supply you.

One dozen lots, prepaid, \$3.60
Free sample to Jobbers

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station

Chicago, Ill.

COURT HOLDS WITH VICTOR CO.

That Sale of Leeds & Catlin Records by American Graphophone Co. Was an Infringement of Berliner Patent and Violated Permanent Injunction—Court Imposes \$1,000 Fine—Decision to be Appealed—Messrs. Pettit's and Cromelin's Views of the Decision.

On April 1 the case of the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Co., New York, was argued in the United States Circuit Court, New York City, before Judge Lacombe. The question at issue was whether the stenciling or relabeling of a quantity of Leeds & Catlin Co.'s records by the defense was an infringement of the Berliner patent, and therefore their sale to the Simpson-Crawford Co., of that city, contempt of court.

Practically a like issue was involved in a suit between the same companies pending in the United States Circuit Court at Trenton, N. J.,

which was reached Monday and sent over until Judge Lacombe's decision was rendered. The latter's opinion was handed down on April 6, the Victor Co.'s contention being sustained, the American Graphophone Co. were found guilty of contempt in evading the perpetual injunction on the Berliner patent, and were fined \$1,000.

Regarding the decision, Horace Pettit, counsel for the Victor Talking Machine Co., said: "On March 14, 1910, we secured a rule on the defendant to show cause why attachment should not issue for contempt of court in violating the injunction of April 6, 1906, in the suit of the Victor Talking Machine Co. et al., against the American Graphophone Co., on the Berliner patent No. 534,543. While the American Graphophone Co. has a license under the Berliner patent allowing it to manufacture disc records and machines and to sell the same, that company, as we contended, in violation of the decree of court, bought a large number of disc records manufactured by the Leeds & Catlin Co., which had been held to infringe that patent in a suit of the Victor Co. against the Leeds & Catlin Co., and which had been enjoined in accordance with the decisions of the Circuit Court, Circuit Court of Appeals and the Supreme Court of the United States. The American Graphophone Co. then sold some of these Leeds & Catlin records to certain dealers, among others Simpson-Crawford Co., of New York City, with a new label thereon, styled 'Sir Henri' records.

"These contempt proceedings were fully argued before Judge Lacombe on April 1. The defendants held that they had a right, under their license, among other things, to buy and sell these Leeds & Catlin records. We contended that to buy and sell these Leeds & Catlin records, which had been enjoined as infringing records by the Circuit Court, Circuit Court of Appeals and Supreme Court of the United States, was not only a violation of the license agreement but a violation of the decree of the court in the suit against the American Graphophone Co., entered in April, 1906, and in contempt of court.

"The opinion of the court was filed Wednesday, sustaining our contention. The court said, among other things: 'It could hardly have been the intention of both parties to allow the Graphophone Co. to gather up wherever it could the infringing records of other convicted violators of complainants' rights and resell them under its own name.'

Paul H. Cromelin's Statement.

When asked for a statement regarding the matter, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., said: "Some weeks ago the American Graphophone Co. began an action in the United States Circuit Court at Trenton, N. J., against the Victor Talking Machine Co. with a view to enjoining that company from unlawfully interfering with our customers in the prosecution of their business. The proceedings were begun March 3. One of the grounds of dispute arose out of the sale by us to a customer of a small lot of single-faced Leeds & Catlin records, which had been taken in under our exchange plan from customers of the Leeds & Catlin Co., after we had enjoined that concern from further manufacturing records in infringement of our Jones patent, No. 688,739.

"As is well known, we have discontinued the manufacture of single-faced records, and last fall, in the ordinary course of business, we sold this customer a quantity of these old uncatalogued records of our own manufacture with their special trade label 'Sir Henry.' Included were the lot of Leeds & Catlin records referred to, which were also relabeled 'Sir Henry.' There is no dispute as to our right to sell records of our own manufacture, and the question involved in the differences which have arisen is whether our license under the Berliner patent, which we have taken from the Victor Co. in exchange for our license to them under our Jones patent, is broad enough to warrant our reselling this lot of Leeds & Catlin records. We believe it is. The Victor Co. thinks it is not, and after we had begun suit in New Jersey, they brought proceedings against

us in New York on March 14. We have had one skirmish and the court of first instance in New York agrees with them. That's all there is to it. The decision in no way affects goods of our manufacture.

"The matter is hardly of sufficient importance to warrant a continuance of the fight, for the acts complained of were committed months ago and the records are all sold. In order, however, to try out the legal question as to the breadth and scope of the license we have granted the Victor Co. and received from them an appeal will be taken immediately. There has never been any doubt in our minds that we were in the right, but should the Circuit Court of Appeals sustain the lower court in defining the scope of the licenses, the result will have no effect whatsoever on our business and we will gracefully submit to the judgment of the honorable court."

EXPANSION WITH C. B. HAYNES & CO.

This Enterprising House of Richmond Moves Retail Department to New Quarters—Will Occupy Their Own Building for Wholesale Purposes on June 1.

(Special to The Talking Machine World.)
Richmond, Va., April 10, 1910.

C. B. Haynes & Co., the enterprising jobbers of Edison phonographs, records and supplies, have moved their retail department to 5 North Seventh street, where they have fitted up a store that ranks to-day as one of the finest talking machine establishments in the South. On June 1 they intend to move their wholesale department to their own building at 10 North Fourteenth street, where they will have splendid facilities to cater to their increasing trade. It has always been the policy of this house to keep the dealers well supplied, and to that end they will carry a stock in the new quarters that will enable them to look after the needs of their dealers in a manner that must excite the appreciation of their clientele.

VICTOR-VICTROLA FOR BAZAAR.

Presented with a Full List of Records by Enrico Caruso to the Bazaar for the Benefit of the French Hospital.

Among the many gifts presented by prominent personalities to the Bazaar which occurred last week at the Metropolitan Opera House for the benefit of the French Hospital one of the most interesting was a Victor Victrola and a full assortment of Victor records of Caruso's own voice, presented by Enrico Caruso, the famous tenor of the Metropolitan Opera House. Judging from the tickets sold for this gift more than twenty times the value of the machine and records was realized for the hospital. The gift was much appreciated by those interested in the Bazaar.

"ORECALWAS" APPEARS IN PORTLAND.

The people of Portland, Ore., have been much interested in an Eilers announcement inviting the public to hear the "Orecalwas" sing at the Eilers piano house, 353 Washington street. To people who were invited to analyze the "Orecalwas" and figure out whether it was human or operated mechanically, the latter mystery appeared as a cross between the cartoonist's picture of Roosevelt's head and the body of a sea lion.

While the secret of this mysterious object was not revealed, yet it is to be assumed that it was a talking machine enclosed in a semi-human dress which was doing all the stunts. And it may be also assumed that the "Orecalwas" meant the States in which the Eilers stores are prominent factors—Oregon, California and Washington. Meanwhile the "Orecalwas" was the talk of Portland for some time, and concentrated considerable attention on the Eilers talking machine department.

If you are interested in the goods you can interest the other fellow. Finding out the interesting points and telling them—that's salesmanship.

PROTECTORS for VICTROLAS and AMBEROLAS

HIGH PRICED MACHINES

are worth while taking care of

Our Protectors save them from Dust,
Damp and Injury

Price for Victrola XVI. or Amberola, - \$2.00
For Victrola XII. - - - - - \$1.50

Send for samples to-day

MAGNETIC NEEDLES

EVERY NEEDLE GUARANTEED

MADE IN THREE GRADES

Regular Tone—Multi Tone—Mellow Tone

Send for free samples and prices to-day

We are the oldest established

VICTOR and EDISON

Jobbers in Greater New York

S. B. Davega Co.
126 University Pl.
NEW YORK CITY, N. Y.



Exclusive selling rights to Columbia dealers—the most significant message the trade ever received. It's better than a mile of argument.



PACIFIC COAST HAPPENINGS.

Spring Season Opens Up Well—Sales Steadily Increasing—Hornless Machines Popular—Pacific Phonograph Co. in New Quarters—Bacigalupi & Sons Rearranging Store—New Downtown Location for Columbia Wholesale Store—Columbia Co. Items—Sherman, Clay & Co. Pushing the Victor Line—Kohler & Chase in Oakland—Other Items.

(Special to The Talking Machine World.)

San Francisco, Cal., April 1, 1910.

The spring season in talking machine goods is now at its height. While sales in some quarters quieted down a little just before Easter, there was a steady increase of sales up to the middle of March, and the month as a whole is far ahead of the earlier part of the year. The last week has been particularly satisfactory, with reports of heavy sales and orders for new goods coming from all parts of the State. Conditions are especially promising in the country. It is too early for the strenuous work of the fruit and grain harvests, but with rain at just the right time and all conditions favorable for heavy production, country people are loosening their hold on their money. The development of the outside trade in recent years has been wonderful, not so much in quantity as in quality of the goods purchased. Victrolas, Grafouolas and Amberolas, which were at first regarded with suspicion by the small outside dealers, are now becoming almost staples in the trade, and a heavy demand is setting in for the best records that can be had.

The Pacific Phonograph Co. have just occupied offices and storage rooms on Stevenson street, in the rear of Peter Bacigalupi & Sons, and have about completed the stock-taking and other work incident to the transfer of the Edison jobbing business. The complete stock has not yet arrived, but is expected within a week or two. The salesmen are now getting together, and within the next week will be started on the road, many of those formerly with Peter Bacigalupi & Sons having gone over to the Pacific Phonograph Co.

Peter Bacigalupi & Sons are rearranging their Market street store to adapt it to the new conditions. The jobbing business in the Zonophone line is being carried on with customary energy, and by concentrating on this line Mr. Bacigalupi expects to expand the trade materially. He is still selling off a lot of the stock taken over from Kohler & Chase last month, and while business has been somewhat upset by the changes, the local retail business is in good condition.

Aside from the changes affecting the Pacific Phonograph Co. and Peter Bacigalupi & Sons, the most interesting announcement of late is of the downtown location of the Columbia Phonograph Co.'s wholesale branch in this city. The company have taken a three-year lease on the entire top floor of the Allied Arts building, 334 Sutter street, in the musical merchandise district. Mr. Scott, the local manager, states that for the present no attempt will be made to do a local retail

business, this being left to Kohler & Chase, who are handling the trade very satisfactorily in their new building on O'Farrell street. By the time this lease expires it is hoped that suitable quarters can be secured on a ground floor, where a retail branch can be installed. Coast Manager W. S. Gray, of the Columbia Phonograph Co., is now on his regular trip through the north, and W. S. Storms, the outside man, is in the San Joaquin valley. He reports that the outlook in the country is extremely good.

Since the Dictaphone business was taken up again by the local Columbia branch, the offices have been retained in the Phelan building, under Francis W. Downe, who has had charge of this business for several years. The outlook in this line is especially good, several large orders having been sent to the factory of late, including one from the Southern Pacific for about \$10,000 worth of machines.

Kohler & Chase have just started their Columbia agency in Oakland, where they expect to build up a large business in this line. The Sacramento agency has been turned over to the Columbia Graphophone Co., which will continue to conduct their business in Kohler & Chase's store.

The San Francisco management is very enthusiastic over the Grafonola Regent, orders for which are still coming in faster than they can be filled. The offices will be established in the downtown quarters before the middle of the month.

Andrew G. McCarthy, of Sherman, Clay & Co., returned from a strenuous northern trip about the middle of March. He states that business is flourishing all through the Northwest, with prospects for a big summer on Victor goods. He states that the business for last month set a new record for March, and that there is a healthy growth of business all over the Coast, good orders being received from all the outside men. Large shipments of Victrolas are being received all the time, but it seems impossible to accumulate any considerable stock ahead of requirements.

Sherman, Clay & Co. have had some notable talking machine displays in the last few weeks. The local window this week was decorated with Victor machines, records and violins, with the announcement of the recitals here and in Oakland of Maud Powell. The store in Portland, Ore., had a magnificent Easter display, in which the background was made in imitation of a pipe organ, with a choir boy in the foreground and an attractive arrangement of Victor machines and records suitable for the season.

CRESSEY & ALLEN PROGRESS.

(Special to The Talking Machine World.)

Portland, Me., April 7, 1910.

Cressey & Allen, jobbers of Victor goods, report that their business during the last two years has been steadily increasing, particularly so during the last year. The past six months has convinced them, without any doubt, that it is only a question of time when more room and greater facilities will be necessary to enable them to take care

of their Victor business in the manner in which they are anxious to do. They say their wholesale business is increasing daily, while their retail business is entirely satisfactory to them.

HALL OF FIBRE NEEDLE FAME

Visits New York and Other Eastern Centers—B. & H. Fibre Needles Grow in Popularity—How They Increase Record Trade—Interesting Chat with Mr. Hall.

Fred D. Hall, president of the B. & H. Fibre Mfg. Co., Chicago, was a visitor to New York last week, looking over the trade situation in this city, as well as Philadelphia, Boston and other points.

In the course of a pleasant chat in The World sanctum Mr. Hall spoke in a most optimistic way of the increasing demand for fibre needles throughout the country. He said: "Our business has been increasing month after month, and dealers and jobbers find that their customers appreciate the B. & H. fibre needles, because they result in an increased demand for records among the largest purchasers of high-priced records—people who like to get the best and most musical effects in interpretation. These purchasers find that the B. & H. fibre needle makes the playing of a record a source of extreme pleasure, and as a consequence dealers who sell fibre needle users say their record sales are simply doubled.

"We have been increasing our facilities to meet the increasing demand for our fibre needles, and have been compelled to take this course in order not to disappoint our customers.

"We have hundreds of very interesting letters from users of B. & H. fibre needles, which, if read, would open the eyes of those who are not acquainted with the special qualities of the fibre needles and their ability to preserve the life of the record for all time. The B. & H. fibre needles have led to a new interest in the talking machine. People become as enthusiastic in getting the finest results out of their various records as do the musicians who operate piano-playing mechanisms with all the latest marvelous devices for securing color effects when playing the works of the great masters. The B. & H. fibre needle makes the talking machine essentially musical, and by this means it appeals to a large constituency."

During his sojourn in the East Mr. Hall visited the Edison plant at Orange and the Victor plant at Camden, N. J. He expressed himself as delighted with the courtesies shown him all along the line, and paid some pretty compliments to New York City and its remarkable progress since his last visit to the metropolis. It is not at all improbable that Mr. Hall will make a short trip to the South previous to returning to Chicago.

And speaking of the B. & H. fibre needle—it will be worth while for the reader to look up the B. & H. fibre needle advertisement which appears elsewhere in this issue of The World and read the concise but forceful statements regarding this specialty put forth by the manufacturers.

INDIANAPOLIS GLEANINGS.

Business Not Over Active—Grafonola for Store Opening—Musical Echo Co.'s Victor Display Admired—Dealers Looking Forward to Opera Period—Pearson's Plans—Grafonola Regent a Big Seller—Other Happenings.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 9, 1910.

The talking machine business in Indianapolis has been up to the average for the last month. The weather has been fairly good, although three or four excessively warm days about Easter time cut into the business to some extent. Dealers are now getting ready for the summer business which includes the sale of talking machines to be used in summer camps and at summer entertainments and concerts. This line of business is not up to the winter standard, but it is about all there is in the summer time.

S. F. Knox & Co. have opened a new five-and-ten-cent store, in East Washington street, the largest in the city. They gave a grand opening and a Grafonola and orchestra were used. Hundreds of people viewed the new store, but no goods were sold on that day. The company have on sale at ten cents each the Columbia wax records, which are now no longer made.

Warren Bird, in the State Life Building, who represents the Dictaphone Co., is doing a nice business. He has placed commercial machines in the offices of some of the best known lawyers and business men of the city. The only trouble is, he says, that he can't get enough stock to supply the demand.

The play of Charles B. Sommers, "The Wind-ing Way," which was presented at the Murat Theater by William Favershaw, was well received and favorable comment was given in the press. Mr. Sommers is manager of D. Sommers & Co., which firm among other things handles Columbia talking machines.

The Grafonola Regent is popular in Indianap-olis and is one of the best sellers among the

high-priced machines. The local Columbia agency has disposed of every Grafonola that was received within a few days after it was placed in stock and many future orders have been taken.

Several nice Easter windows were shown by the talking machine dealers. One that attracted much attention was that of the Musical Echo Co., which handle Victor machines. This window was a cathedral scene showing a choir boy before an immense organ. C. V. Weaver, who has charge of the window decoration department of the Columbia agency, prepared a window, the central device of which was a revolving instrument showing a double-disc record and a Regina music plate.

Talking machine dealers are looking forward to good sales on April 27 and 28, when the Metropolitan Opera Co. will appear in Indianapolis. They expect to sell many Victor records made by the stars of this company.

The remodeling of the Pearson Piano house in North Pennsylvania street has been delayed somewhat. This company will not vacate its branch house in Massachusetts avenue until the new store is to be completed and the removal of the Kipp-Link Co., who handle Edisons, will therefore be delayed until that time.

The Wulschner-Stewart Co., who handle Edison talking machines, are pushing the business in commercial machines pretty hard. Heavy advertising is being carried on and it is said this line of the business is showing rapid progress.

The Orpheum moving picture theater in East Washington street, has installed a pipe organ at a cost of \$2,700, which is a great attraction for all of the patrons of such shows. It will be used with pictures based on Biblical, mythological and historical subjects. The mechanism of the organ is in the basement and the player sits in the orchestra pit.

The automobile show brought a good crowd to Indianapolis and the penny arcades and the moving picture shows noticed a considerable increase in business. Several big things are scheduled

for Indianapolis in the next few months, among them a grand aeroplane meet at the Speedway.

The Chance-Clough advertising agency, one of the largest in the city, has recently installed several Edison business phonographs. They are greatly pleased on account of the amount of time which is saved by using the machines. The machines were bought from the Wulschner-Stewart Co., the local agents.

A YOUNG MAN OF TALENT.

M. D. Easton, the Clever Son of Edward D. Easton, on Tour with Princeton's Famous Triangle Club, Composed of the Dramatic Talent of the University.

M. D. Easton, only son of Edward D. Easton, president of the Columbia Phonograph Co., General, now in his senior year at Princeton College, was on tour with the Triangle Club, composed of the dramatic talent of the university, returning Wednesday of last week. The visit of this famous club is a social event wherever they present their play, and in this capacity have given performances in Washington, D. C., Indianapolis, St. Louis and Chicago. In St. Louis the members were tendered a banquet by the local alumni. Mr. Easton, who is twenty-two years of age, will finish his collegiate course and graduate in June. He has developed unusual talent in the dramatic field.

SPAIN AS A "TALKER" MARKET.

Spain is proving a good market for high class talking machines and records, and it is being worked to very good purpose by the talking machine men of France. The market is especially large for popular priced machines, because the working classes are extremely musical, but, of course, limited in means.

Tact is one of the best of mental possessions, either natural or acquired.



No. 400 Closed

When closed, the complete cabinet occupies a minimum of space, being much less than a foot square. Thus it will be seen what an ideal self-selling proposition this new Collapsible Display Cabinet is. The cabinet costs you nothing, and besides, you are the gainer by over 50% in cash profit on your investment.

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

What is the C-D-C Device ?

Why, it is the most remarkable Harmonica selling proposition ever devised. It sells Harmonicas. The C-D-C Device consists of a three-tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and when closed resembles an elaborate jewel case.

The enormous demands that we have so far received for the Assortment speaks for the excellence of this money maker. Owing to the novel arrangement of this cabinet and its peculiar construction it can be thrown open and closed in a moment's time. When the cabinet is open the Harmonica display is exceptionally attractive, exhibiting its entire contents of 38 Harmonicas at one time.

HOHNER HARMONICAS

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

ASSORTED HARMONICAS	
16 pieces to retail at 25c	\$4.00
12 pieces to retail at 35c	4.20
10 pieces to retail at 50c	5.00
Total retail value \$13.20	

YOUR INVESTMENT
\$8.75
 Per cabinet and Harmonica Assortment

YOUR GAIN
 Over 50 per cent. Cash Profit and a superb Display Cabinet

Our folder illustrates the Cabinet in Colors. Write for a copy now.

M. HOHNER, 475 Broadway, NEW YORK

CANADIAN OFFICE, 76 York Street, Toronto MEXICAN OFFICE, 4a Calle de Tacuba, No. 33, Mexico City

HARMONICAS ACCORDIONS BLOW ACCORDIONS



No. 400 Opened

REVIEW OF MAY RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

An impressive feature of the Victor Talking Machine Co.'s Red Seal list of records for May is a series of seven records from the garden scene in "Faust" which completes this greatest of operatic acts. The artists participating are: Geraldine Farrar, who sings "Le Roi de Thule" (88229); Farrar-Caruso-Journet-Mme. Gilibert in "Seigneur Dieu," quartet (95204); "Eh Quoi Toudjourns Sente," quartet (95205); Marcel Journet, bass, "Invocation Mephistopheles" (64119); Miss Farrar and Caruso, "Tardi si Fa," duet (89032); "Sempre Amar," duet (89031); Miss Farrar and Journet, "Elle Ouvre Sa Fenetre" (89040.) Riccardo Martin, the American tenor of the Metropolitan Opera Co., is represented by two Red Seal records, Puccini's "E Luceran le Stelle," from "Tosca" (87050), and Dvorak's Love Song, "Als Die Alte Mutter" (87051). Leo Slezak, the notable tenor of the Metropolitan Opera forces, is heard in two numbers in German, a selection from Goldmark's "Queen of Sheba" (64115) and "Depart, Fair Vision," from Massenet's "Manon" (64116). Lovers of the piano will be delighted with two Chopin studies by Wilhelm Backhaus, the Etude in G sharp and the Etude in A flat (74159). This is a most important and invaluable addition to the piano records listed by the Victor Co. Backhaus seems to possess the happy knack of getting the very best tonal results on the records. The regular list of Victor records for May includes some numbers that are destined to win a wide popularity. The prelude from Wagner's "Lohengrin," played by the La Scala Orchestra of Milan (31779), is a remarkable performance of a remarkable work. Other instrumental numbers of unusual merit are the "Blue Danube Waltz," by Strauss (31777); Pierné's Serenade (5770), played with brilliancy and charm by the Vienna Quartet, and Von Suppe's Tantalusqualeen overture (31776), which is given a splendid reading by Arthur Pryor's Band. The Victor Light Opera Co. is represented by Gems from "San Toy" (31778), and Gems from "The Chocolate Soldier" (31780), which afford proof that the Victor Light Opera singers are improving all the time. M. Rocca, the accomplished young tenor of the Opera Comique, contributes a vocal number from "Lakme" (5771) which will win favor. In the popular field Nora Bayes is heard in her inimitable singing of "Has Anybody Here Seen Kelly" (60013), while Jack Norworth is represented by a medley of college songs (60014), which undoubtedly will be included in the repertoire of every college boy and college graduate the country over. The Victor double-faced record list is especially good this month, and, as can be seen elsewhere, includes some combinations of instrumental and vocal numbers that must unquestionably win the consideration of purchasers.

* * *

Some distinguished artists are to be found in the National Phonograph Co.'s list of grand opera Amberol records for May. Carmen Melis, the celebrated operatic soprano, sings "Vissi D'Arte" from "Tosca" (B188); Marguerita Sylva, soprano, is heard in Habanera from "Carmen" (B189); Blanche Arral is heard to splendid advantage in "Lecocq Bolero" (B190); Riccardo Martin, the American tenor of the Metropolitan Co., is represented by "The Drinking Song" from Mascagni's "Cavalleria Rusticana" (B191); while Gustave Huberdeau, baritone, sings the "Berceuse" from "Mignon" (B192) in a really charming and finished style. It is a splendid example of baritone or bass singing. This list, as a whole, is one of the best ever put out by the National Co. and will undoubtedly add to the growing popularity of the grand opera Amberol records. In the regular Edison Amberol list, among the instrumental numbers that will win favor are the "Entr'acte" from "The Prima Donna," played

charmingly by Victor Herbert and his orchestra (420); Strauss' "Memories Waltz," by the National (London) Military Band (428); "To You," waltz serenade by the Vienna Instrumental Quartet (429); "La Gipsy" mazurka, brilliantly played by Sousa's Band (413), and a very clever arrangement of Arditi's "Kiss Waltz," played by H. B. Henton (417) as a saxophone solo. In the vocal list, as will be noted elsewhere, many of the popular productions of the day, as well as the standard numbers, are represented. The well-known popular song, "By the Light of the Silvery Moon," is destined to score a tremendous popularity. It is sung by Ada Jones and male quartet in a really delightful manner, and is destined to win a great vogue. In the Edison Standard list, among the numbers that particularly stand out is the playing of "Narcissus" (10350) by Sousa's Band, and the "Hungarian Dance" by Victor Herbert and his orchestra (10353). In the foreign Amberol list two numbers in Italian sung by F. Daddi (7500-7501), and two Standard numbers, an Italian song by Daddi (20606) and a Hebrew song by S. Paskal (21016), are numbers of more than ordinary merit. The list, taken as a whole, is an interesting and comprehensive one, and should certainly hold the attention of Edison adherents.

* * *

There is a pleasing diversity in the records listed by the Columbia Phonograph Co. for May. There is a strong representation in the 12-inch list, a striking feature being Raymond Hitchcock, whose singing of Burt's "Wal, I Swan" is a classic of its kind. Few can equal Hitchcock in songs of this character. The record backing up this is "Visions of Salome," played by Prince's Orchestra (A5162). Another unusually strong record in this list is selections from Verdi's operas by Prince's Orchestra, and "The Miserere" from "Il Trovatore," sung by Miss Stevenson, John Young and the Columbia Quartet (A5165). This record will be a delight to the followers of Verdi, and is destined to win a remarkable popularity. George Lashwood, the celebrated English music hall baritone, is represented by two songs sung most delightfully and humorously (A5164). Another recent engagement of the Columbia Co.—Manuel Klein's New York Hippodrome Orchestra—is heard in Tchaikovsky's "Flower Song," which is backed up by a soprano-tenor duet from "The Dollar Princess" (A5163). In the 12-inch Symphony record list David Bispham, the distinguished operatic baritone, is heard in "The Boat Song" and "The Pauper's Drive," the latter a new song which has made quite a sensation in concert circles (A5166). Bispham sings these numbers in a manner to display his remarkable vocal and dramatic powers. The Columbia 10-inch list includes quite a number of the latest copyrighted song successes of the day. A glance through the list will show dealers that they have here an opportunity for building up a big trade with the songs that are being sung by all the

leading musical artists and the popular singers of the day. For instance, "Where the River Shannon Flows" and "Red Clover" (A815), and "Has Anybody Here Seen Kelly?" by Miss Ada Jones; "Whoop, La, Willie, Don't Let Me Go," by Paul Southe (A810), and "The Cubanola Glide" and "Shaky Eyes," sung by Arthur Collins (A811), are only a few among a very imposing list of the favorites of the day. It is unnecessary to enumerate the numbers listed under the captions of the Columbia two-minute and four-minute Indestructible cylinder records—they can be seen in the list printed elsewhere. They include a number of standard numbers—songs that will ever be popular. In the four-minute records three numbers that stand out especially strong are the Sextette from "Lucia," played by Lacalle's Band (3060); "Come Where My Love Lies Dreaming," vocal quartet (3062); "That Mesmerizing Mendelssohn Tune," baritone and tenor duet by Collins and Harlan (3065), and the "Keler-Bela" overture played by Lacalle's Orchestra in a very spirited manner (3063). The Columbia list, taken as a whole, as before stated, is admirably diversified and covers all demands along classic and popular lines.

LOVE-MAKING BY PHONOGRAPH.

After having been courted for more than five years by a suitor upon whom she set eyes for the first time less than two months ago, Miss Katherine Bell, ingenue for Blanche Walsh, in "The Test," has finally succumbed to the entreaties of a New York law school student, and at the end of the actress' engagement in Los Angeles, she retired from the stage to marry.

The bridegroom-to-be is Hastings Speed, son of a well-known New York lawyer of that name. The young man, it is said, carried on his courtship by phonograph. Month after month he poured his entreaties into records and sent them about the country after Miss Bell. She put them on her phonograph and listened from time to time, purely out of curiosity. Finally she consented to meet her suitor. Speed made haste to Chicago and found that Miss Bell was a girl whom he had known in his childhood days at Elmira.

The odd courtship came about as the result of a visit the actress made to a phonograph store in New York. She priced machines, but left the shop without buying any. The following day a phonograph was delivered to her hotel. Thinking there was a mistake, she called the dealer on the telephone and he told her a young man unknown to him had paid for it and ordered it delivered to her address. From that time she began to receive "The Love Letters of a Record."

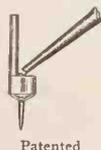
Both young people, after consulting with their parents, set the wedding day for March 14 in Los Angeles.

A talking machine company in Paris is publishing disc records of socialistic songs.

The THORN NEEDLE and HOLDER is Pleasing Everybody

ESPECIALLY THE DEALER WHO SELLS THEM

Put in a stock of Thorn Needles and Holders and give them a THOROUGH try-out with your trade. You will be as surprised with the results as other dealers all over the country who have taken the time to demonstrate them.



Patented

We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put it Off. DO IT NOW.

YOUR TRADE WANT THEM BECAUSE THEY ARE
Easy to Handle **Each Needle Plays Several Records**
No Scratching **No Change in Reproducer**
No Wear Upon the Record

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
 THORN NEEDLE HOLDERS, - EACH 25 CENTS
 Liberal Discounts to the Trade

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.

**Comparison means Columbia—Wait
a minute! This is not a mere statement,
it's a fact. Dealer or consumer—It's the
truth.**



TRADE IN MONUMENTAL CITY.

April Business Starts Off in a Lively Manner—Dealers Satisfied with Conditions—Silverstein Giving Daily Concerts—J. A. Grottendick with Cohen & Hughes—Other Changes—With the Other Houses in the Trade.

(Special to The Talking Machine World.)
Baltimore Md., April 9, 1910.

Judging from the way the present month has started in business for April will not be up to the expectations desired by the dealers. The slackening up in the trade seemed to have started in toward the end of Lent and there has been no material change toward briskness since then. The month of March, as a whole, however, was quite satisfactory, while reports for the first three months of the present year show a healthy increase over the conditions that prevailed during the same months of 1909. It must be admitted though that the local dealers in almost every case are optimistic, and they feel that the slight falling off in the trade is only temporary and that before the spring ends they will be able to say that that particular season of 1910 was one of the most satisfactory that they have had for several years.

Naturally, when these slumps appear, the dealers look for the reason or reasons for these vagaries of the trade. One dealer said that he found many of his customers are investing their money in various kinds of stock, with the result that they have no ready money for talking machines or records, while another declared that automobiles have been responsible for a part, at least, of the dropping off of receipts. He says that several of his buyers have admitted giving way to the motor car craze and, consequently, they find all they can do just now to pay for machines that they have purchased. Many other reasons have also been given by former purchasers, especially those who have kept a good supply of records in their homes.

Morris Silverstein, who handles Victors and

Columbias at 116 North Howard street, has been giving daily concerts at his store. He also has a very attractive window display which attracts large crowds.

B. Feinberg, traveling representative for the Columbia Phonograph Co., has been visiting in this territory and was a caller on Manager L. Allan Laurie, of the local branch.

Joseph A. Grottendick, who has been manager of the local branch of the E. F. Droop Co. since its advent into Baltimore about five years ago, has resigned that position and taken a similar one with Cohen & Hughes. The latter firm has become a local jobber for the Edison machines, thus making two jobbing houses in Baltimore. The other one is the E. F. Droop Co.

W. C. Robert, who has been connected with the Droop Co. for a number of years, has been made manager of the local store. He reports business with both the Victor and Edison machines to be in excellent shape.

Sanders & Stayman report a good month with the Columbia and Victor machines, while similar reports are made by E. R. Eisenbrandt Sons regarding the Victors.

NEW YORK TALKING MACHINE CO.

Have Built Up a Strong Organization and Are Steadily Expanding Their Business—The Opening Months of This Year Show Big Improvement as Compared with Same Months Last Year.

The steady increase in the business of the New York Talking Machine Co., 83 Chambers St., New York, is a tribute to this effective and efficient organization. When reports of slow or even dull trade were uppermost topics this company never failed to render an optimistic statement, which was borne out by the facts. Carrying as full and complete a stock of Victor records, machines, etc., as any distributor in the country, if not larger, they have seldom, if ever, been unprepared to fill 100 per cent. of the dealers' orders entrusted to their care. This has been their invariable policy, and it has been maintained sometimes in the

face of great odds, when congestion has ruled at the factory and they have been so far behind on orders that daylight was not even in sight.

The energetic spirit dominating this enterprising and resourceful company prevails in every department, from Manager Williams, through the office force and traveling staff to the stock and shipping departments. Of current conditions, in so far as they pertain to the company, General Manager Williams, a man of few words but of forceful action, said:

"Every month this year is not only ahead of that in 1909, but exceeds any previous month in the history of the firm. This is particularly true of March, which has been the best on record. We cannot see why 1910 should not be a prosperous one for the talking machine trade, especially for Victor dealers. The Victor goods are so firmly established as leaders in their line that argument to the contrary seems idle talk. At any rate, that is our firm belief, and the great increase in our business proves this statement to be a fact. As a matter of truth, at times we have been pushed to fill orders, not from lack of stock, as we keep this up to the top notch at all times, carrying out our 100 per cent. delivery policy to the letter, but for other reasons not worth while mentioning just now.

AN ATTRACTIVE WINDOW DISPLAY.

The Kramer Music House, Allentown, Pa., made a window display in honor of the Easter season that aroused the admiration and won the praise of all who saw it. They used the standard Victor prepared display as the basis of the treatment. The window was illuminated at night and resulted in the sale of a large number of machines and records.

None of the talking machine record makers have yet reproduced the still small voice of conscience we read about.

The rich man calls it ennui, the young man calls it spring fever, but the general public calls it laziness.



SEEBURG ART STYLE ELECTRIC
First in the Field

Are You Posted
regarding the money-making possibilities of Seeburg Electric Pianos? If not, write us and we will gladly send you our new illustrated booklet and full information regarding our high grade product and the SEEBURG SYSTEM.

J. P. Seeburg Piano Co.
209 State Street CHICAGO



ANOTHER SEEBURG WINNER

THE TRADE IN CINCINNATI.

Decided Improvement Reported in Middle West Business—New Firm of Talking Machine Dealers—Geo. P. Gross to Handle Talkers—Billboards for the Salm Co., New Lines for J. C. Groene & Co.—What the Various Dealers Have to Report Anent Conditions—Difficult to Get Enough Goods.

(Special to The Talking Machine World.)
Cincinnati, O., April 9, 1910.

There is said to have been a decided improvement in the Middle West business in the past month. Jobbers have been receiving inquiries from new sources and are busy tending to the wants of those already on their list.

A. Cipolloni & Co. is the name of a new firm which has joined the ranks of dealers selling talking machines. Cipolloni has established a store at 625 Plum street, where he is making a feature of Caruso pieces and others savoring of Sunny Italy.

George P. Gross, Main and Woodward streets, has arranged with the Milner Music Co. to take on a line of talking machines in connection with his piano wareroom. His wants in this direction were supplied last week. The Milner Music Co. are giving much of their time looking after the desires of dealers. Manager W. A. Timmerman stated a few days ago that additional help has been employed to open up new fields in the line of dealers' agencies. The former spent the early part of this week in Chicago, visiting the Windy City on a business mission.

The Salm Talking Machine Co. last week closed contracts for eighteen signs, of thirty feet each, for billboards in various parts of Cincinnati. The Victrola and the Grafonola will be featured.

The Victrola and the Amberola lines have been taken on by J. C. Groene & Co., and the firm believe both will be winners. They have already had quite a number of inquiries and have good prospects of selling those now on the floor. The company are about to make extensive changes

about the premises. The talking machine department, including the Concertophone, which has been bought outright by the Ohio Concertophone Co. from Chicago people, will be installed in the basement. The ground floor will be given over to the display of sheet music. Hereafter the Concertophone will be manufactured in Cincinnati. Joseph Krolage, who has charge of the talking machine department of the Groene Co., is again back on the job, after having been separated from his appendix. Krolage is exceedingly happy over his recovery.

John Arnold's talking machine business during March was fairly steady particularly in the popular priced lines. The special Victor record, "Has Anybody Here Seen Kelly?" sung by Miss Nora Bayes, is the big selling record on the April list.

Manager S. H. Nichols, of the Columbia Phonograph Co., advises that he has just closed a very satisfactory business for March, it ranking with the largest March business in the history of the Cincinnati store. The demand for the Grafonolas and grand opera records continues to increase almost daily, and one day's business in March included the sale of seventeen Grafonolas. Next to the Grafonolas, the medium priced instruments made the best showing, with a large sale of double face discs and Columbia indestructible records.

This branch signed up more exclusive Columbia dealers in March than any other previous month. Inquiries by mail are very large, and these inquiries invariably result in orders of satisfactory amounts.

The Rudolph Wurlitzer Co. report that the talking machine business for the month of March has been in every sense of the word a record breaker. The traveling men all report business improving and are sending in substantial orders as well as starting new dealers in all sections, in both the Victor and Edison lines. The mail orders have also been increasing, necessitating an extra night shift of men to fill same.

The local retail trade has been particularly

satisfactory. The large number of Victrolas and Amberolas sold this past month to representative musical families is particularly reassuring. The new McCormick Victor records are going like wild fire.

The question as it now presents itself is not can the goods be sold, but how to get them. The standing orders on hand for Victrolas and Amberolas are enormous. The Red Seal record trade is growing very rapidly, proving the fact that Cincinnati is a musical city. All in all the trade seems solid and durable, totally different from the spasmodic kind of some few months ago.

WILL EXHIBIT AT RICHMOND.

The Victor Co., the National Phonograph Co. and the Columbia Co. Will Be In Evidence at the Trade Exhibit to be Held in May.

The Victor Talking Machine Co., Camden, N. J., have reserved two spaces, Nos. 27 and 28, on the side, at the Richmond Piano Exhibition. The National Phonograph Co., which were placed on 23, adjoining the Columbia Phonograph Co. on 22, have likewise secured an additional space at No. 24. The exhibition runs from May 16 to 21.

Manager Green, in speaking of these additional reservations, said, "The talking machine firms are going to make an elaborate display of their goods, and in a way that will open the eyes of the piano people. They are entering into the proposition in a spirit that should be an inspiration to everybody. After the Richmond exhibition I am quite satisfied Chicago will be the successful applicant for the next show. Milwaukee—well, it is a small city, I must admit. The exhibition of 1911, if the Richmond affair is a success, and of this there is no doubt whatever, is due to go west, and Chicago is in line. These expositions, however, to do the most good, should be held in the larger cities—New York, Chicago, Boston, Philadelphia, etc."

Don't forget the Jobbers' Convention at Atlantic City.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs or Talking Machines

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RECORD BULLETINS FOR MAY, 1910

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- AS10 Has Anybody Here Seen Kelly?—Soprano Solo by Ada Jones, Orch. Accomp. C. W. Murphy and Will Letters
- Whoop-La-Willie, Don't Let Me Go.—Tenor Solo by Paul Southie, Orch. Accomp. Justil King (One side copyrighted; additional price, 2c.)
- AS11 Cubaola Glide.—Played by Prince's Orchestra Harry Von Tilzer
- Shaky Eyes.—Baritone Solo by Arthur Collins, Orch. Accomp. Armstrong and Clark
- (Two sides copyrighted; additional price, 4c.)
- AS12 My Old Kentucky Home.—Vocal Quartet, Male Voices, by the Columbia Quartet, Orch. Accomp. Foster
- Love's Rondo.—Played by Prince's Orchestra N. Van Westerhout
- AS13 Bunker Hill.—Tenor Solo by Byron G. Harlau, Orch. Accomp. Albert Von Tilzer
- The Village Blacksmith.—Bass Solo by Wm. McDonald, Orch. Accomp. Ed. Duston
- AS14 When Mose Leads the Band.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Theo. Morse
- Moonlight in Jungle Land.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Dempsey and Schmid
- (One side copyrighted; additional price, 2c.)
- AS15 Red Clover.—Baritone and Tenor Duet by Stanley and Burr, Orch. Accomp. Theo. Morse
- Where the River Shannon Flows.—Tenor Solo by Henry Burr, Orch. Accomp. Jas. I. Russell
- (One side copyrighted; additional price, 2c.)
- AS16 Song of the Soul.—Contralto Solo by Merle Tillotson, Orch. Accomp. Joseph Carl Breit
- Waiting and Watching.—Baritone and Tenor Duet by Harrison and Anthony, Orch. Accomp. P. Bliss
- AS17 Tell Her I Love Her So.—Tenor Solo by Harvey Hindermeier, Orch. Accomp. P. de Pave
- Last Night.—Contralto Solo by Merle Tillotson, Orch. Accomp. Heilidan Kjerulf
- AS18 The Chimes of Normandy (Waltz).—Played by Prince's Concert Orchestra. Planquette
- Choristers' Waltz.—Played by Prince's Concert Orchestra Phelps
- AS19 My Little Kangaroo.—Soprano and Baritone Duet by Elise Stevenson and Frank C. Stanley, Orch. Accomp. Kendis and Paley
- Keep Your Foot on the Soft Pedal.—Baritone Solo by Frank C. Stanley, Orch. Accomp. Harry Von Tilzer
- (Two sides copyrighted; additional price, 4c.)

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5162 Wal I Swan (Ebenezer Frye).—Baritone Solo by Raymond Hitchcock, Orch. Accomp. Benj. Hapgood
- Burt Vision of Salome (Waltz).—Played by Prince's Orchestra Archibald Joyce
- A5163 The Dollar Princess (Ring o' Roses). Paragraphs.—Mezzo-Soprano and Tenor Duet by M. Mayhew and Henry Burr, Orch. Accomp. Leo Fall
- Flower Waltz.—Played by Manuel Klein's N. Y. Hippodrome Orchestra. P. Tschaiowsky
- A5164 There's Another Fellow Looks Like Me.—Baritone Solo by George Lashwood, Orch. Accomp. Fred Leigh
- My Lutebkey.—Baritone Solo by George Lashwood, Orch. Accomp. Prince Woodville
- A5165 Aida.—Selections.—Played by Prince's Orchestra Verdi
- Il Trovatore (El Miserere).—Soprano and Baritone Duet, with Quartet Chorus, by Elise Stevenson, John Young and Columbia Quartet, Orch. Accomp. Verdi

COLUMBIA 12-INCH SYMPHONY RECORDS.

- A5166 Boat Song.—Baritone Solo by David Blispham, Orch. Accomp. Ware
- The Pauper's Drive.—Baritone Solo by David Blispham, Orch. Accomp. Homer

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1322 Carolee Brown (Two-Step).—Military Band, Kap
- 1323 Just a Little Ring from You.—Soprano and Tenor Duet by Ada Jones and Walter Van Brunt Morse
- 1324 It is Well with My Soul.—Vocal Quartet, Mixed Voices. Bliss
- 1325 Business Is Business with Me.—Baritone Solo by Arthur Collins. Smitb
- 1326 Maudy, How Do You Do?—Van Brunt and Hilchrand Wenrich
- 1327 Medley of German Polkas.—Accordion Solo by John J. Kimmel. Kobl
- 1328 Somewhere.—Harry Fay Harris
- 1329 Let the Lower Lights Be Burning.—Tenor and Baritone Duet by Anthony and Harrison. Bliss
- 1330 By the Light of the Silvery Moon.—Soprano Solo by Ada Jones. Edwards
- 1331 On the Beach.—Orchestra. Silberberg
- 1332 In the Evening by the Moonlight, Dear Louise.—Baritone Solo by Stanley Kirby. Von Tilzer
- 1333 Lyna, Oh, Oh, Miss Lyna.—Baritone and Tenor Duet by Collins and Harlan. Leonard
- 1334 The Flight of Ages.—Jessie Broughton. Bevan
- 1335 Eily Riley.—Tenor Solo by Walter Van Brunt Hubbell
- 1336 Childs Festival Gavotte (El Bateo).—Bohemian Orchestra. Chueca and Valverde
- 1337 Solloman.—Frank Miller. Cohan
- 1338 I Really Can't Teach That Top Note.—Frank Lombard Arthurs
- 1339 Mary of Argyle.—Frederick Gnnsten Nelson
- 1340 Over the Mountain of Sorrow.—Baritone Solo by Frederick Wheeler. Tracy
- 1341 1843 Medley.—Military Band. Calvii

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3060 Lucia (Sextette).—Lacalle's Band. Donivetti
- 3061 I Want What I Want When I Want It.—Baritone Solo by James Harrison. Herbert
- 3062 Come Where My Love Lies Dreaming.—Vocal Quartet, Mixed Voices. Foster
- 3063 Hungarian Lustspiel (Overture).—Lacalle's Orchestra Kejer-Bela
- 3064 Let George Do It.—Tenor Solo by Walter Van Brunt Piantadosi
- 3065 That Mesmerizing Mendelssohn Tune.—Baritone and Tenor Duet by Collins and Harlan Berlin
- 3066 The Little Old Cabin in the Lane.—Vocal Quartet, Male Voices. Hays
- 3067 (a) March National Airs.—Accordion Solo by J. J. Kimmel. Kimmel
- (b) Medley of Jigs and Reels.—Violin Solo Chas. D'Almaine. D'Almaine
- 3068 Love Divine.—Chapman and Anthony. Stainer
- 3069 The Midnight Sons (Selections).—Lacalle's Band. Arr. by Lacalle

NEW EDISON AMBEROL RECORDS.

- 413 La Gipsy.—Mazurka Ecossaise. Sousa's Band
- 414 I Wish That You Was My Gal, Molly.

- 415 Moonlight in Jungleland. Collins and Harlan
- 416 Has Anybody Here Seen Kelly? Billy Murray and Chorus
- 417 The Kiss Waltz.—Saxophone Solo. H. Benne Henton
- 418 The Mississippi. Peter Dawson
- 419 Beautiful Looking Hands.—Edison Mixed Quartet
- 420 The Prima Donna.—Entr'Acte. Edison Mixed Quartet
- 421 By the Light of the Silvery Moon. Victor Herbert and His Orchestra
- 422 Down in Turkey Hollow. Golden and Hughes
- 423 Strauss Memor'es Waltz. National (London) Military Band
- 424 One Little Girl. Harvey Hindermeier and Chorus
- 425 Though Your Sins Be as Scarlet. Stauley and Gillette
- 426 Patrol Comique. American Standard Orchestra
- 427 I'd Like to Be the Fellow That Girl is Waiting For. Joe Maxwell
- 428 The Suffragette. Ada Jones and Len Spencer
- 429 To You—Waltz Serenade. Vienna Instrumental Quartette
- 430 The Man Who Fanned Casey. Digby Bell
- 431 Characteristic Negro Medley. Peerless Quartette
- 432 The Cubaola Glide. Collins and Harlan with New York Military Band

EDISON GRAND OPERA AMBEROL RECORDS

- B-188 Tosca—Vissi d'arte (Puccini). Orch. Accomp. (Sung in French). Carmen Melis, Soprano
- B-189 Carmen—Habenera (Bizet). Orch. Accomp. (Sung in French). Marguerita Sylva, Soprano
- B-190 Coeur et la Malin—Jolero Lecocqi. Orch. Accomp. (Sung in French). Blanche Arral, Soprano
- B-191 Cavalleria Rusticana—Brindisi (Mascagni). Orch. Accomp. (Sung in Italian). Riccardo Martin, Tenor
- B-192 Mignon—Berceuse (Thomas). Orch. Accomp. (Sung in French). Gustave Huberdeau, Baritone

NEW EDISON FOREIGN RECORDS.

- STANDARD.
- 20606 Suonne E Fantasia—Capolongo (Italian). F. Daddi
- 21016 Die mieme Glikale (Hebrew). S. Paskal
- AMBEROL.
- 7500 O Silenzio a buordo—Capolongo (Italian). F. Daddi
- 7501 La Spagnola—Bolero—Chiara (Italian). F. Daddi

NEW EDISON STANDARD RECORDS.

- 10350 Narcissus Sousa's Band
- 10351 Christmas Time Seems Years and Years Away Manuel Romain
- 10352 Two Giddy Goats Miss Stevenson and Mr. Stanley
- 10353 Hungarian Dance—D. Victor Herbert and His Orchestra
- 10354 He's a College Boy Billy Murray and Chorus
- 10355 Some Day Miss Marvin and Mr. Anthony
- 10356 Return of the Arkansas Traveler. Len Spencer
- 10357 Paritosh and Jenney Dang the Weaver. William Craig
- 10358 Come to the Land of Bohemia. Joe Maxwell
- 10359 Just a Little Ring from You. Ada Jones and Billy Murray
- 10360 That Lovin' Rag. Sophie Tucker
- 10361 Under the Tent. American Standard Orchestra
- 10362 By the Light of the Silvery Moon. Ada Jones
- 10363 Stop That Rag. Collins and Harlan
- 10364 En Route to Camp March. New York Military Band

NEW VICTOR RECORDS.

- ARTHUR PRYON'S BAND.
- No. 31776 Fantaisusqualeu Overture. Von Suppé 12
- LA SCALA ORCHESTRA, MILAN, CARLO SABAINO, DIRECTOR.
- 31779 Lohengrin.—Prelude. Wagner 12
- STRAUSS AND PIERNE NUMBERS.
- VIENNA QUARTET.
- 31777 Blue Danube Waltz. Strauss 12
- 3770 Serenade Pierne 10
- TRINITY ORCH. ACCOMP. BY VICTOR ORCH.
- 31781 Festival Te Deum, No. 7, in E flat (Op. 63, No. 1) Buck 12
- MEDLEYS FROM OLD AND NEW OPERAS.
- VICTOR LIGHT OPERA CO., ACCOMP. BY VICTOR ORCH.
- 31778 Gems from "San Toy". "We'll Keep the Feast in Pyuka Pong." "The Mandarin." "Same Game." "Pyuka Pong." "Rhoda and Her Pagoda." "The Emperor's Own" Sidney Jones 12
- 31780 Gems from "The Chocolate Soldier": Opening Chorus, "That Would Be Lovely," "Letter Duet," "Thank the Lord the War is Over," Finale, "My Hero" Stange-Straus 12
- A NEW ROOSEVELT SONG.
- COMIC SONG BY BILLY MURRAY, WITH ORCH.
- 5774 Teddy da Roose' Moran-Helf 10
- M. ROCCA, TENOR, OF THE OPERA COMIQUE, PARIS, WITH ORCH.
- 5771 Lakmé—Fautaisies aux divins mensonges (Idle Fancies) Delibes 10
- OCARINA SOLO BY MOSE TAPIERO, WITH ORCH.
- 5772 The Echo. NORA BAYES. 10
- 60013 Has Anybody Here Seen Kelly? Murphy-Letters 10
- JACK NORWORTH.
- 60014 College Medley. Norworth 10

VICTOR DOUBLE-FACED RECORDS.

- 16474 (a) Amaryllis—Air Louis XIII. (Ghys) Victor Orchestra 10
- (b) Minuet (Padewski) Victor Orchestra 10
- 16475 (a) Shine On Harvest Moon—Barn Dance (Introducing "Over on the Jersey Side") (Norworth). Prvor's Band 10
- (b) I'm On My Way to Reno. Billy Murray 10
- 16476 (a) Boccaccio March (Suppé) Pryor's Band 10
- (b) Winter Song (Bullard). Peerless Quartet 10
- 16477 (a) She Gave Them All to Me American Quartet 10
- (b) Irish Wit Porter and Murray 10
- 16478 (a) Where the Ivy's Clinging, Dearie, 'Round an Old Oak Tree (Fred Helf). Haydn Quartet 10
- (b) When the Sheep are in the Fold, Jennie Dear (Denison-Helf) Manuel Romani 10

Cabinet for the Victrola No. 12



No. 442, Cabinet Open. Goes with Victrola No. 12. Height 34 inches, Width 24 inches, Depth 20 inches. Mahogany. Will hold 190 12-inch Disc Records

Every dealer who has had them says they are great. We are now putting a rim around the top, so that when the Victrola is set on it looks like one Cabinet. In producing this Cabinet we have realized what a finished piece the Victrola No. 12 is. Our Cabinet is beautifully piano polished on the outside and we have even finished it inside. Note the needle box, indexed compartments and card, shelf to handle records on, casters if desired.

Not a talking point overlooked. The price will enable you to add on your profit and make sales all around the \$200 outfit. If you are a dealer we will send you our beautiful Sales Helping 32-Page Catalog illustrating 96 Snappy Cabinets for Victor Records, Edison Cylinders,

Rolls for every Piano Player and Sheet Music of every size.

THE UDELL WORKS, INDIANAPOLIS, IND.

No.	(a)	(b)	Size.
16479	De Guardia—Paso Doble (Two-Step) (Marceline)	Banda de Alabarderos, Madrid	10
	El Balle de Luis Alonzo (Dance "Luis Alonzo")	Banda de Alabarderos, Madrid	10
16480	Popular Madley, No. 2: "I've Got Rings on My Fingers," "Somebody's Waiting for You," "Good Evening, Caroline," "She Sells Sea Shells"	William H. Reitz	10
	The Charmer (Boos) Xylophone	William H. Reitz	10
16481	Agnus Dei (Lamb of God) (Bizez) Latin M. Beyle, of the Opéra Comique, Paris	William H. Reitz	10
	Stabat Mater—Cujus Animam (Rossini)	William H. Reitz	10
16483	Casey Jones (Newton)	William H. Reitz	10
	Moonlight in Jungle Land (Schmid)	William H. Reitz	10
16484	Song of the Soul (Brel) (From "The Climax")	William H. Reitz	10
	Sphinx Valse (Francis Poppy)	William H. Reitz	10
35101	Apple Blossoms—Reverle	Victor Orch.	12
	Unrequited Love Waltz (Verschmate Liebe) (Lincke)	Sousa's Band	12
35102	Good Bye (Tosti)	Elizabeth Wheeler	12
	Simple Confession (Thome) (Simple Aveu)	Victor Sorlin	12

NEW RED SEAL RECORDS.

THE FAUST GARDEN SCENE.

88229	GERALDINE FARRAR, SOPRANO, WITH ORCH.—IN FRENCH. Faust—Le Roi de Thule (Ballad of the King of Thule)	Gounod	12
	FARRAR, CARUSO, JOURNET, MME. GILBERT, WITH ORCH.—IN FRENCH.		
95204	Faust—Seigneur Dieu! (Saints Above, What Lovely Gems!) (Quartet from the Garden Scene, Part I.)	Gounod	12
95205	Faust—Eh quoi toujours senie! (But Why So Lonely? (Quartet from the Garden Scene, Part II.)	Gounod	12
64119	MARCEL JOURNET, BASS, WITH ORCH.—IN FRENCH. Faust—Invocation Mephistopheles (Oh, Night, Draw Thy Curtain!)	Gounod	10
	GERALDINE FARRAR AND ENRICO CARUSO, WITH ORCH.—IN FRENCH.		
89032	Faust—Tard si fa! (The Hour is Late!) Duet from the Garden Scene, Part I.)	Gounod	12
89031	Faust—Sempre amar (Forever Thine!) (Duet from the Garden Scene, Part II.)	Gounod	12
	GERALDINE FARRAR AND MARCEL JOURNET, WITH ORCH.—IN FRENCH.		
89040	Faust—Elle ouvre sa fenêtre (See, She Opens the Window!) (Finale to Garden Scene)	Gounod	12
	TWO RECORDS BY RICCARDO MARTIN, THE AMERICAN TENOR OF THE METROPOLITAN OPERA, WITH ORCH.		
87050	Tosca—E lucevan le stelle (The Stars Were Shining) (In Italian)	Puccini	10
87051	Ais die alte Mutter (Songs My Mother Taught Me) (In German)	Dvorak	10
	TWO NEW SLEZAK RECORDS.		
64115	LEO SLEZAK, TENOR, WITH ORCH.—IN GERMAN Königgen von Saba—Magische Tone (Queen of Sheba—Magic Tones)	Goldmark	10
64116	Manon—Fleish' o fleh' (Depart, Fair Vision!)	Menet	10
	TWO CHOPIN STUDIES BY BACKHAUS.		
74159	WILHELM BACKHAUS, PIANIST. (1) Etude in G# min. (Op. 25, No. 6)...	Chopin	12
	(2) Etude in Ab (Op. 25, No. 1)...	Chopin	12

BAD FIRE IN NEW HAVEN.

Columbia Phonograph Co. Store Suffer Considerable Damage from Fire on April 3.

(Special to The Talking Machine World.)

New Haven, Conn., April 4, 1910.

Last night's fire damaged the stock and premises of the Columbia Phonograph Co., in the Theater building at 25 Church street. The cause of the fire is unknown, but it was checked after a hard fight on the part of the department. Harry Blakeborough, the manager, said he was unable to state the loss, but it would be considerable. Edward N. Burns, who looks after insurance matters for the company, may be here during the week to make the adjustment. In the meantime Manager Blakeborough will go right ahead getting his stock in shape to carry on business with slight if any interruption.

E. C. PLUME A VISITOR.

E. C. Plume, manager of the Columbia Phonograph Co.'s Western wholesale branch, with headquarters in Chicago, was a visitor to the executive offices last week. He says he finds business much better in the Middle West than on the Coast or in the East. Mr. Plume left on Saturday for home.

WALTER STEVENS HEARD FROM.

A cable was received from Walter Stevens, manager of the National Phonograph Co.'s export department, who arrived at the Port of Spain, Trinidad, W. I., last week. He and Mrs. Stevens are both enjoying excellent health. They will be in New York late this week.

INTEREST IN BUSINESS GROWS.

J. Newcomb Blackman Makes Cheery Report Regarding the Talking Machine Business for the Opening Months of the Year.

J. Newcomb Blackman, when seen by The World last week, expressed himself as being well satisfied with the manner in which the talking machine business is showing up for the opening months of the year.

"We have found our trade to be steadily on the increase," said Mr. Blackman, "and thus far there has been a substantial gain over the volume of business for the same period of 1909. As far as I can learn, this condition is common with the majority of jobbers and dealers.

"A feature of the business of the last couple of months that is especially pleasing is the number of applications from those who desire to qualify as dealers, and this marks a renewed interest in the business. While in a number of instances the applications had to be refused because the territory was sufficiently covered by established dealers, still the fact that they were made can be taken as a healthy sign.

"I am firm in the belief that the year 1910 will be a memorable one in the talking machine trade, due to a number of reasons. In the first place there is better representation. By that I mean that though the number of dealers in a given territory may have been reduced, the remaining dealers are carrying better stocks and giving closer attention to the business. The purchaser is not confronted by a half-dozen stores each with an incomplete line, but finds instead two or three stores each equipped to meet every legitimate demand.

"This preparedness cannot fail to accomplish better results, and I feel sure that the results of the year will be from 25 to 50 per cent. better than those for previous years. Barring the unexpected, the coming fall should be the most active the trade has ever seen, at least that's the way I feel about it."

VALUE OF CONTINUOUS PUBLICITY.

It has been truthfully said by many advertisers of national reputation, when asked the reason for their continued advertising when their goods were so well and favorably known: "Once you begin advertising make up your mind that you will never be able to stop, if you would continue to be successful." Some narrow-gauge merchants point to this as an argument against

1866

1910

NYOIL
FOR

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

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



advertising, but there are mighty few clear-headed business men of to-day who object to continue an investment which is bound to show at the end of each year an ever-increasing balance on the profit side of the account. When you have made your name a household word, don't let it be forgotten—there's everything in a name.

NEW COLUMBIA DEALERS.

Two new Columbia dealers were created recently, both of whom placed substantial initial orders for machines, records, Grafonolas, etc., for early shipment, namely J. C. Martin & Co., the music house, of Dayton, O., and D. F. Fallee, of Pomona, Cal. This is their first venture in the talking machine line. The Martin order came through the Columbia's Cincinnati jobber, and Fallee's is credited to the San Francisco office.

Joseph A. Grottendick, formerly with the E. F. Droop & Sons Co., Washington, D. C., is the manager of Cohen & Hughes' talking machine department, Baltimore, Md.

Charles A. Johnson has purchased the talking machine business of Mrs. S. C. Rowlen, Red Wing, Minn.

Edison dealers in cities, manufacturing towns and wherever extensive business correspondence is carried on, can reap big profits in a field that is practically without competition by handling the

Edison Business Phonograph

The Edison Business Phonograph is displacing stenographic dictation in businesses of every kind and every character throughout the United States to-day. Because it saves half the dictator's time, half the typewriter operator's time, and all the time in which the stenographer is ordinarily engaged in taking dictation—cutting the cost of letter writing from eight cents down to four and to even two-and-a-half cents a letter.

The use of the Edison Business Phonograph is becoming more general every day, and it is only a matter of a few years before all business correspondence will be carried on in this way.

It is the only dictating machine that is recognized by business men everywhere as a real time, labor and money saving business appliance. It is the only dictating machine that stays sold.

The field is young, there is practically no competition and the profits are generous.

Get in now.

Write us to-day for complete information.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., April 10, 1910.

PHONOGRAPH. Peter M. Ravenskilde, Cabery, Ill. Patent No. 948,675.

This invention relates to new and useful improvements in phonographs, and has for its object to provide a device of this character having a rotatable element adapted to carry a plurality of phonographic records to be played—to provide a coin-actuated means for starting the motor—to provide means adapted to intermittently rotate the record-

carrying element a part of a revolution—to provide a movable means adapted to intermittently engage and rotate one of the record-holders while the record carried thereby is being played—to provide means for engaging and disengaging the needle of the reproducer with and from the phonographic records—to provide means for automatically carrying the reproducer back to the starting point after having played a record—

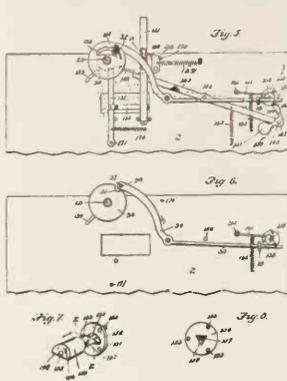
to provide a mechanism adapted to release a brake lever to allow the motor to run long enough to cause two records to be played and then actuate said brake lever for stopping the motor—to provide a clock-controlled means for starting the motor.

Referring to the drawings forming a part of this specification, wherein like characters of reference denote similar parts throughout the several views: Figure 1 is a plan view of the invention with

portions of the top thereof broken away. Fig. 2 is a right-hand side elevation of the phonograph with the side of the casing and parts attached thereto removed.

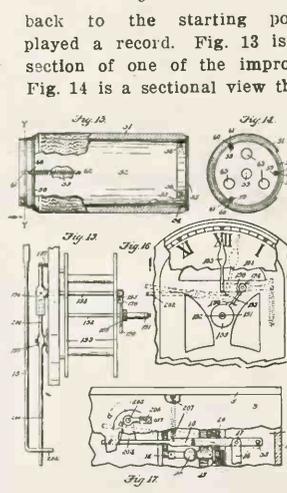
Fig. 3 is a left-hand side elevation of the phonograph with the side of the casing thereof removed. Fig. 4 is a front elevation of the phonograph with the end of the casing thereof removed. Fig. 5 is a view taken on the line x-x of Fig. 1 showing the levers and cams in their proper positions when the motor

is stopped. Fig. 6 is a similar view showing the position the cam-operated lever assumes while the two records are being played. Fig. 7 is a perspective view of the cam element adapted to actuate the lever for releasing and



engaging the brake lever with the governor friction wheel. Fig. 8 is a sectional view taken on the line z-z of Fig. 7. Fig. 9 is a detail showing the means for automatically engaging one of the record-holders at a time for rotating same when playing the record, and the cam for

disengaging said means from the record-holder when the record carried thereby has been played. Fig. 10 is a view showing the means for carrying the reproducer, and the means for engaging the needle with and disengaging the same from a phonograph record. Fig. 11 is a perspective view of the cam which actuates the means adapted to engage the record holders for rotating the same. Fig. 12 is a plan view of the cam-actuated lever which causes the reproducer to travel



back to the starting point after having played a record. Fig. 13 is a view partly in section of one of the improved record-holders. Fig. 14 is a sectional view thereof taken on the line y-y of Fig. 13. Fig. 15 is a modification of the invention showing the clock-controlled means for releasing the brake lever from the governor frictional wheel for the length of time sufficient to play one record. Fig. 16 is a front view of the clock showing the cam and lever actuated thereby.

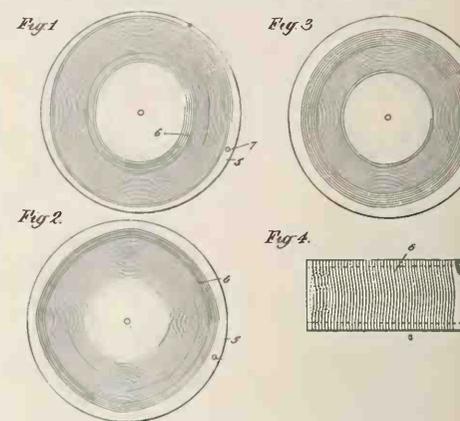
Fig. 17 is a front view of the modification of the invention showing the brake lever actuated by means of a cam, which cam is adapted to be actuated at will so as to play as many records as desired in succession.

RECORD FOR SOUND REPRODUCING MACHINES. Daniel H. Haywood, New York. Patent No. 948,137.

The sound grooves of sound reproducing machine records commonly advance, independently of their sound producing undulations, in the form of a regular spiral or helix, so that the stylus employed in connection therewith has a regular and uniform transverse feeding movement as the record rotates.

The object of the present invention is to provide for an irregular transverse feeding movement of the stylus, and to this end is constructed the record with a sound groove which, independently of its sound producing undulations,

advances irregularly. The preferred form of feeding movement is desired to impart to the stylus a to and fro movement (the total movements in one direction being, of course, in excess of the tonal movements in the other, whereby the stylus is gradually, though irregularly, advanced) and to effect this is provided the record with a sound groove which advances and recedes as the record rotates. The inventor preferably provides the record with a positioning recess so that the record may be properly positioned upon its support in the machine with respect to the feeding mechanism. Included among the advantages of this form of feed are, first, that the stylus carrying arm has thereby a free swinging movement; second, the normal pressure upon the sound box diaphragm is thereby more uniformly distributed, i. e., such pressure is applied first upon one side of the diaphragm, and then upon the other; third, there is a greater tendency toward centralizing the stylus in the sound groove, and fourth, the records so constructed are adapted only for use in the specific form of



machine for which they are designed, or which is designed to receive them. This latter is a feature of great commercial importance in that it tends to largely reduce the unauthorized copying of records, and the unauthorized use of records in machines for which they were not intended.

In the drawings: Fig. 1 is a face view of a record of the flat disc type, constructed according to the invention. Figs. 2 and 3 are similar views, illustrating different forms of the sound groove. Fig. 4 is a view in side elevation of a record of the cylinder type, constructed in accordance with the invention.

SOUND REPRODUCER OR RECORDER. Charles Thoma, Jr., and Walter Thoma, Carlstadt, N. J. Patent No. 949,991.

This invention relates to sound reproducers or recorders for talking machines, and has for its object to simplify structures of this kind, to increase their efficiency and to reduce the cost of manufacture.

One feature of the invention resides in a stylus supporting member having a socket whose mouth is provided with a restricted portion, the stylus being seated in said socket and held in place by the restricted portion aforesaid. This restricted portion may take the form of a plurality of prongs, or it may be a continuous flange. Preferably the socket is obtained by making the supporting member in the form of a tube whose mouth is restricted and in which there is seated a follower. Between the restricted portion and the follower the stylus is interposed. The stylus is held against longitudinal axial movement in the holder, so as to vibrate in unison with such holder. So far as certain features of the invention are concerned the stylus may be of any shape found useful; but preferably it is provided with a circular contact surface concentric with the center of the stylus. Thus for cylinder machines the stylus will preferably be spherically shaped, and for disc machines the stylus will be in the form of a knife-edge disc. In the preferred embodiment of the invention the stylus will be mounted for rotation around its own axis. This may be effected by any suitable means, but preferably

by the socket construction of stylus supporting member above described. By making the stylus rotatable friction is greatly reduced and admits, if desired, of the use of a cheap material as steel in place of precious stones. Furthermore, by the employment of a rotatable stylus a less harsh and more perfect tone can be produced. A non-rotatable stylus has a scraping action as it travels over the record and reproduces not only the recorded sound waves but also minute recorded imperfections. These recorded imperfections are so minute that the stylus, if rotatably mounted, will roll over them without being sensibly affected by them. Moreover, by using a rotatable stylus, when recording, these minute imperfections will not be recorded, and hence will not be reproduced.

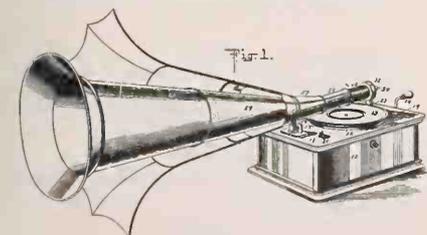
In the said drawings Figure 1 is a vertical sectional view on the line 1—1 of Fig. 2, showing a sound reproducer or recorder, embodying the invention. Fig. 2 is a plan view of Fig. 1 looking in the direction of the arrow 2 in Fig. 1. Figs. 3, 4, 5 and 6 show various forms of stylus supporting members and stylus. Fig. 7 is a perspective view of one form of stylus. Fig. 8 is a detail of the centering device.

TALKING MACHINE. James H. Mount, Jamesburg, N. J. Patent No. 949,939.

This invention relates to talking machines, particularly those of the disc-record type, but

some of the improvements are also applicable to talking machines of the cylinder-record type.

The objects of this invention are to provide for taking the machine apart and putting it together to facilitate packing and transportation—to simplify, strengthen and improve the attachment of the stylus to the diaphragm holder—to provide for conveying the vibrations through the sound box from both sides of the diaphragm so that the sound will be amplified and made more powerful and more distinct—to provide for conveying the vibrations from opposite sides of



the diaphragm through concentric tubes so that the vibrations from the front of the diaphragm will so merge with the vibrations from the back of the diaphragm as to produce a large volume of tone of great distinctness, power and melody—to provide for removing the sound box from the record for replacing the needle or substituting the record—to counterbalance the sound box and accommodate its motion over the record that the grinding noise peculiar to most talking ma-

chines will be further obviated—to support the sound box on the cabinet that the whole machine can be jarred or moved without disturbing the sound or scratching the record.

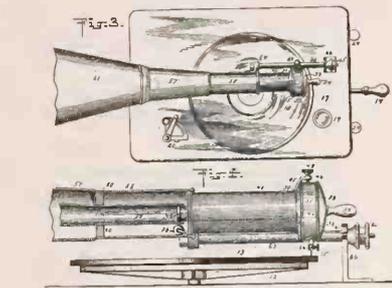


Figure 1 is a perspective view of a talking machine of the disc-record type embodying the invention, a part being in section. Fig. 2 is a side elevation of the same.

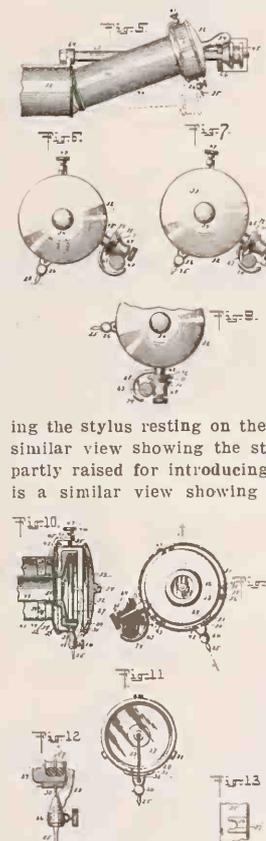


Fig. 3 is a plan view of the same. Fig. 4 is an enlarged side elevation of the same, parts being in section and the cabinet removed. Fig. 5 is a detail view showing the sound box and stylus in full lines swung aside for replacing the stylus and, in dotted lines, raising for introducing the record. Fig. 6 is an end view of the sound box showing the stylus resting on the record. Fig. 7 is a similar view showing the stylus and sound box partly raised for introducing the record. Fig. 8 is a similar view showing the sound box and stylus fully raised for replacing the needle. Fig. 9 is an end view of the sound box and attachments with its cover removed so as to disclose its interior. Fig. 10 is a sectional view of the sound box and attachments. Fig. 11 is a detail view showing the diaphragm and attachment removed from the sound box. Fig. 12 is an enlarged detail view showing the stylus clamp and its attachments to the diaphragm holder. Fig. 13 is a detail view showing the method of supporting the diaphragm holder in the sound box. Fig. 14 is an end elevation of the cabinet showing the device for adjusting the inclination of the record and the means for opening the cabinet without removing the winding handle.

SOUND-BOX FOR TALKING MACHINES. Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co. Patent No. 951,127.

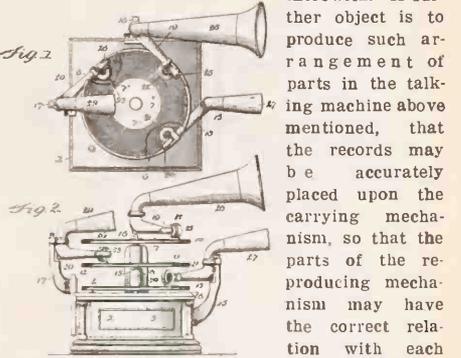
The main objects of this invention are: to provide a stylus bar and mounting therefor of simple construction and of few parts, and having no parts subject to wear due to the oscillation of the bar, or likely to become loose and to permit of lost motion of the bar; to provide an improved mounting for a stylus bar that will permit the bar to oscillate in a single plane about a substantially fixed axis, but which will hold the bar rigidly against any other movement with respect to its mounting; to provide an improved mounting for a stylus bar which will counteract any undesirable momentum or movement of the bar; to provide in a sound-box an improved stylus bar and mounting therefor in combination

with a diaphragm, in which the axis of oscillation of the stylus bar will be in the plane of the diaphragm, so that the movement of the end of the stylus bar connected to the diaphragm will be in a direction perpendicular to the diaphragm so as not to exert any oblique stress upon the diaphragm tending to buckle it; and to provide other improvements.

In the accompanying drawings Figure 1 is a front elevation of a sound-box constructed in accordance with this invention; Fig. 2 is a side elevation of the same; Fig. 3 is a longitudinal section on lines 3—3 of Figs. 1 and 4, and Fig. 4 a fragmentary bottom plan view of the sound-box.

TALKING MACHINE. Clarence Vogt, Berlin, Germany, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 951,158.

One object of the invention is to provide an improved talking machine, having a plurality of record supports, each support being provided with sound-reproducing means adapted to co-operate therewith. A further object is to produce such arrangement of parts in the talking machine above mentioned, that the records may be accurately placed upon the carrying mechanism, so that the parts of the reproducing mechanism may have the correct relation with each other to cause the sounds produced from the records to harmonize, and to combine the sound waves, to produce the most musical and pleasing effects.



A further object is to so construct the parts of the talking machine that the same may be played as a talking machine having a single disc or record, and also may be played as a talking machine comprising a plurality of discs without the necessity of radical changes in the machine, or the adjustment of delicate parts.

In the accompanying drawings Figure 1 is a top plan view of a talking machine constructed in accordance with this invention, parts of the record discs and turntables being broken away to show the reproducing mechanisms more clearly; Fig. 2 is a front elevation thereof; Fig. 3 is a plan view of a record as the same appears in position upon the turntable; Fig. 4 is a sectional view taken substantially upon the line 4—4, Fig. 3, showing three superposed turntables and records, and Fig. 5 is a detailed view showing one edge of a record adjacent the starting point of the record groove.

SOUND-BOX. Eugene C. Smith, New York, assignor by Mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 951,292.

The main objects of this invention are, to pro-

The main objects of this invention are, to pro-

The main objects of this invention are, to pro-

vide an improved sound-box for talking machines; to provide an improved casing for a sound-box; to provide an improved mounting for a stylus bar; to provide an improved mounting for a diaphragm; to provide an improved connection between a stylus bar and a diaphragm, and to provide other improvements.

In the accompanying drawings Figure 1 is a front elevation of a sound-box constructed in accordance with this invention; Fig. 2 a longitudinal axial section of the same; Fig. 3 a perspective view of a portion of the same, and Fig. 4 a fragmentary axial sectional view of a portion of the same.

SOUND CONVEYING TUBE FOR TALKING MACHINES. Robert A. Boswell, Washington, D. C. Patent No. 951,998.

The invention about to be set forth and claimed belongs to the art of acoustics, and it particularly pertains to a new and useful sound-conveying tube having a joint located at a point between the free ends thereof, and adapted for use upon talking machines and the like; and the object of the invention is to improve and simplify the structure shown, set forth and claimed in the Patent No. 859,165.

A further object of the invention is to provide an amplifying horn having a flexible ball joint breaking at a point between the free ends thereof, said ball having means to be engaged by the parts of the amplifying horn, for the purpose of retaining them in their proper relative positions, and in order to allow them to have universal movements.

A further object of the invention is to provide the ball and one of the parts of the amplifying horn with means, by which the said parts may be held in raised positions, as desired.

Referring to the drawings: Figure 1 is a side elevation of a talking machine, showing an amplifying horn having a flexible ball joint breaking at a point between the free ends thereof. Fig. 2 is a vertical sectional view through the flexible ball joint, showing parts of the amplifying horn connected to the ball. Fig. 3 is a perspective view of the upper half or part of the amplifying horn, showing the spherical flange to engage the ball of the joint. Fig. 4 is a perspective view of the lower half of the amplifying horn, or, in other words, the reproducer arm, also having a spherical flange to engage said ball.

PHONOGRAPH. Frank L. Dyer, Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 951,757.

This invention relates to phonographs, and the object thereof is, broadly speaking, the production of a compact and efficient device for the conveying and dissemination of sound in the reproduction thereof. More specifically, this device is an improvement on the invention of Peter Weber disclosed in his application for improvements in phonographs, Serial No. 509,061, filed on even date herewith. In the invention of the said Weber, a structure is provided wherein the cover for the phonograph is pivoted and when in open position may be supported in such position that a sound-conveying tube connected with the neck of the reproducer may deliver the sound waves set up by the vibration of the reproducer diaphragm into the interior of the said cover. The cover is provided in its interior with sound-deflecting

means and means for conveying the sound so deflected smoothly to the open or bottom end of the cover, this sound-conveying means within the body of the cover being of such a character as to amplify the sound. In the improvement on this structure, the sound-conveying tube consists of telescoping sections supported within the cover, whereby, when the cover is in open position, the tube may be extended into the same to deliver the sound waves from the reproducer against the deflecting means within the cover, while, when the cover is in closed position incasing the phonograph, the sound-conveying tube or horn is collapsed within the same. By this construction sound-conveying and amplifying means of sufficient amplification are provided in a compact space when the cover is open, the whole device being self-contained and compact when the cover is closed.

For a more perfect understanding of the invention, attention is hereby directed to the accompanying drawing, forming part of this specification, representing an end elevation of a phonograph equipped with this device, the sound-conveying tube and the cover being shown in section for the open position of the cover, these parts being shown in dotted lines in the position occupied thereby when the cover is closed.

PHONOGRAPH-REPRODUCER. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 951,496.

This invention relates to phonograph reproducers, and has for its object the provision of an improved stylus and mounting therefor, adapted more particularly for use with records in which the pitch of the record groove is one two-hundredth (1/200) of an inch. In order to properly track records of this character as now on the market it is necessary that the reproducer stylus be of microscopic size, since the record groove is formed by a stylus having a curved cutting edge, the diameter of which is only .008 of an inch. The reproducer stylus should have a rounded surface and should be so shaped as not to cause undue wear upon the record. It should also be supported in such a manner as to be capable of lateral movement, so that it will track the record groove properly; and it is also desirable that the stylus should be so connected to the diaphragm that the vertical movement of the stylus will be magnified, so as to produce an amplified

movement of that portion of the diaphragm to which it is connected. Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and the stylus carried thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and the stylus carried thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.

PHONOGRAPH REPRODUCER. Robert Head, New York. Patent No. 951,781. This invention relates to improvements in phonograph reproducers, wherein the inventor seeks to provide an improved construction adapted for the reproduction of sounds which are free from harsh metallic tones and grating noises, the latter being serious objections to ordinary talking machines.

Another part of the invention is the provision of a sound-box, which is constructed and arranged for use in connection with a disc or a cylindrical record, such end being attained without change in the structure of the sound-box and by simply changing the position thereof.

Another part of the invention is an improved reproducer embracing a vibratory diaphragm which is mounted in a novel manner to secure greater sensitiveness and an increased amplitude of vibration, and furthermore, to so construct the diaphragm as to prevent it from splitting, and to make it work steadily under the vibration given thereto.

The invention resides, broadly, in a reproducer having a vibratory diaphragm held or confined in or on a suitable body, the edges being free or unconfined, as distinguished from an ordinary reproducer wherein the edge portion of the diaphragm is fixed or secured firmly to the body.

Fig. 1 is a side elevation, partly broken away, and showing the reproducer adapted for use in connection with a disc record. Fig. 2 is a cross section of the sound-box of Fig. 1. Fig. 3 is a sectional elevation of the sound-box adjusted for use on a cylindrical record. Figs. 4 and 5 are views in side elevation and cross section respectively of another form of sound-box. Fig. 6 is a cross section of still another form of sound-box.

PROCESS OF DUPLICATING PHONOGRAMS. Frederick W. Matthews, New York. Patent No. 951,483.

This invention relates to improvements in processes of duplicating phonograms of the so-called "indestructible" type and the objects are the simplification of the processes of manufacture, the cheapening of the cost of production, the use of very thin impressible material for the facing if desired, and the production of faced, backed and imprinted phonograms at one operation if desired.

The process is a modification of the "spinning" process of duplicating phonograms and the apparatus comprises a frame 1 carrying a shaft 2 provided with a driving pulley 3. The upper end of the shaft carries a base 4 on which a shell 5 rests and within which shell may be placed any desired matrix 6 having a negative phonogram on its inner face. A cap 7 with a central aperture 8 covers the top of the shell and matrix while clamp rods 9, 9' hold all the parts to the base. A faucet 10 affords means for injecting centrifugal pressure material to the apparatus.

HOFFAY SUCCEEDS TOSI

As Columbia Representative in the Argentine Capital—Masters Recorded by Freiberg.

Ernesto Tosi, who has represented the Columbia Phonograph Co.'s export department in Buenos Ayres, Argentine, S. A., for over a year, has resigned to become the manager of the establishment of José Tagine, of that city. The latter is said to be the largest talking machine dealer in the world, doing a business of over a million dollars yearly. José Hoffay will succeed Señor Tosi as the Columbia's representative in the Argentine capital.

By the way, the Columbia Co. recently received a large batch of masters recorded at Buenos Ayres by William Freiberg. These include typical Spanish songs, band and orchestral records, for which they have large orders. Mr. Burns described the lot as the very finest and best records made in that part of the world.

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ST. LOUIS TRADE IMPROVES.

Much Better Than for Same Period of Last Year—Recent Visitors—What the Various Houses Have to Report—J. H. Buettner Co. Exhibit at Household Supply Show.

(Special to The Talking Machine World.)

St. Louis, Mo., April 8, 1910.

The talking machine trade here for the past month has been quite good, and considerably better than for the same month a year ago. The best type of machines and high class records are in demand, and dealers are well pleased with their trade.

Manager Walthall, of the Columbia Phonograph Co., reports that their trade has been very good during the month of March, both wholesale and retail. The month's business was much better than for the same period a year ago, and the buying tendency was towards higher grade of goods.

M. D. Easton, son of E. D. Easton, president of the Columbia Phonograph Co., spent March 26 in St. Louis with the Princeton Glee Club, which gave an entertainment that night at the Odeon.

E. O. Rockmond, treasurer of the Columbia Phonograph Co., spent March 19 here, returning to New York.

F. O. Seidel, Columbia dealer at Troy, Ill., was a recent visitor here.

"January, February and March business is way ahead of the same months last year, and 1910 promises to be the best year the talking machine business has known," said Manager Gressing, of the St. Louis Talking Machine Co. "Our dealers are ordering in advance to take care of the demands that will be made on them these spring months." Mr. Gressing called on the trade recently in Hannibal, Quincy, Springfield, Decatur, etc., where he found the dealers all doing a good business and reporting conditions most glowingly. He spent the Easter holidays with his sister in Milwaukee, Wis.

L. E. McGreal, the well known talking machine dealer of Milwaukee, Wis., spent several days here visiting his old friend, P. E. Conroy, president of the Conroy Piano Co. He returned home on March 28.

The Koerber-Brenner Music Co. report that their talking machine trade has been brisk for the last month.

Visiting dealers at the St. Louis Talking Machine Co. recently were: A. D. Welburn, Nashville, Tenn.; Wm. Blumhoff, Wentzville, Mo.; Mr. Ferand, of Ferand Bros., Madison, Ill.; John Winkler, Mascoutah, Ill.; W. W. Fisher, Murphysboro, Ill.; K. Cowley, Amory, Miss.

The St. Louis Talking Machine Co. have had one of the Moorish Marquetry Victrolas in their window and report having sold three of these instruments during the short time they have had the machine on hand.

The J. H. Buettner Furniture & Carpet Co. had a nice talking machine booth at the Household Supply show at the Coliseum during the second week of March. The display was in charge of L. R. Kern. A Victrola was used and the booth was continually crowded at all times and large crowds were on the outside. Miss Sadie Rosenblatt, manager of this firm's talking machine department, reports a lively trade for the past month.

The Thiebes Piano Co. report that their talking machine business for the month has been very good, with a demand almost exclusively for the higher grade machines and records.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., shortly after Easter started on a trip through Arkansas and Missouri. Mr. Cummins declares that business conditions are phenomenally bright and that this year should prove a banner talking machine year.

Walter J. Staats, of the Victor Co., spent a day here recently and expressed himself most enthusiastically on the promising business outlook for 1910.

The Silverstone Talking Machine Co. report having had an active month's trade on Amberola machines. This firm will make considerable alterations in their store to make room for their increased stock. Mr. Silverstone states that the dealers are buying heavier now than for some time in the past.

D. K. Myers, the well known Zonophone dealer, reports that his trade for the past month has been fair.

HYMAN LANDS SMALL FORTUNE

In Lien Secured Against the Defunct New York Phonograph Co.—The National Phonograph Co. Not Concerned in the Matter.

Again the name of the New York Phonograph Co. appears in the public prints, but in no way to concern the trade. It will be remembered that the National Phonograph Co., Orange, N. J., made an amicable settlement with this company after years of litigation. The latter had not been an active proposition for years out of mind, and their contest with the National Co. was purely one relating to the construing of a contract. In the final wind up Samuel F. Hyman, a New York attorney, who brought suit in the State courts against the Edison jobbers and dealers of New York, was not admitted in the settlement, and his services were ignored by the New York Phonograph Co.

Thereupon Mr. Hyman lodged a suit against the latter for half of the sum received from the National Phonograph Co., reported to be \$263,250. Friday, April 1, before Judge Keogh, Mr. Hyman obtained a lien for \$131,625, one-half of the amount, as his fee. Unless this decision is reversed the fortunate counselor will collect.

When Mr. Hyman was called upon by The World he said: "This matter has nothing whatever to do with the National Phonograph Co. nor its business. My case is against the New York Phonograph Co., and while they were not in active business, so far as the manufacture of talking machines, etc., were concerned, still they are a live corporation under the laws of the State of New York. I feel very well satisfied with the judicial result, as it is a just recognition of my services."

William Pelzer, vice-president of the National Phonograph Co., said: "The suit is of no earthly interest to us. The controversy was settled for all time when the New York Phonograph Co. accepted the terms mutually agreed upon. I am inclined to think, however, that the amount named in the Hyman case is not correct; double that would be nearer the right figure."

The TALKING MACHINE SECTION

AND
NOVELTY
NEWS

NEW YORK, APRIL 15, 1910

ADVERTISING AS A FORCE

In Building up Business—Must Be Steadily and Persistently Developed—Many Expect Results too Soon.

Did you ever watch a person feed little chicks from one's hand? How timid the little things are at first; how you have to coax and coax them along, throw a few grains of feed out onto the grass—if it be palatable chick feed they will want more. As the feed is thrown out a little nearer each time to the person feeding, the chicks become bolder and bolder until they finally eat from the hand. Fool them once, however, with something that's not to their liking, or hurt them the least bit, and it's a struggle, and a hard one, too, to get them back again. Keep on feeding them good things, pet them, and they come after a bit at the first call—and in a hurry, too.

But what, you say, has this chick talk to do with advertising? says Buck's Shot. It's got a whole lot to do with it. It teaches the observer a mighty important lesson—and one that should be well learned.

Advertising is like feeding the chicks. Your first big page announcement, filled, as you believe, with the most attractive values—hardly any direct results in goods actually sold, lots of "look around," but they are a little timid. The next announcement, however, brings more lookers and you close a few sales. Keep up this constant feeding, with the sort of food the buyers want; keep coaxing and coaxing with good, dependable offerings, follow it up with good, clean store and delivery service, and, like the chicks, the public will soon learn to trust you—through liking your advertising food, and will come instantly at your call.

It won't do to stop that coaxing; while you are stopping someone else may come along and educate the chicks his way. Keep up a constant coaxing; allow no lagging in your feeding the public, no lagging in your store or delivery service, and the public will soon learn to know that you and your store are their best friends.

Learn your lesson from the feeding of the chicks, and learn it well; it means great broods of well-developed, well-pleased, constantly-buying, satisfied customers.

WAR BY CINEMATOGRAPH.

A New Field in Which This Wonderful Invention Is Proving a Source of Interest—Real Warfare Made Possible for the Looker-On.

In a newly invented cinematograph target in England the man in front, with a real gun, sees his enemy come up the hill, dodging from tree to tree, piece in hand, ready at any moment for a shot. The opportunity comes. The moving-picture figure kneels, aims quickly, fires. There is simultaneous action by the living marksman. A rattling exchange of shots goes on with all the noise of single-handed war. It is not difficult for a man with an imagination to supply a thrill akin to that of the skirmish line. By a

contrivance in the target every actual shot is registered at its marksmanship value.

Is this new device a factor for peace or for war? Undoubtedly it affords training for a rifle-man's eye and nerve. Will it nourish a desire to try one's fresh steadiness of aim in a field where somebody is going to get hurt?

Suppose an extension of the target were such as to afford room for the deployment of a company, a battalion, a regiment. Against the pictured force should advance in modern open order a living contingent. There would be the rattle of rifles from one side and realistic rolls of photographic smoke from the other. No bloodshed, no mutilation, no deaths, no making of griefs for distant mourners. Just a fair test of speed and accuracy at the sights. The target registry would disclose after the battle the details of a dreadful might-have-been.

Tests in such cinematographic conflicts might be instituted for the picked sharpshooters of two disputing nations. There would be fuss, fury and burnt powder. Bugles might blow. Should not an exchange of records, then, with advantage to one party or the other, be acceptable in lieu of the grim old arbitrament of death-feeling?

CAMERAPHONE CO. PROPERTY SOLD

At Public Auction by Direction of Trustee—
Amount Realized Distributed Among
Creditors.

Friday week the property of the Cameraphone Co., bankrupts, was sold at public auction, under

the direction of Arnold F. Wainwright, trustee. It consisted of: cameraphones, rheostats, talking machines, reels, horns, photo mounts, Edison records, cameraphone records, drill press. Power's heads, developing drums, tanks, drying drums, motors, shaving machine, recording machine, recording shells, office furniture, engine lathes, milling machines, gear cutters, motors, etc., together with eleven cameraphone outfits now rented by the trustee, and also the following patents: United States patent No. 903,493 and Dominion of Canada patents Nos. 113,149 and 114,624. The amount realized was satisfactory. Later it was accepted by the court and ordered to be distributed to the proven claims of the creditors. This concern had invented and developed a system of synchronized motion pictures, in combination with the talking machine.

"CHEER UP!"

By Cora M. W. Greenleaf.

Away with the blues, oh ye sad and dejected,
"Cheer up" be our watchword and let us be jolly;
Brace up! for the world leaves no brave smile neglected;
So whatever you do, do not be melancholy.

Enough for each day is its burden of evil;
So if one day should ever be free from dark sorrow,
Spill not its joy with forebodings and evil,
Foretelling the troubles to come on the morrow.

While clear and undimmed is the blue arch above us,
And the sunlight glows brightly and warm, do not say
That tempests may rage before night—if you love us—
But let us be happy, dear—happy to-day.

The high grade salesman never stoops to disparage the standing of a competitor!

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

The Best Made in America
SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,
Direct from Factory

NATIONAL COLORTYPE COMPANY
Department 9 CINCINNATI, OHIO

A PAYING SIDE LINE

For Talking Machine Dealers Is Hohner Harmonicas, Which Are Big Sellers.

As a profitable side line for talking machine dealers to handle, the Hohner harmonicas are in a class by themselves. In connection with these meritorious goods special attention is directed to the new C-D-C device, described and illustrated in the advertisement of M. Hohner, 475 Broadway, New York, appearing on another page. The C-D-C device consists of a three-tray cabinet, as shown in the accompanying cut, which contains thirty-eight pieces of the very best selling Hohner harmonicas, assorted in sixteen different styles and



THE C-D-C DEVICE

all keys. Owing to its novel arrangement and peculiar construction the cabinet can be thrown open and closed in a moment's time. When open the display of these unusually fine goods is exceptionally attractive, exhibiting its entire contents at one time and showing the instruments to the very best advantage. No article placed on the market in this special line has ever proven such a success. So popular is the C-D-C device that orders should be placed early so as to have them filled promptly.

INNOVATION INSTITUTED.

An innovation was instituted by the government on February 2 when, for the first time in the history of the country, Uncle Sam undertook the printing of his own postal cards. The work is being done in the government printing office. Until all of the new presses are installed the issue will be approximately 1,500,000 a day; afterward it will aggregate 3,500,000 a day. As soon as the special equipment for printing has been established, a new card, to be known as the index, or library card, will be issued. This card will be of an excellent quality of paper and of attractive design. The paper used will not be quite so heavy as that used in the present card, but it will be more flexible and will take ink much better than the old yellow one with which we are familiar.

Browne, McMillan & Co., Savannah, Ga., recently held the formal opening of their new branch store in Greensboro, N. C., and a large crowd visited the store during the course of the day.

IN THE OLD TIMES.

Told by a Knight of the Grip—Peculiar Road Experience.

I was one of a dozen or more men in the smoking car of a slow western train. It was in the cow-boy days, the cow-boy of the dime novel, which I am inclined to think did not do his reckless dare devil ways much injustice after all.

At a station where we stopped a few minutes a newcomer entered our car, a cow-boy evidently, by his costume and general appearance, and a drunken one at that. As he came in the train started and the sudden lurch of the car sent him sprawling in the aisle in a most ridiculous fashion.

I dare say we all smiled, but the man across the aisle from me did more than that—he laughed outright. The cow-boy struggled to his feet with a good deal of trouble, and with an ugly look on his face, pulled a six shooter out of his hip pocket. He was evidently fighting drunk and in a mood to do anything desperate.

"Who's the blankety blank fool that did that laffin?" he asked, glaring about at us with his red rimmed eyes. "I'll larn him to make fun of a shentilman, jest 'cause this car threw me off my balance."

He started up the aisle, hanging onto the seats to aid his lurching progress, the revolver swaying about generally in his other hand.

"I'll let the daylight into him," he went on.

I stole a glance at the man—a commercial traveler—who had laughed and saw he was as pale as I felt. In fact, we were all in an uncomfortable position, at the mercy of a reckless, drunken ruffian, liable to shoot any of us accidentally, even if he did not do so purposely. If any of us had made a move to leave the car, it would probably have made him who did so an immediate target, and not one of us had an answering weapon about us.

"Who laffed?" he blustered. As he came near me, the car gave another lurch, and he pitched down on the seat by my side.

"Do you know who laffed, young feller?" he asked. "Ye, do ye?"

What could I say? An inspiration came to me; I could say nothing. I pointed to my mouth and ears and shook my head.

"What d'ye mean?"

I took an envelope from my pocket, wrote on it, "I'm deaf and dumb," and handed it to him.

He read it with an appearance of interest. "Ye don't say so!" he burst out. "How long ye ben so?"

"Please write it," I wrote on the envelope, and handed him the pencil.

"How long yu ben so?" he wrote.

"Born so," I wrote back.

"As good lookin' as ye air!" he said, turning to look me over.

"Please write it," I wrote again.

"A shudent; no it by yer luks," he wrote. "How d'ye git yer livin'?"

"Working at anything honest I can do," I wrote back.

"Sho, now! Poor cuss! Mean shame!"

"Please write it," I again wrote.

"Buly for you, but lme — sorry for ye, whar d'ye lly when yer air to home?"

"I used to live back East," I wrote.

"You don't look jest like a Yankee. Here," he

added, taking a black bottle from his pocket, "take a nip."

I looked at it and shook my head.

"Doctor doesn't allow me to take anything," I wrote. "Bad for the ears."

"Why? What's the matter of ye?" he asked.

"Please write it," I wrote.

"What dises is ou gut?"

"Nervous and other troubles," I wrote back.

"Will you please put up your gun? It makes me very nervous to have you hold it in your hand."

"Anything to 'blige sech a — nice feller as you be," he said, slipping it into his pocket again.

"Thank you," I wrote.

By this time he was getting quite interested, and we covered the backs of several envelopes with our written conversation. He would often break into speech full of oaths, but my "please write it" would keep him busy, his jaws working as he wrote, while the sweat stood out on his rough, dirty forehead. Evidently the cowboy's quirt was an easier weapon for him to handle than a lead pencil. The other passengers looked on in a silence that could be almost felt.

The engine gave a loud whistle. "Plg Creek," called the conductor, poking his head in at the door. "Here's where you want to get off, Bill," he said to my companion.

Bill arose, I helping him on to his feet. The conductor came and took his arm and helped him out, and on to the platform, where a number of men, evidently of his stamp, were slouching around.

"I say, fellers," he remarked to the crowd, as he leaned up against the wall, "I've had a — queer time. Say! taere's a lot o' — fools in that 'ere smoker, and there ain't but one ghentilman among 'em, and — it! he's deaf and dumb!"—*Mattie W. Baker in the Traveling Man.*

FOR SHOW CARD WRITERS.

An expert at show-card writing advises care in the preparation of such cards. He says:

Do not use periods at the end of display lines unless after an abbreviation. They are worse than unnecessary. Lay out your card roughly but carefully with lead pencil before touching brush to it.

Do not sign the firm name on a display card for use in the window or store. Your name is over the front door. That's enough.

If price cards are used make them on cardboard of the same color and painted with the same paint used on the window card.

Last and most important, write out the matter to go on the card with great care, in such a way that it will attract and not repel custom.

A FEW RECORD SCRATCHES.

The man who writes a Spencerian hand fills in the check and the man who writes a poor hand signs it.

Hot advertising is sometimes used to attract the cold cash.

Every man who has seen the world knows that nothing is so useless as a general maxim.

NOW IS THE TIME TO PLACE
ELECTRIC-PLAYERS

to advantage and make easy money and big profits.

They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

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

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co., 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

To Business Men

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

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

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

The *World* is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from the *World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

Every one of your customers can now



Laugh with Lauder

who sings for

The **EDISON
PHONOGRAPH**

and for no other instrument exclusively

NATIONAL PHONOGRAPH CO., 59 LAKESIDE AVE., ORANGE, N.J.