

# The TALKING MACHINE WORLD



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## 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:**

**ARKANSAS**

Hot Springs.....Joe Hilliard, 216 Central Ave.  
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

**CALIFORNIA**

San Francisco...Peter Bacigalupi & Sons, 941 Market St.

**CONNECTICUT**

Bridgeport.....F. E. Beach, 902 Main St.

**FLORIDA**

Tampa.....Turner Music Co., 604 Franklin St.

**ILLINOIS**

Chicago.....Benj. Allen & Co., 181-141 Wabash Ave.  
Chicago.....B. Olshansky, 615 So. Jefferson St.  
Chicago.....W. H. Sawewski, 1911 Milwaukee Ave.  
Chicago.....Tresch, Feavn & Co., 73 Fifth Ave.

**IOWA**

Des Moines.....Harger & Blish, 707 Locust St.  
Dubuque.....Harger & Blish, Security Bldg.

**KANSAS**

Topeka.....Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

**MARYLAND**

Annapolis.....Globe House Furn. Co.  
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.  
Baltimore.....Louis Maxor, 1438 E. Pratt St.

**MINNESOTA**

St. Paul.....W. J. Dyer & Bro., 21-28 W. 5th St.

**MICHIGAN**

Detroit.....J. E. Schmidt, 336 Gratiot Ave.

**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, 2839 Finney Ave.

**NEBRASKA**

Omaha.....Piano Player Company, 16th and Douglas Sts.

**NEW JERSEY**

Hoboken.....Eclipse Phono. Co., 203 Washington St.

**NEW YORK**

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.  
Brooklyn.....B. G. Warner, 1213 Bedford Ave.  
New York.....I. Davega, Jr., Inc., 125 West 125th St.

**NORTH DAKOTA**

Fargo.....Stone Piano Co., 614 First Ave., N.  
Grand Forks....Stone Piano Company.

**OHIO**

Akron.....Geo. S. Dales Co., 123 S. Main St.  
Cincinnati....J. E. Poofman, Jr., 639 Main St.  
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

**PENNSYLVANIA**

Allegheny.....H. A. Beeker, 601 Ohio St.  
Harrisburg....J. H. Troup Music House, 15 So. Market Sq.  
Philadelphia...Harmonia Talking Machine Co., 1321 Arch St.  
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.  
Pittsburgh....C. C. Mellor Co., Ltd., 319 Fifth Ave.

**TEXAS**

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

**WISCONSIN**

Milwaukee....G. H. Eichholz, 1340 Fond du Lac Ave.  
Milwaukee....Hoeffler Mfg. Co., 306 W. Water St.  
Superior.....Russell Bros.

**CANADA**

Toronto.....Whaley, Royce & Co., Ltd., 168 Yonge St.  
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.  
Winnipeg, Man. Whaley, Royce & Co., Ltd.  
Yarmouth....Yarmouth Cycle Co.

# The Talking Machine World

Vol. 6. No. 6.

New York, June 15, 1910.

Price Ten Cents

## VALUE OF WELL LIGHTED STORE.

The Talking Machine Dealer Who Substitutes Light and Cleanliness for Gloom and Dust Is Bound to Win Out—Good Cure for the Blues—Trade Is Attracted.

The truth never grows old, and hence too much emphasis cannot be placed on the value of the well-lighted talking machine window or store. Travel in what city you will, you naturally gravitate to the clean, attractively arranged, well-lighted store. It is the magnet which holds the attention of the passer-by, and it is a splendid advertisement.

It is a subject which dealers should not overlook, and it is a subject which The Talking Machine World has dilated on time and time again. But it is worth emphasis—worth pounding away—because every subscriber converted to the value of a well-arranged store and a well-lighted window is a man who is destined to win greater influence in the business world.

The wise man never overlooks a good idea, and he looks to his trade paper for such assistance. The well-lighted talking machine store or show window never fails to burn into the memory of passers-by the things displayed and the location of the premises. It is the most effective means of attracting direct and individual attention. The public is served by very brilliant show windows. A purchaser finds no enjoyment in gloomy surroundings.

Light induces cheerfulness and cheerfulness means trade. If well served the purchaser returns—brings friends—sends others—becomes a living advertisement. With good illumination deception is impossible. Generous illumination carries with it the unconscious but positive conviction of fair dealing, honesty of purpose and a superior quality of merchandise.

## MUSIC BY TELEPHONE.

Experiment Has Proved Successful in Wilmington—May be Tried Here.

"Hello, Central, give me the Sextet from Lucia." This request and similar ones may become common in New York and other cities if the experiment which has been found to be so successful in Wilmington, Del., is taken up. And if it is city folk may sit down to dinner made pleasant by the music of the world's masters.

The experiment is the coupling of the telephone and talking machine. From a central station at the telephone company's building the music is transmitted over the regular telephone wires and "voiced" at the subscriber's end through the customary horn.

The try-out in Wilmington has shown that there is an ever-growing demand for music among telephone subscribers. The music room at the exchange is a large chamber, around the sides of which is a switchboard. The room is equipped with a great number of talking machines and all of the latest records are on file.

When a subscriber wants music he calls the exchange and asks for this room. He tells the girl in charge what selection he wishes to hear, making his choice from a catalog which is supplied by the company. Then the subscriber affixes the horn to the telephone receiver, the music operator puts the desired record on a talking machine which is plugged into the subscriber's line, and starts the machine. At the conclusion of the music the connection is automatically cut off.

Arrangements may be made for an evening's entertainment this way, the program being made up in advance and submitted to the company by telephone, with orders to begin at a given time. Should two or more subscribers simultaneously want the same piece this can be done simply by connecting both lines to the same machine.

In Wilmington the company asks music subscribers to guarantee \$18 a year, the charge for records being from 3 cents for the regular records to 7 for those by the great operatic stars.

## TALKING MACHINES IN SCHOOLS.

Big Field for the Dealer to Develop Prospects—How the Work May be Carried On—Petmecky Co. Place Victrolas in the Public Schools of Austin.

For years The World has been impressing upon dealers the wisdom of suggesting the use of talking machines in schools and other public institutions in their respective cities, towns and districts.

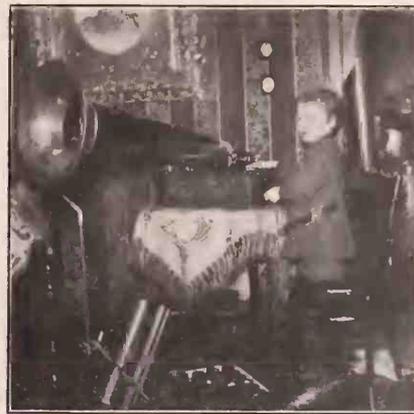
As an educator the talking machine has come in for a wide acknowledgment apart from its ability to interest and amuse. There is no reason in the world why talking machine dealers should not be able to influence their local aldermen, or other public boards to the end of having talking machines supplied to their high schools—in fact, to every public school in their district.

We are pleased to note that the Petmecky Co., of Austin, Tex., have recently succeeded in placing Victor Victrolas in the public schools of that city with a splendid assortment of grand opera records rendered by the famous artists of the day. Thus the very best of music will be featured with these schools, and thus a greater love for music generated.

Now this move of the Petmecky Co. is along the lines which we have long advocated, and we sincerely trust that dealers will get busy right away and include in their "prospect list" not only schools but public institutions of all kinds.

## AN EMBRYO EDISON DEALER.

The subject of this sketch is Master John Durkin, of 2220 E. 82d street, Cleveland, O. There is nothing remarkable about the photograph, but the boy, who is eight years of age, has been an Edison admirer from infancy. When he was a puling baby in the cradle he used to cry—as most babies do—and nothing would pacify and comfort him but the phonograph. Every night he was ushered to dreamland by the strains of music emanating from the Edison. As he grew older, and ever since, he has been able to walk, he has operated the machine, disdaining assist-



MASTER JOHN DURKIN AND HIS EDISON.

ance, and during all that time has broken but five records. His one greatest amusement now is the phonograph. His parents have confided the entire care of the instrument, and selection of records, to his masterful judgment, depending on him to entertain their friends. As he grows older Master John will unquestionably become more enthusiastic, and the reader is likely to hear of him as the manager of some talking machine emporium, made popular by his ardent love of the business,

## THE "TALKER" AS VOCAL TEACHER.

In Testing Voices of Candidates for Municipal Opera Company Several Aspirants Confessed to Having Secured Their Knowledge of Grand Opera from Talking Machine Records—This Points a Moral.

What is called a Municipal Opera Company is being organized in this city. Its organizers hope to make it resemble the municipal opera companies of Paris, Berlin and other European cities.

The solo singers are to be fifty young men and women who are employed in the city's department stores. The chorus will consist of 100 other young department store employes, who earn from \$6 to \$15 a week and who consequently can't pay music teachers to train their voices. The organizer of the company is Albert Mildenberg, a music teacher, with a studio on the thirteenth floor of Carnegie Hall. He is musical director of the Miss Ely's School.

The company will offer "La Boheme," "Pagliacci" and "Michael Angelo" in the first two weeks of next January, according to present plans. It will then go "on the road" for several weeks. It will return to this city and sing for two weeks more next April. Signor Bonci, the Metropolitan Opera House tenor, who is one of the movement's backers, has promised to sing at one performance.

Nearly one hundred candidates had their voices tested during the first couple of days of the trials, and in a number of instances the judges discovered voices of rare promise. Among the candidates was a poorly dressed girl who said she was going to sing an aria from "Trovatore." Something in her enunciation of the Italian words arrested Mr. Mildenberg's attention.

"Where did you learn to sing Italian music? Have you ever taken lessons from a teacher?" Mr. Mildenberg asked.

"I couldn't afford a teacher. I learned from a talking machine we have at home," the girl said.

Another voice, similarly trained, belonged to a young man who had what Mr. Mildenberg called a "great, big, ripping baritone." So anxious was this boy to study music that he hired a machine out of his earnings. He does not know the meaning of one of the Italian words he sings, but pronounces them correctly from catching them accurately as they come from the machine.

Thus we have another proof of the value of the talking machine as an educator.

## ZACKEY TALKING MACHINE CO.

The Zackey Talking Machine Co., of Philadelphia, Pa., was incorporated last week with a capital stock of \$10,000. Those interested are H. W. Leslie, C. P. Yasker, of Philadelphia, and F. R. McCarthy, Claymont, Del.

## WILL BE GLAD TO RECEIVE SAMPLES.

Frank Holden, who handles gramophones and other talking machine specialties at 100 Drake street, Rockdale, Eng., will be glad to receive samples, price lists, literature, etc., from American manufacturers, or jobbers in relation to any salable article in connection with that line.

## CONTRIBUTES \$5,000 FOR HOSPITAL.

Among the largest subscribers to a fund for a new building for the West Jersey Homeopathic Hospital were the Victor Talking Machine Co., of Camden, N. J., who contributed \$5,000. The Victor Co. have always been noted for their liberality in matters of this kind, and the hospital authorities have expressed their appreciation of this handsome donation.

## TRADE ON THE PACIFIC COAST.

Talking Machine Business Makes Excellent Spring Record, Especially in Wholesale End—Country Business Strong—Expect Lively Summer—Clark Wise & Co. Adopt Club Plan of Selling Machines—Pacific Phonograph Co. Progress—Holmes Music Co.'s New Store—Department in Eilers New Spokane Store—Bacigalupi in the East—Personal Items of Interest—General Summary of the Month's News.

(Special to The Talking Machine World.)

San Francisco, Cal., June 6, 1910.

The talking machine business for the spring seems to have run considerably ahead of other lines of the music trade. City retail business has been rather quiet with most of the houses, but even here the total for the spring months runs ahead of the total for the same months of last year. It is, however, in the wholesale end of the trade that the best showing is made. One leading wholesale house claims to have out-distanced all previous seasons in the number and value of talking machines and records sold during the last three months. This showing is due chiefly to the wholesale sales, and to the country wholesale business in particular, as the city sales, while better than last year, have not been heavy.

During the summer months a similar state of affairs is expected. The vacation season is only a short distance off and this will naturally cause a drop in city trade, while stimulating the demand at the summer resorts and at a considerable number of interior points. Some of the city retailers are, however, working up quite a little business just now and are confident of a good run for a few weeks, at least.

Clark Wise & Co., of this city, began this week with the advertising of a club plan of selling talking machines somewhat along the line of a recent piano sale held by them. The incorporation of the business with a capital stock of \$250,000 has just been accomplished, the official completion being effected by the filing of papers this week. Besides Clark Wise and R. A. Wise, the incorporators are Clarence Jellison, J. F. Thompson and L. F. Beedy.

The furnishing of the new wholesale depot of the Pacific Phonograph Co. in the Bass-Hueter building on Mission street, in this city, is proving to be a large job. A good portion of the company's stock is in and several miles of shelving is completed, but the big loft is still far from furnished as it is to be. The company, who are to

job the Edison goods, still have 50,000 Edison records in their Oakland establishment, and still have their office in the Bacigalupi building. Manager A. R. Pommer, of the company, is hoping to open the new month with the removal practically completed, though with a lot of work still to be done. A few days ago a large shipment of Amberolas and other Edison goods arrived at this city via the Tehuantepec half-water route. The fact that this shipment came in in less than a month, or practically on railroad time, may lead to a lot of shipping being done in that way. Mr. Pommer is still determined to make his stock of machines and records the largest on the Coast and it may now be found necessary to take even additional space, in spite of the large loft already occupied.

The Tacoma store of the Eilers Music House has been making a drive on talking machines during the last few days. This house plays no favorites and is offering Victor, Columbia and Edison goods, complete stocks of machines and records of all three lines being carried. Their half-page advertisements this week have been headed: "Grafonola, Amberola, Victrola."

The Holmes Music Co., of 422 South Broadway, Los Angeles, Cal., have opened their new store to the public and are now reporting a lot of business. This house was formerly at 113 South Spring street.

It develops that the talking machine department of the Spokane (Wash.) branch of the Eilers Music House will be well cared for in the new six-story building for the company, which was started early this month. The main talking machine business will be done on the first floor of the building, and ample show space and window space will be provided. The wholesale department will be on the third floor. The new building will be 75x33 feet. The tearing down of the old building will be started in a few days. During the tearing down of the old and the construction of the new building, the company will be temporarily located on Sprague avenue near Stevens street. Here the talking machine departments will be rather crowded, but will be able to turn out a lot of business.

Peter Bacigalupi, the San Francisco dealer, and Leon Douglass, vice-president of the Victor Talking Machine Co., have left for the East on a more or less extended trip. Mr. Bacigalupi is going on a business trip and will look after the talking machine, as well as the other departments of his business. The recent selling out of his wholesale business in Edison goods has left him quite free in the talking machine field. Mr.

Douglass, whose home is in San Rafael, in this State, is going East, more on a visit than on business.

The boys of the Victor department of Sherman, Clay & Co. are trying to make a record during the absence of A. G. McCarthy, as a sort of a wedding present for him on his return. Mr. McCarthy was married a few days ago and is now in the East on a wedding trip. He is expected to be absent for several months, and as he, aside from his duties as a director of the company, takes an especial interest in the talking machine department, the force is anxious to make a good showing.

W. S. Gray, of the Columbia Phonograph Co., has returned from a short visit to the company's Los Angeles house. He found the Los Angeles branch doing a splendid business, both wholesale and retail, and is convinced that the present season in the southern part of the State will show a new high level in the sale of Columbia machines and records. Mr. Gray is beginning to think about vacations, and will start for the mountains for an outing before very long. The new store at 334 Sutter street is now running smoothly, and is proving quite generally satisfactory.

Mr. Scott, assistant manager for the San Francisco house of the Columbia Co., will leave for Sacramento and the central part of the State this week for a stay of a couple of weeks. At Sacramento the wholesale Columbia business is handled by Kirk, Geary & Co., prominent wholesale druggists.

Kohler & Chase have given additional space on the ground floor of the big O'Farrell street building to their Columbia department and have had the satisfaction of increasing their sales very materially in consequence. So far, this season, the business in this department has just about doubled month for month, as compared with the business of last year. A fine exhibit during the present week has attracted a lot of attention.

The Simon Piano Co., of Spokane, Wash., have begun work on the new music store in that city. The new store will provide amply for the talking machine department, and when it is occupied the company will be in better shape than ever to care for the talking machine and small goods business.

## A MULTIPLEX PHONOGRAPH

Invented and Manufactured by Geo. Gombert—Operator Has Choice of Dozen Records—Some of the Features.

About three years ago George Gombert invented a new form of multiplex phonograph, which he has since manufactured, in a small way, for the trade of this country, having disposed of the patent rights in Canada and Germany some time ago.

The machine is especially designed for use in arcades, cafes, etc., and is coin-operated, the power being gained from a spring motor wound up with a crank. A dial is provided bearing the names of twelve selections, and after the coin is placed in the machine, a pointer may be moved to the selection desired, a push on the handle starting the mechanism.

Numerous advantages are claimed for the machine. In the first place, instead of having only one selection, the customer has his choice of twelve selections. The ordinary phonograph records can be placed in and taken out at will. There are also two sets of ear tubes, and a person dropping a cent can not only use one set of tubes, but on the opposite side is the other set, which can be placed in the ears of anyone desired. On the top of the machine is also the ordinary horn. In case the person dropping a penny prefers to play the music of song so that all in the room can hear it, it can readily be arranged by just changing the sound from the tube to the horn.

For you to be cheerful may not take the grouch out of every customer that comes in, but it may take an extra dollar out of his pocketbook.

## EASTERN CO. SERVICE

IS THE KIND THAT GETS THE GOODS INTO YOUR HANDS WHEN YOU WANT THEM

Popular Records in the height of their demand, not after your competitor has supplied the demand. Try Eastern Service. Once Tried, Always Used.

Write us for samples, descriptive circular and prices of

## Grand Opera Needles

The best needle on the market. Packed in patent boxes, with two compartments in lots of 300, 500 and 1,000, and in boxes of 100. Prices Right, Quality the Best.

YOU SHOULD HAVE "DUST-OFF"  
RECORD CLEANERS

For Edison Records

For Victor Records

The largest selling accessory ever put out. Write for circular and price list.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



# A "tip" for you on summer business

Get all the good you can out of your summer business. Tell the people in your neighborhood how the Victor can be used during the summer months.

Impress on them that the Victor is the best entertainer for summer homes; that the Victor is just the thing for club houses; and don't forget to drive home the fact that the Victor takes the place of an orchestra for dancing.

Throw out the suggestion to campers and yachtsmen that they should have a Victor on their outings, and see if they don't take to your hint.

Keep right at it, and you'll do a hustling business throughout the entire summer—and have a bigger bank account at the end of the season.

**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

## VICTOR DISTRIBUTORS:

Albany, N. Y. .... Finch & Hahn.  
 Altoona, Pa. .... W. H. & L. C. Wolfe.  
 Atlanta, Ga. .... Elyea-Austell Co.  
 Phillips & Crew Co.  
 Austin, Tex. .... The Petmecky Supply Co.  
 Baltimore, Md. .... Cohen & Hughes, Inc.  
 E. F. Droop & Sons Co.  
 H. R. Eisenbrandt Sons.  
 Wm. McCallister & Son.  
 Bangor, Me. .... M. H. Andrews.  
 Birmingham, Ala. .... E. E. Forbes Piano Co.  
 Talking Machine Co.  
 Boston, Mass. .... Oliver Ditson Co.  
 The Eastern Talking Machine Co.  
 M. Steinert & Sons Co.  
 Brooklyn, N. Y. .... American Talking Machine Co.  
 Buffalo, N. Y. .... W. D. Andrews.  
 Neal, Clark & Neal Co.  
 Burlington, Vt. .... American Phonograph Co.  
 Butte, Mont. .... Orton Brothers.  
 Canton, O. .... The Klein & Heffelman Co.  
 Charlotte, N. C. .... Stone & Barringer Co.  
 Chicago, Ill. .... Lyon & Healy.  
 The Rudolph Wurlitzer Co.  
 The Talking Machine Co.  
 Cincinnati, O. .... The Rudolph Wurlitzer Co.  
 Cleveland, O. .... W. H. Buescher & Son.  
 Collister & Sayle.  
 The Eclipse Musical Co.  
 Columbus, O. .... Perry B. Whitsit Co.  
 Denver, Colo. .... The Hext Music Co.  
 The Knight-Campbell Music Co.  
 Des Moines, Iowa .... Chase & West.  
 Harger & Blish, Inc.  
 Detroit, Mich. .... Grinnell Bros.  
 Dubuque, Iowa .... Harger & Blish, Inc.  
 Duluth, Minn. .... French & Bassett.

Elmira, N. Y. .... Elmira Arms Co.  
 El Paso, Tex. .... W. G. Walz Co.  
 Galveston, Tex. .... Thos. Goggan & Bros.  
 Grand Rapids, Mich. .... J. A. J. Friedrich.  
 Honolulu, T. H. .... Bergstrom Music Co., Ltd.  
 Indianapolis, Ind. .... Musical Echo Co.  
 Wulschner-Stewart Music Co.  
 Jacksonville, Fla. .... Carter & Logan Brothers.  
 Kansas City, Mo. .... J. W. Jenkins Sons Music Co.  
 Schmelzer Arms Co.  
 Knoxville, Tenn. .... Knoxville Typewriter & Phonograph Co.  
 Lincoln, Neb. .... Ross P. Curtice Co.  
 Little Rock, Ark. .... O. K. Houck Piano Co.  
 Los Angeles, Cal. .... Sherman, Clay & Co.  
 Louisville, Ky. .... Montenegro-Riehm Music Co.  
 Memphis, Tenn. .... E. E. Forbes Piano Co.  
 O. K. Houck Piano Co.  
 Milwaukee, Wis. .... Lawrence McGreal.  
 Minneapolis, Minn. .... Lawrence H. Lucker.  
 Mobile, Ala. .... Wm. H. Reynolds.  
 Montreal, Canada .... Berliner Gramophone Co., Ltd.  
 Nashville, Tenn. .... O. K. Houck Piano Co.  
 Newark, N. J. .... Price Talking Machine Co.  
 Newark, O. .... The Ball-Fintze Co.  
 New Haven, Conn. .... Henry Horton.  
 New Orleans, La. .... Nat'l Auto. Fire Alarm Co.  
 Philip Werlein, Ltd.  
 New York, N. Y. .... Blackman Talking Machine Co.  
 Sol Bloom, Inc.  
 C. Bruno & Son, Inc.  
 I. Davega, Jr., Inc.  
 S. B. Davega Co.  
 Chas. H. Ditson & Co.  
 Jacot Music Box Co.  
 Landay Brothers, Inc.  
 New York Talking Machine Co.  
 Silas E. Pearsall Co.  
 Benj. Switky.

Omaha, Neb. .... A. Hospe Co.  
 Nebraska Cycle Co.  
 Piano Player Co.  
 Peoria, Ill. .... Putnam-Page Co., Incorp.  
 Philadelphia, Pa. .... Sol Bloom, Inc.  
 Louis Buchn & Brother.  
 J. E. Ditson & Co.  
 C. J. Hepp & Son.  
 Penn Phonograph Co., Inc.  
 H. A. Weymann & Son, Inc.  
 Pittsburg, Pa. .... C. C. Mellor Co., Ltd.  
 Standard Talking Machine Co.  
 Portland, Me. .... Cressey & Allen.  
 Portland, Ore. .... Sherman, Clay & Co.  
 Richmond, Va. .... Cable Piano Co., Inc.  
 W. D. Moses & Co.  
 Rochester, N. Y. .... The Talking Machine Co.  
 Salt Lake City, Utah. .... Carstensen & Anson Co.  
 The Consolidated Music Co.  
 San Antonio, Tex. .... Thos. Goggan & Bros.  
 San Francisco, Cal. .... Sherman, Clay & Co.  
 Savannah, Ga. .... Phillips & Crew Co.  
 Seattle, Wash. .... Sherman, Clay & Co.  
 Sioux Falls, S. D. .... Talking Machine Exchange.  
 Spokane, Wash. .... Eilers Piano House.  
 Sherman, Clay & Co.  
 St. Louis, Mo. .... Koerber-Brenner Music Co.  
 St. Louis Talking Machine Co.  
 St. Paul, Minn. .... W. J. Dyer & Bro.  
 Koehler & Hinrichs.  
 Syracuse, N. Y. .... W. D. Andrews.  
 Toledo, O. .... The Hayes Music Co.  
 The Whitney & Currier Co.  
 Washington, D. C. .... E. F. Droop & Sons Co.  
 Robert C. Rogers Co.

**The Columbia Grafonola "Regent"  
at \$200 is the surest prestige-and-profit  
feature ever displayed in a talking-  
machine window: a library table and a  
concealed-horn talking machine—com-  
bined value \$250 of any man's money.**



Columbia Phonograph Co., Tribune Building, New York.

### PHONOGRAPH INFLUENCED JURY.

It Is Claimed by Lawyer Who Asks Pardon for Convicted Man Because They Heard "Lasca" Before Bringing in Verdict.

(Special to The Talking Machine World.)

Sedan, Kan., June 1, 1910.

Did the plaintive tones of "Lasca," a dramatic recital, reproduced on a phonograph, influence a jury of twelve "good men and true" to bring in a verdict of guilty against Robert Moore and send him to the penitentiary for killing his neighbor, Frank Berree?

Judge Aikman, of the District Court, held that the phonograph had nothing to do with the verdict, and when the case went to the Supreme Court that tribunal said the same thing and sustained the lower court's refusal to grant a new trial.

The friends of Moore, however, refuse to be satisfied and are now circulating a petition for his pardon from the penitentiary at Lansing, where he went one year ago to begin a ten year sentence. These friends assert that if the jury-men had not heard the phonograph they would never have convicted Moore.

Moore and Berree lived on adjoining farms in the north part of this county. Their children quarreled at school and the parents took up the battles of their children. One word brought on another one morning in May, 1908, when Moore met Berree in the public road. Then another farmer drove up with a load of corn and, seeing two neighbors quarreling, persuaded both to move on. It looked as if there would be no more trouble, when Berree suddenly turned his horse and rode back toward Moore. Moore believed Berree was going to shoot him, he says, and shot first. Berree fell dead in the road.

The case was hard fought. Half a dozen lawyers were hired by each side. Several of the lawyers had spoken when the court adjourned. After the jury had supper they started down the street and passed a jewelry store from which the sounding horn of a phonograph protruded through the window.

One jurymen proposed that all stop and have some music. They did so, and the first and only selection played was "Lasca." This is a pathetic recital with musical accompaniment. It tells of the death of a beautiful Mexican girl in a cattle stampede. It is a selection calculated to bring tears and heart throbs. The jury listened to it and then returned to the courtroom, where the final plea for the State was made. The lawyer was at his best and he followed the strains of pathos that "Lasca" had already started. The jury retired and brought in a verdict of guilty in the second degree.

When the motion for a new trial was being argued the attorneys for Moore had the phonograph brought to the courtroom and the selection played for the court. The motion for a new trial was denied. The case was carried to the Supreme Court. The phonograph "record" was filed with the papers in the case and the attorneys offered

to have it played in the Supreme Court room, but the judges were willing to take the word of the lawyers for it, so it was not used. The lower court was sustained.

When Moore heard of this he came to Sedan and offered to go to Lansing alone to begin his time. His friends are working hard now to get him pardoned.

### TRADE IN THE SAINTLY CITY.

Business in Excellent Condition—Aeolian Co.'s Handsome Victor Department—Entire Sales Force of St. Louis T. M. Co. Retained—Big Columbia Co. Increase—News of the Travelers—Trade News of the Month—Interesting Personalities.

(Special to The Talking Machine World.)

St. Louis, Mo., June 6, 1910.

The talking machine business for the month of May has been quite active, and the general trade reports show that the conditions are good.

As it had been announced some time before, on May 31 the Aeolian Co. branch of this city took over the St. Louis Talking Machine Co.'s interests here. Your correspondent has just inspected the handsome new Victor talking machine department established by the Aeolian Co., and it is certainly most attractively arranged. A large Colonial stairway goes from the first floor direct into the department, the decorations of which are most tastily carried out in white and gold. There are five soundproof booths with record cases running the entire length of the rear, being accessible from each room. The booths are painted on eggshell white and the walls are decorated with a gold-tinted burlap. This department makes a very elaborate addition to Aeolian Hall, the furnishings of which are carried out in Mission.

The entire sales and office forces of the St. Louis Talking Machine Co. have been retained by the Aeolian Co., and the same efficient service will be given their patrons. O. A. Gressing, late manager of the St. Louis Talking Machine Co., will remain with the Aeolian Co. until about August 1, thoroughly posting J. A. Honea, manager of the Aeolian Co., regarding the details of the department, when he will leave to accept an important position at the Victor factory.

E. B. Walthall, manager of the Columbia Phonograph Co., reports an increase of nearly 100 per cent. in the total business of this branch in April as compared with April of 1909, and that the May trade will show as great an increase. Mr. Byars, sales manager of this concern, sold to Mrs. P. S. Marquis, 5427 Waterman avenue, this city, one of their superb fumed oak Regent grafonolas, which was shipped to Philadelphia as a bridal present to her son, P. S. Marquis, Jr., who will be married to a young lady resident of that city on June 10.

Chas. Kauffman, traveling salesman for the Columbia Phonograph Co., spent May 13 and 14 here, leaving on the 15th for a trip through Central and South Missouri.

W. C. Fuhri, western district manager of the Columbia Phonograph Co., and C. W. Smith, manager of the Kansas City store of the company, spent May 11 here. W. E. Heath, assistant manager of the company at Kansas City, and his wife, spent Decoration Day here. Mrs. Elmer C. Murtry, wife of the manager of the Pittsburg, Pa., store of the company, spent the month of May visiting her mother in St. Louis.

Marks Silverstone, of the Silverstone Talking Machine Co., reports an excellent business for the month of May, both wholesale and retail. He reports an extra good demand for Amberola machines. Mr. Silverstone will attend the National Talking Machine Jobbers' convention at Atlantic City, N. J., in July. Miss Blanche Silverstone, sister of Marks Silverstone, and an attache of the office force of the company, was married to Chas. Aronberg, a prosperous young jeweler of this city, on May 26.

The Thiebes Piano Co. report their talking machine business for the month of May as being fair, with the best demand for high-class machines. They sold a Victor Auxetophone to the Budweiser Rathskeller, one of our prominent cafes.

F. Denizet, a Columbia dealer of Perryville, Mo., spent two days here recently.

D. K. Myers, the well-known Zonophone jobber, reports having had a fair trade during May and looks for an improvement in June.

The Koerber-Brenner Music Co. report having had a good trade during May. W. A. Brenner, secretary of this concern, returned recently from a two weeks' western trip.

Miss Sadie Rosenblatt, manager of the talking machine department of the J. H. Buettner Furniture & Carpet Co., reports a fair degree of activity for the month of May.

### WINS GERMAN RECOGNITION.

Columbia Co.'s European Headquarters Receive Big Order for Dictaphones and Cylinders from the German Post Office Department—Used Also by the English Government Officials.

The Columbia Phonograph Co., General, have just received news from the European headquarters that the German Post Office Department has placed an order for a large supply of Dictaphones and several thousand cylinders, to be used in the Post Office Savings Bank Department. The British Post Office, as well as a number of other Government Departments, has been using Dictaphones for several years. So have a number of British Cabinet Ministers and ex-Ministers. Prominent among these are the Rt. Hon. Winston Churchill and the Rt. Hon. A. J. Balfour. Dictaphones have been used extensively in the American Government service for many years past.

When you put in a display window, let the display be complete so far as one line is concerned, but do not attempt to show a variety of stock representing all the departments of the business.

## WITH THE TRADE IN SAINTLY CITY.

Taking on of Victor Line by Aeolian Co. Arouses Interest—Voluntary Dissolution of Salm Talking Machine Co.—Groene to Feature Edison and Victor Lines—Cabinet Machines in Demand—Milner Musical Co.'s Active Business—Summary of the Trade News of the Month Worthy of Record.

(Special to The Talking Machine World.)

Cincinnati, O., June 8, 1910.

One of the principal developments during the past month in the local talking machine world was the announcement that the Aeolian Co.'s local branch was to handle the full line of Victor goods. Another feature, if such it can be called, was the voluntary dissolution of the Salm Talking Machine Co., 538 Main street.

On or before July 1, 1910, the Aeolian Co.'s new department will be in full swing, according to Manager W. O. Black, who has engaged Louis Ahaus, for seven years identified with the Wurlitzer Co.'s talking machine force, to take charge under the former's direction. Mr. Ahaus is fully conversant with the business, and the Aeolian people believe he will make good. The latter house has plans for fixtures which will be quite a departure in the talking machine business. The framework will be white-enameled, with mahogany doors. There will be three booths in a space 24 feet square and in the rear or to the north will be the file cases where the full Victor line of records will be installed immediately. The talking machine department will take off a slice of the manager's office and the rest of the space in the rear of same.

The Salm Talking Machine Co. ceased business without an obligation, it is said. All the new goods were returned to the factories and the smaller dealers bought that which was left. J. Salm, the proprietor, who was in the talking machine field for seven years, has no definite plans for the future. It is possible that he may go into the automatic machine field in the fall. Salm was located on upper Vine street until January 1, on which date he moved to 538 Main street. For a time he appeared to be doing good business, but early in May the entire neighborhood suffered from lack of patronage, several miscellaneous dealers telling Salm they could make more money by keeping their doors closed.

J. C. Groene, the Race street dealer, is going to make a specialty of the Victor and Edison lines. He cleaned up his shelves of all other stock on June 1 and intends to give this department more systematic attention. Business there during May was not very good.

The suit of the Rudolph Wurlitzer Co. against J. E. Poorman, respecting a question of discount, which was filed last year, was set for hearing last week, when the case reached the top of the calendar. It, however, was not tried, having been postponed until October.

Manager S. H. Nichols, of the Columbia Phonograph Co., in a chat with The World representative, said: "Business continues good in both retail and wholesale departments, showing a very substantial increase over the business of this time last year. The Grafonolas of all types are in great demand, and it is simply impossible to receive sufficient Grafonolas to fill our orders."

"Marion Dorian, our auditor, of New York City, spent several days with us the last week of May, and seemed to be well pleased with business and general conditions.

"The number of exclusive Columbia dealers being signed up is very gratifying, and our territory is being rapidly covered by exclusive contracts."

Four Victrola sales in a single day was the record mark in May for the Milner Musical Co., honors for three of the deals being carried off by Lloyd Kieffer, formerly of Charleston, W. Va. "This is quite a spurt for Victrolas," remarked Manager W. W. Timmerman, "considering the anticipated approach of the off season, but shows that with the proper 'hustle while you wait' idea before you, each month shows an increase which we always look forward to.

"We recently sold," he continued, "an Amber-

ola in Pineville, Ky., which adds another sale to our long list of Amberola customers. We find the grand opera list becoming more and more in demand, and attribute the purchases of the Amberolas principally to the increased sale of the higher-class records. One helps the other, and we are 'pushing the one that helps.' Trade in general is satisfactory, and I believe June should be equally as good as May."

The Rudolph Wurlitzer Co. report that the talking machine business during the month of May was satisfactory, but nothing extraordinary. The wholesale demand for Victor Victrolas was above the average established during the months of March and April, but the record business was light in comparison with the large number of machines sold.

A steady demand for Amberolas has been experienced during the entire month, showing that the Edison dealer is fully alive to the possibilities offered in this machine, and the demand has ready been felt for a machine used in summer homes and in camps, and a number of outfits have been delivered at distant points.

The Victor Victrola No. 16, although a very bulky article, seems to be selected as the proper machine for fashionable resorts, and the sale ranges from the highest grade Victor to the cheaper styles, which find their way into the more humble country homes, and river camps.

There is every probability of an active summer campaign in this territory. A healthy sign is the fact that dealers are reordering Amberolas and Victrolas in spite of the lateness of the season, and it stands to reason that with the smaller dealer enthusiastic, the large dealer will have necessity in giving the business his usual energetic support.

## MARCONI'S LATEST.

Marconi will shortly begin a series of tests in throwing electric waves charged with messages over the Rocky Mountains to the Pacific coast. If perfected, it is believed it will save great prop-

erty losses to telegraph poles and wires along the railways in the West. It is also declared practicable to communicate with moving trains by wireless.

## VICTOR FOR NEVADA HOSPITAL.

The State Hospital for Mental Diseases Buy Machine from the Emporium of Music at Reno—Why Arthur Holgate Is Pleased.

(Special to The Talking Machine World.)

Reno, Nev., June 1, 1910.

Arthur L. Holgate, manager of the Emporium of Music, handling Victor and Edison machines and Victor, Zonophone and Columbia disc records, as well as musical merchandise and sheet music in this city, is enthusiastic over the talking machine business in this section. His house has just supplied the Nevada State Hospital for Mental Diseases, otherwise known as the Insane Asylum, with a large Victor V machine with oak horn and a quantity of records. The officials of this State hospital claim that music has proven to be beneficial other than simply as an entertainer. During the serious stages of the inmates, when their minds are overworked by thoughts upon one particular theme, if the proper music is played for them, it has a soothing effect and will oftentimes subdue a patient when everything else fails. For the pleasure end of it the asylum has a fine auditorium, where every Saturday night visitors are allowed to witness the patients dancing, and after they are through then the visitors are allowed to take the floor. Although some of the inmates are musically inclined, there being several fine violinists and pianists among the inmates, who oftentimes furnish music for dancing, the playing of the Victor is looked forward to by all.

The Emporium of Music feels quite proud in making this sale for the simple reason that the Nevada State Hospital has done them the honor of providing this Victor machine, instead of sending to the East or to the Coast.



## 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.

# HOME RECORDING on the EDISON

The Edison Phonograph is the only sound-reproducing instrument on which home recording can be done. Score *one*.

## Amberol Records

The long playing Records on which the Edison Phonograph renders the best of all kinds of music, without omission or hurrying. Score *two*.



*The way of least resistance lies in handling the Edison line—all the*

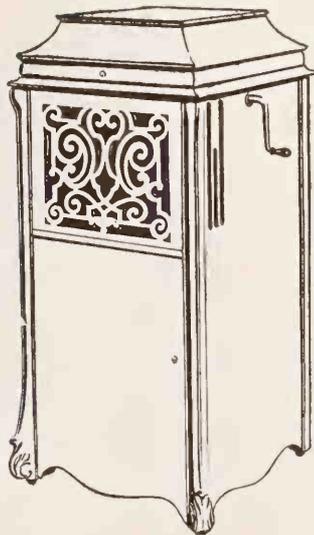
National Phonograph Company

# THE SAPPHIRE Reproducing Point

The permanent Sapphire Reproducing Point or Button does not scratch, does not wear out the Records and never needs changing. Score *three*.

## \$12.50 to \$200.00

This range of prices makes a possible Edison customer of everyone in your territory who does not already own an Edison. Score *four*.



arguments on your side, none to buck against. Write your jobber to-day.

9 Lakeside Ave., Orange, N. J.



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NEW YORK, JUNE 15, 1910.

**T**RADER conditions improved somewhat during the month of May and our reports indicate that in many sections of the country the trade record is ahead of that of the corresponding months last year.

The talking machine trade is certainly undergoing changes. That is apparent to anyone who gives the industry close study.

The number of men engaged in selling talking machines is lessening rather than broadening.

A number have not succeeded in making a success out of the business.

Their failure has been due largely to their own inability and indifference and, of course, accentuated by reason of the poor business conditions for the past two years.

We are, however, retaining in the trade a better class of business men, for by a steady process of elimination the better ones are bound to remain in the game, and the smaller non-progressive ones will be eventually weeded out.

It is a case of the survival of the fittest, and the fittest in this instance will be the men who have faith in the future of the business and who are willing to back their faith with good hard work and money investments.

The man who has nothing at stake in any business can be pretty safely counted upon as a failure unless he be a rare type.

The talking machine is steadily coming into its own and is now being sold as a staple rather than as a novelty.

In other words, it has marvelous powers, arousing admiration just the same as in days ago, but it does not create the wide-spread surprise which was manifest everywhere a few years ago. It is becoming a steady selling commodity and so it will remain.

The business will fluctuate according to the emphasis placed upon it.

Changes will be made, for this trade as well

as all others must conform to the resistless laws of change.

The talking machine men must make their establishments interesting, as anything that attracts the public to the store helps to get the people to trade there.

That is advertising and the most valuable kind of advertising a man can give.

Talking machine men must figure to interest the public.

The more interest that can be aroused and sustained the better it will be for everyone.

**J**UDGING from the program which the talking machine jobbers have outlined for the meet next month at Atlantic City, an interesting time is in store for members who will journey to that fascinating spot for Convention purposes.

Secretary Roush and his confrères have been hard at work for the past few weeks getting things in shape and from special information which is imparted to The World we feel confident in predicting an interesting Convention.

A number of important business matters which have a direct bearing upon the trade are scheduled for discussion, and then there is the social side which makes a very pleasing diversion, and, so far as athletic amusements go, there is a baseball game planned between the Eastern and Western jobbing contingents.

That struggle for athletic supremacy alone will be worth going a long ways to witness.

The secretary, while discussing the plans recently with The World, stated that from data which he had received he predicted a larger gathering in point of attendance than last year, which, by the way, reached the high water mark so far as Conventions go in the talking machine industry.

It is certain that the jobbers manifest a deep interest in their organization, which now seems to have become a permanent factor in the industry.

**I**N every trade there will always be a few who remain aloof from participating in association work, but, as long as any organization works along lines which tend to trade uplift it should be warmly supported.

The jobbers are working with the manufacturers to promote trade welfare and certain recommendations which they have made have been pleasantly received by the latter.

When business men get together and discuss trade conditions in a serious and sensible vein, cutting out abuse and threats, it may be presumed that good will come from such considerations.

At least that has been the history of trade associations in all lines.

Piano dealers, many of whom handle talking machines, held a Convention in Richmond, Va., last month.

In many respects it was the most interesting convention gathering which had taken place for years in the music trade.

In fact, the piano manufacturers and piano salesmen held their Conventions in the same city and at the same time so that there should be no break between sessions.

For months The Music Trade Review has urged the piano dealers to take some definite action regarding the plan of selling

pianos by guessing contests, issuing coupons, certificates, etc.

The development of schemes, whereby the public have been offered beautifully embossed certificates for the solution of some alleged puzzle which a child of six years could decipher in a minute and a half, has grown to such an extent that it has threatened to destroy the confidence of the public in piano values.

In this connection we may state that many of the concerns which have issued these certificates would not give the price of a postage stamp for them when presented at their stores, and yet they have been used simply for the purpose of fooling the public.

In many instances the prices on pianos have been marked up so that when the certificates were applied upon piano sales there would be actually no saving in cost to the purchaser.

These plans have been worked in nearly every city in the United States.

The Music Trade Review was the only paper in the piano industry which took a positive stand against these methods of selling pianos.

Interest was stimulated in all sections of the country and the piano dealers passed resolutions requesting its members to aid in the crusade against the use of such certificates in piano selling.

The result of this action on the part of the Association will have a wide-spread influence in checking the coupon certificate method of piano selling.

**O**N account of price contracts in the talking machine trade the conditions are such that it is not probable that similar methods could be employed for the sale of machines, yet, we can see possibilities whereby this certificate plan might be used, and, if this evil should rear its head in the talking machine trade the Association would stand ready to deal it a crushing blow at the start, as one can never tell just what conditions may arise whereby the aid of a powerful organization is needed for trade protection.

An organization cannot be immediately called into active being, therefore, if the jobbers live in a state of preparedness, and are always keenly alert to meet contingencies which may arise from time to time, they occupy the same position as a police force.

They become at once a menace to the evildoer and whenever trouble arises at any point they are in a position to exert a strong influence to right the wrong.

It is difficult sometimes to trace just what should be credited to the combined work of all, but it is certain that if we study conditions in all trades we will find that great good must be credited to associated effort.

The cleaner lines upon which business may be conducted works to the advantage of every man in the business and the reforms in the credit system operate to the advantage of all.

There are many things which should be seriously considered by those who have interests at stake, and we know that the jobbers at Atlantic City have planned to consider a number of matters which have a direct bearing upon the talking machine affairs.

**T**HERE has been some discussion in trade circles as to who will be elected the next president of the association.

The Eastern men say that the honors should come into Eastern territory this time, as since the association was formed at Buffalo the chief executive position has been held by Western jobbers.

There is no sectional feeling shown in the matter, but the Eastern jobbers feel that the different sections of the country should be represented and that the honors should go 'round.

Splendid work has been done for the organization by men in the East, and there is good presidential timber in this locality.

**A LIVE TALKING MACHINE MAN.**

O. A. Gressing, Long in Charge of St. Louis Talking Machine Co. and Now With Aeolian Co., Has Made Enviably Good Record as Manager—To Remain with Victor Co. Forces.

(Special to The Talking Machine World.)  
St. Louis, Mo., June 10, 1910.

We present herewith a very good likeness of O. A. Gressing seated at his desk, and who, up to the first of June, had charge of the St. Louis



O. A. GRESSING, SNAPPED SITTING AT HIS DESK.

Talking Machine Co., which was purchased by the Aeolian Co. Mr. Gressing has made a most enviable record while manager of this company, and the Victor dealers in his territory are expressing their keen regrets at his leaving. Mr. Gressing has established a reputation as one of the "live wires" of the talking machine trade, and with his very able advice and counsel has helped many a dealer over the rough places. His enthusiasm and zeal for the Victor was contagious and instilled in the dealers an ambition and aim that they found easy of attainment by following him.

At the request of General Manager Geissler, of the Victor Co., Mr. Gressing will remain with the Aeolian Co. until Mr. Honea, the new manager, feels that he has the reins of the new department firmly in hand. This is a splendid arrangement, as the retail and wholesale experience of Mr. Gressing has been of such wide scope that his admirable assistance and coaching to Mr. Honea will prove inestimable.

The many friends of Mr. Gressing will be pleased to know that he will remain with the Victor Co. Preparations are on foot among the dealers of the Southwest to tender a banquet to Mr. Gressing when the time comes for him to leave the St. Louis field.

**TRADE ACTIVE IN NORTHWEST.**

In Better Condition Than Ever Before—Dealers Make Excellent Reports—Minnesota Phonograph Co. in New Quarters—W. J. Dyer & Bro. Concerts Popular—Other News.

(Special to The Talking Machine World.)  
Minneapolis and St. Paul, June 5, 1910.

Trade in talking machines is flourishing in St. Paul and the entire Northwest as it never has since the days when the Edison phonograph was first exhibited in these parts as a wonderful curi-

osity. All dealers report a substantial increase in sales, in the retail way and a most satisfactory growth in the jobbing trade.

The Minnesota Phonograph Co., Lawrence H. Lucker, president, recently took possession of a three-story building at 519 First avenue South, Minneapolis. It is about 160 feet long, the first floor being used for retail business, the second and third for wholesale, and the basement and two-story warehouse in the rear for storage and workshop. Twelve sound-tight demonstrating rooms, tastefully furnished, give fine opportunity for purchasers to hear talking machines to advantage. Mr. Lucker reports trade exceedingly good. Victrolas for the summer homes at Lake Minnetonka and other lake resorts are increasing in popularity.

The Victrola and Amberola concerts begun by W. J. Dyer & Bro. before the grand opera season proved so popular that they have become a regular event. The concerts are held semi-monthly and are doing good work in educating the public to the real merits of the once despised machines.

The Columbia Phonograph Co.'s Northwestern branch has had an excellent spring trade. Jay H. Wheeler is more than gratified over the substantial enlargement of the retail sales in Minneapolis and St. Paul, as well as the business that is obtained from the rural sections. The Dictaphone is winning its way in the larger law offices and mercantile offices, where it is regarded as a necessity, rather than as a convenience.

**COLUMBIA WITH GALESBURG CO.**

The Piano House of Galesburg, Ill., Will Conduct an Exclusive Department Devoted to Columbia Machines and Records—Scheuber Drug Co. Become Columbia Jobbers.

(Special to The Talking Machine World.)  
Chicago, June 3, 1910.

The Columbia Phonograph Co. have consummated arrangements with the Galesburg Piano Co., of Galesburg, Ill., whereby the latter will conduct an exclusively Columbia talking machine department. This is the result of the activity of the Chicago organization of the Columbia Co. and the general campaign being carried on in the interest of the piano trade. The order received included machines of all types of Graphophones as well as Grafopolas and a large assortment of records. The Columbia line is rapidly being identified with the piano trade, many progressive piano concerns realizing the advantages of being connected with the talking machine business.

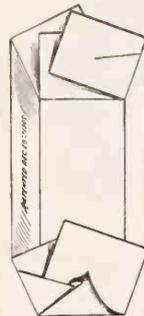
E. C. Plume, western wholesale department manager of the Columbia Phonograph Co., with headquarters in this city, has left his office for several days and gone on a trip which will include Minneapolis, St. Paul, and Livingston, Mont. While at the latter point he will call on F. A. Scheuber, president of the Scheuber Drug Co., exclusive Columbia jobbers for the State of Montana.

**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.)

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

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

**NET PRICES RAPKE LABELS**

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

**FREE SAMPLE** of Tray with Label to 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 send direct.

Manufactured by  
**BLACKMAN TALKING MACHINE CO.**  
J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

# The New Phonograph Instant Response



U-S Phonola, Model A



U-S Opera Model



U-S Phonola, Model B

**S**ELDOME, if ever, in the history of the music trade has an event aroused such universal interest as the introduction of the U-S Combination Phonograph and U-S Everlasting Record.

This interest, unmistakably manifested at our recent demonstration at Richmond and expressed again in hundreds of letters from every section of the country, is the direct result of one big fact—that U-S Phonographs and Records have an actual superiority over any other machine or record the trade or the public has ever seen or heard.

This is a broad statement, but we can *prove* it. We can prove that the U-S line stands unapproached in *convenience of operation, quality of tone production and indestructibility of records*. In this machine and record all the mistakes of the old-line machines and records have been corrected, and in correcting them have produced a **NEW** instrument, built on **NEW** lines, **NEW** in its mechanical simplicity and artistic musical performance.

The first of the many advantages that are sweeping the

## U-S Combination Phonograph

into instant popularity is the **AUTOMATIC-CHANGE REPRODUCER CHANGE**, by which, with a simple twist of a shift key, it is automatically and instantly adjusted to play either a two-minute or a four-minute record. The convenience of the device can be appreciated only by one who is acquainted with the old style and troublesome method of disconnecting the horn, removing one reproducer and fastening on another, then the inconvenience of shifting mandrel gears to change the speed.

In the U-S all this is accomplished in a fraction of a second by a touch of the thumb and forefinger. Nothing could be simpler or more convenient, yet no other phonograph on the market has this remarkable improvement.

**IN THE MOTOR OF THE U-S MACHINE**, we are offering a device absolutely unique in its simplicity, long-running quality and unusual power. It embodies the nearest approach to positive noiselessness yet reached in phonograph construction. Its ample power insures a smooth, evenly-balanced action, and in addition the U-S is fitted with a pulley balance wheel, another exclusive feature, and *absolutely the only means of insuring a reproduction true to pitch*.

**THE DIAGRAM OF THE U-S** is much larger than any heretofore used and being made of an extraordinarily sensitive material it has marked superiority as a "voicing" instrument, particularly in bringing out delicate musical detail.

The point is of selected sapphire, and is ground to a shape different from, and unquestionably superior to, any other reproducer point on the market. It is scientifically accurate, and fits so perfectly into the sound groove that all scratching and harshness is eliminated.

**U-S MEANS BUSINESS.** And our terms are such that the phonograph line in America. Fill out and mail at once.

Write for Prices  
and Particulars

**U-S PHONOGRAPH CO.**

# and Record Receive from the Trade

Even after you thoroughly appreciate the many revolutionary features of the U-S Phonograph, there is another and equally startling chapter to the U-S story—the perfection of the U-S Everlasting Record, beyond all question the most radical departure and improvement ever introduced in cylinder records.

*This Record is not a Wax Record.* Both in material and method of making, it is the result of research and experiment in entirely new fields. It is composed of a wear-proof surface mounted upon an unbreakable cylinder base, and is *everlasting* in the fullest meaning of the word—proof against scratching, proof against cracking by extreme heat or cold, proof against damage from careless handling or dropping. It may even be sent through the mails in its original carton, with no other protection whatsoever.

It does away with the heavy loss dealers formerly were obliged to stand through record breakage, and, moreover, it opens up big possibilities of new business through mail delivery.

No amount of playing can wear out

## U-S Everlasting Records

One was played continuously for eight days (1,000 times) yet a microscope failed to reveal the slightest trace of wear, either upon the record or upon the sapphire point. Even 10,000 times more would not have interfered with its faultless reproduction.

Great as these points of mechanical excellence are, they are for the moment forgotten when you hear the rich, round tone, the resonance and mellowness that pour forth when the U-S Phonograph and Record are played.

Being accustomed to the unnatural tone of other machines, you are surprised at the purity of tone, the fullness and volume of the U-S. It is so natural in character, so full of sympathy and feeling, that it virtually brings you into the very presence of the original voice or instrument. All the "tinny," artificial character is eliminated. This is the music that has at last placed the phonograph among *recognized* musical instruments; it is the kind that SELLS phonographs.

Bear in mind that ours is A FULLY MATURED BUSINESS PROPOSITION, based upon absolute merit and having unlimited resource behind it. It is broad enough in its scope and possibilities to merit the confidence and co-operation of any dealer.

The wonderful U-S story will soon be sent broadcast to the public—not a proposition of promise merely, but of *positive proof*. By actual comparative demonstrations at dealers we are going to show to the world the difference between U-S machines and records and other machines and records, and it is a difference that will arouse the enthusiasm of your customers.

Means **BIGGER PROFITS** than offered by any other accompanying coupon, and receive full particulars.

Cleveland, O., U. S. A.



U-S Banner Model



Two-Minute and  
Four-Minute  
Records

U S  
Phonograph Co.  
1043 Oregon Ave.  
CLEVELAND, O.

Gentlemen:  
Please send full particulars concerning the U-S Line of Phonographs and Records.

Name .....

Address .....

City .....

State .....



We are announcing this week a new  
**Columbia Graphophone—type “BNWM,”**  
 with a splendid mahogany cabinet and  
**Symphony Mahogany Horn, at \$50.**



Columbia Phonograph Co., Tribune Building, New York.

### THE EXHIBITION AT RICHMOND.

The Leading Talking Machine Companies Well Pleased with Result of Display at the National Piano Exhibition in Richmond—Much Interest Manifested by Dealers and the General Public in the Exhibits—Those In Attendance Pleased with General Results.

Perhaps the most ambitious displays made at the National Piano Exhibition, held in Richmond, Va., during the period of the convention of the National Piano Dealers' Association of America, from May 16 to 21, were those of the Columbia Phonograph Co., the National Phonograph Co., the Victor Talking Machine Co. and the U. S. Phonograph Co. These concerns occupied well-lit booths, handsomely decorated, sound proof and with plate glass fronts. Considerable business was done by the "talking men" during the afternoons, when the exhibition was open for dealers only, while in the evenings, when the public attended, the talking machine booths were always crowded, the voices of the great artists appealing to visitors even more strongly than the music of the United States Marine Band and the Bostonia Ladies' Orchestra, which were in attendance.

The people of Richmond and vicinity displayed much interest in the exhibition and on society night, May 17, over 5,000 people crowded into the building at one time, causing such a jam that the fire chief took charge and closed the doors temporarily. The exploitation of the latest conceptions in machines and records before such crowds could not but result in much good for the cause in general.

Keeping to the right with the crowd the first talking machine exhibit seen was that of the Victor Talking Machine Co., who had a full line of Victor machines displayed, including five models of Victrolas. The voices of the famous artists reproduced through the medium of the Red Seal records served to attract crowds of people to the booth, where they were greeted with knightly grace by Oliver Jones, ably seconded by Ernest Johns. Max Landay, of Landay Bros., New York, was much in evidence around the Victor exhibit. Ellis Hansen, the window display expert of the Victor Co., had arranged a most attractive special display for setting off the booth, the chief features of which were Red Seal records, and the bright colors of the frames in which they were set when lighted up by concealed electric bulbs was very enchanting. George D. Ornstein, sales manager, and J. M. Gately were also in attendance at the Victor booth.

Next in line was the double booth of the National Phonograph Co., wherein were shown a full line of Edison machines, including the Gem, Standard, Home, Triumph, Idealia and the Amberola, several styles of which were shown with a variety of attractive finishes. At the exhibition they took occasion to exhibit for the first time their new reproducer, which gets a beautiful volume of sound out of the records, and surpasses any previous form of reproducer used by the

National Co. A large assortment of records were on hand for the entertainment and edification of visitors. F. K. Dolbeer, sales manager of the company, was in charge of the exhibit, assisted by J. W. Scott and M. B. Romaine.

The United States Phonograph Co. had a well-located booth, where they showed a number of different styles of their combination phonograph, playing with two and four-minute records as desired, and including Banner and Opera models with horns and models A and B Phonolas, or hornless machines, and their Everlasting record, which in resisting all efforts to break them, live right up to their name, besides giving forth an excellent volume and quality of tone. Perhaps the most interesting portion of this company's exhibit was their combination reproducer, which, by turning a thumbscrew, could be shifted to play either two or four-minute records. The shifting of the soundbox also made the necessary changes in the carriages, automatically and instantly. Those in charge of this booth were T. H. Towell, A. W. Cole, F. L. Fritchey.

Following the circuit of the booths one came to the double display space of the Columbia Phonograph Co., where the full line of graphophones and grafonolas were arranged most attractively. The feature of this exhibit was the new Mignon Grafonola, a cabinet machine full of Columbia quality and retailing at \$150, only \$50 more than the small Elite model grafonola. Other styles of grafonolas were shown, including the Regent style in various finishes. The booth was handsomely decorated with framed pictures of prominent Columbia artists. Geo. P. Metzger, the advertising manager, had some convincing matter on hand for the benefit of visiting dealers, including motto cards bearing the trite paragraphs that have appeared in the recent advertisements in The Talking Machine World. Gold pins bearing the Columbia trade-mark—the two notes—were much in evidence. Besides Mr. Metzger, B. Feinberg, H. A. Yerkes, T. Allen Laurie and C. B. Woodhead were in evidence in the interests of the Columbia line.

H. N. McMenimen, general manager, Sheip & Vandergrift, Inc., manufacturers of the Music Master wood horns, attended the convention for the purpose of getting in touch with the dealers. Several styles of Music Master horns were shown on machines in both the Columbia and Edison exhibits. One of the horns was handsomely inlaid with pearl, while the others were finished in mahogany and oak. On the whole the Music Master horns were much in evidence and were greatly admired for their attractiveness and acoustical value as tone augmentors.

### TALKER FOILS BURGLARS.

Proves Such Attraction to Busy Cracksmen That They Play It While Working and Arouse Suspicions of Neighbors—Police Get Musical Crooks.

In the future it will be the wise burglar who keeps away from the house which shelters a talk-

ing machine, or at least controls his desire to listen to the latest music until he has collected the swag and has made his getaway. So it would seem from the experiences of a trio of cracksmen who were caught with the goods in Harlem.

The burglars had made their entrance into a residence that had been closed for the summer and had a really good time collecting bundles of valuables, prying open bureau drawers, smashing furniture just for the fun of it, and listening to tunes on a phonograph. William H. Haigh, owner of the house, thinks the burglars must have enjoyed the music, as many cigarette butts were found lying near the phonograph.

The burglars blame their troubles on the phonograph, for a little girl's bedroom in the house at 414 West 147th street, adjoining on the west, was so near that she heard the music and ran and told her papa, William Baxter. Baxter dressed hurriedly and made his way down 147th street to Amsterdam avenue, where he met Policeman Rice on post.

The burglars, when surprised by the police, started to beat a hasty retreat without waiting to say a formal good-bye, but the whistling of revolver shots around their heads so appealed to their musical natures that they were impelled to stop and listen, at the same time carefully raising their hands around their heads so as not to interfere with the sound waves. The burglars were held in \$2,000 bail each and all the loot was recovered by the police.

### COLUMBIA LINE IN STATHAM

Has Been Placed with Sikes, Lanier & Fite Who Will Also Handle It in Athens.

(Special to The Talking Machine World.)

Atlanta, Ga., June 2, 1910.

The Columbia line has been placed with Sikes, Lanier & Fite, successors to W. M. Fite & Co. at Statham, Ga., with a branch in Athens. The negotiations were carried on and closed by the Columbia wholesale branch in Atlanta through W. A. Barfield, its special representative. Westervelt Terhune, manager in Atlanta, in writing H. A. Yerkes, in charge of the wholesale department at the executive offices, stated that Sikes, Lanier & Fite carried the best stock of Columbia goods, for a town of its size, of any place on his territory. The firm in question certainly carry a diversified stock, for, in addition to talking machines, they also handle pianos, organs, small goods, buggies, wagons, harness, automobile supplies, oils, do general repairing, besides writing fire insurance. W. S. Lanier will be the partner in active charge.

The Columbia Phonograph Co., General, have again notified the trade that they intend to protect dealers in Columbia goods by prosecuting every case of price-cutting which may be brought to their attention.

To advertise right, you've got to believe in advertising and want to advertise.

## THE TRADE IN CLEVELAND.

Talking Machine Dealers Well Satisfied with Present Conditions—Opening of Summer Resorts Helps Sales of Low-Priced Outfits—New Screen Makes It Possible to Show Moving Pictures in Full Daylight—Talker Music Spurs Hens to Greater Efforts—U. S. Phonographs Well Received—Double Reproducer Carriage Arouses Interest—What the Various Dealers Have to Report.

(Special to the Talking Machine World.)  
Cleveland, O., June 9, 1910.

The gratifying volume of trade during May and which has continued without abatement since the first of June, is pleasing to the dealers, who have reason to be satisfied with the business now in evidence. There was a very satisfactory percentage of gain compared with the same period last year and prospects are flattering. Complaint is made by dealers of inability to procure goods with reasonable promptness, especially Victrolas, and there seems to be a shortage also in other types of Victor machines. The Amberola Edison phonograph attachment proposition is attracting customers and proving a profitable as well as popular deal.

The Columbia dealers have adorned the walls of their stores with a set of elegant colored lithographs, life-like presentations of prominent authors in the Columbia lists of records.

The opening of summer camps, cottages, parks and clubs has improved the trade in lower-priced machines to be taken to the various resorts. But the bulk of trade is in the higher grade machines and records, a large proportion of which is for the Grafonola Regent, Victrola XVI. and the Edison Amberola, with selections of records suited to the various tastes.

The general agent of the Humane Society, which has lately been giving considerable attention to the subject, accompanied by representatives of the Lake Shore Film Co. and a number of moving picture theater owners, visited the Columbia Theater and witnessed the demonstration of a new picture screen which makes it possible to see the films clearly in a room made as light as day. The Humane agent approved the invention as conducive to good morals. "This is certainly a long-looked-for and much-needed improvement," he said, as he watched the progress of the test. "I believe it is the solution of the moving picture show problem along the lines of health and morality."

A Buckeye woman noticing a newspaper paragraph to the effect that music would encourage hens to lay and, having tried many other devices, resolved to try its effect on her idle flock. Opening the kitchen door and placing her phonograph nearby she played a melange of the popular songs of the day. The hens soon gathered nearby, showing their interest in the entrancing strains by turning their heads to one side and intently listening. The next day the woman found she was six eggs ahead of the usual supply and, elated at the result, showed her faith in the new incentive by placing the phonograph out on the porch as close to the henery as possible and furnishing them continuous entertainment. It is reported that the hens paid handsomely for the attention, accepting the recorded notes at their face value, freely offering as collateral the choicest of fresh eggs. It is not improbable that this woman's experiment may lead to the installation of phonographs in thousands of heneries throughout the country, and thus put a quietus on the cold storage egg trust. Let us hope so.

A moving picture, conjointly with a talking machine, to be used in connection with classroom work, is the desire of Technical School students of the city, who are now arranging for their purchase. The idea of buying the machines originated with the principal and he has interested all the pupils. The Cleveland Builders' Exchange sent a moving picture to the school one day and one firm portrayed a scene from Tennyson's "Idylls of the King." "Just the thing—with the aid of a phonograph," thought the principal, "to use in the English classrooms. If

Tennyson's poems can be illustrated they can be made to speak, so can Shakespeare's, so, indeed, can many others. Demonstrations will interest the students and will give them a better, more thorough understanding of the work." The teachers in the different departments of the school are co-operating with the students in raising funds to make the purchase. A year ago the school purchased a piano-player, the only one at present owned by a Cleveland school. "We do things out here," said one of the students. "Tech. wants to be original."

Marion Dorian, traveling auditor for the Columbia Phonograph Co., was a visitor here May 27 on his way to Cincinnati. He stated the business of the company was constantly increasing to enormous proportions, emphasizing the popularity of Columbia goods.

For a long time a number of gentlemen prominent in Cleveland financial circles have been quietly but industriously working on what they term a new everlasting record and combination phonograph. Quite recently announcements have gone out to the trade regarding the new product and the company, which styles itself the "U. S. Phonograph Co.," is receiving a splendid response from all over the country where The Talking Machine World finds readers. It is characteristic of the U. S. product that it was not put upon the market until fully complete and in every respect perfected, and the company is not running any risks of having defective machines leave their plant.

At the Richmond National Conventions the company's product attracted a great deal of attention and the response therefrom and through the special announcement in The World from phonograph dealers since has been such as to give every promise of success.

The special features of the machine are a double reproducer carriage, which contains both two and four-minute reproducers. A turn of a shift key, which takes but a second, changes the reproducing sapphire and automatically shifts the feed mechanism. Both results are accomplished simultaneously and there is not the slightest opportunity for a mistake when changing from a two to a four-minute record. In addition to the reproducer carriage, a new feature is the mandrel pulley balance, which positively controls the speed of the mandrel and corrects any variation in the speed of the motor.

A new venture for Charles I. Davis, who conducts fifteen stores, located in various cities, was the talking machine business. Just seven months ago he installed the Victor and Edison line of goods in his up-to-date music emporium, considered one of the finest equipped in the country. "The showing," he says, "that the department has made is remarkable, not alone in the large record business that has been worked up, but in the large number of machines that have been sold and those, too, of the higher grade." The department is arranged in the most artistic manner and the business pushed very aggressively.

While "everything musical" may be obtained at the emporium of H. E. McMillin, department E, the talking machine quarters, under the management of O. E. Kellogg, is forging to the front in popularity. He reports the record trade for the past month to have been very good and that machine sales were fair. He stated the Edison machines and records seemed to be more in demand. "Among the machines sold by us during the past month," said Mr. Kellogg, "was a complete Victor outfit to the Euclid Avenue Congregational Church. They presented it to A. F. Hansey, Bolonge, F. C. M. S., Matadi, Congo. It is to be used in helping to civilize the Africans in the Wandy district."

Regardless of the season's execrable weather, Mr. Robertson, of G. J. Probeck Co., reports a very excellent trade. "Business," he said, "has been very fair during the past month. The demand for the new high class double-disc Columbia records has been a marked feature of this month's trade. Many inquiries are coming to us concerning the Columbia Grafonola, as well as for the more popular priced machines. The



## Stop handing out excuses to customers

When customers come to your store for anything, you ought to have it on hand or be able to get it quickly and tell them just when you will have it.

Maybe you can't do that with your regular jobber, but if you give us your order you can easily figure almost down to the very day when you will get your goods.

We keep our supply of Victors, Victrolas, Victor Records, record cabinets, fibre cases, horns, needles, repair parts, and specialties of every sort right up to the minute and send you the goods without delay. All orders are shipped the same day they are received.

We don't keep you waiting and you don't need to keep your customers waiting. You won't need to put them off from day to day with the excuse that you expect the goods almost any hour. Customers won't stand that sort of thing very long—they want what they order and they ought to get it quickly.

It's our part of the job to see that you get your goods quickly, and if you send us your next rush order you'll find out that we know our business.

Just because there is nothing you want at the present time, don't put off sending for our latest catalogue. Write for a copy to-day so you'll have it when you need it, and we'll also send you our booklet, "The Cabinet that Matches."

## New York Talking Machine Co.

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





SOLID WOOD (NOT VENEERED)

## Mr. Dealer!

One of the largest Talking Machine Dealers in the United States, writes us unsolicited:

"I am pleased to say that the MUSIC MASTER is the best horn that is on the market.

I have a lot in general use, and customers like them very much. It sells machines and helps sell records.

Often customers say we have the best Talking Machines they ever heard."

Yours very truly,  
(Name on request.)

Why not investigate the MUSIC MASTER product?

Should your jobber be unable to supply you, write us, and we will send you sample line of oak, mahogany and 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.

demand is still steady for Columbia indestructible cylinder records of both the two and four-minute variety. The indestructible feature seems to appeal very strongly to users of the four-minute records."

Good sales of Victrolas are reported by W. H. Buescher & Sons, with an excellent demand for records. "Business was very satisfactory during May," said Mr. Buescher, "and June trade is proving quite as good. I visited the factory recently and secured the promise of weekly shipments of Victrolas, but which will fall short of supplying the demand. The variety and excellence of the June list of Victor records is attracting scores of customers."

"The volume of business in May was an improvement over April," said the manager of the talking machine department of the Goodman Piano Co. "We are making daily sales of Victrolas and just sold one to a citizen of San Francisco, who was visiting in the city. There is also a very good demand for Reginas. There are nothing more than fair average sales of records."

A very good jobbing trade in the Victrola line is reported by Collister & Sayle, who are making an attractive display of Victrolas.

Mr. Friedlander reports business quite satisfactory at the Bailey store. "The sales of Edison Combination, Home Cygnet and Victor III," he said, "are exceptionally good and there is a good demand for cabinets. Our record trade is fine and we are interesting a large number of foreigners by furnishing them records in their mother tongue."

G. J. Probeck, local manager of the Dictaphone Co., closed a number of good sized deals in Dictaphones during the past week.

Mr. Goldsmith, representative of the Victor Talking Machine Co., was in the city last week and stated that in all the towns he visited he found business good and conditions in the talking machine trade prosperous.

H. F. Tinker, in charge of the talking machine department of the May Co., is quite optimistic about business and reports a big demand for Victrolas of all styles and prices.

Mr. Robbins, of D. L. Robbins & Co., makes a similar report with the addition that he is doing a big business in Edison phonographs, covering the entire line.

Mr. Towell, of the Eclipse Musical Co., and Mr. Rood, of the talking machine store, claim that the weather has had a deterrent effect on trade for the past couple of years, particularly in the country districts.

John Reiling, who handles the Columbia Co.'s goods exclusively, is building up a big following in German records as well as others of the foreign series.

### S. B. DAVEGA RETURNS

From His Visit to the Pacific Coast and Chats of Conditions as He Found Them in That Section.

S. B. Davega, president of the S. B. Davega Co., New York, who has been on the Pacific Coast looking after important property interests in Spokane, Wash., for over six months, returned East recently. Of his visit, Mr. Davega said: "I came back a little sooner than I expected on account of the illness of Mrs. Davega. I was in Spokane only while away, and though my personal affairs engaged the greater part of my time, still I did not overlook talking machine affairs altogether. The business was in excellent condition. As you probably know, Sherman, Clay & Co., of San Francisco, are the sole Victor distributors for the Coast, and it is a great proposition. The furniture houses handle talking machines to a much greater extent than in the East and they sell quantities of goods. Our own business is as good as can be expected for this time of year, and we are ahead of last year's record of sales. We anticipate a fine trade in the fall."

### FIRST BLACKMAN CO. OUTING.

Company Entertain Entire Staff of Employees During Afternoon and Evening at Coney Island—Generosity Appreciated.

The Blackman Talking Machine Co. held their first annual outing on Saturday last at Coney Island, the entire party being the guests of the company on this occasion. The employees, with their wives, sweethearts, etc., left New York on the 2 o'clock boat and immediately on landing at the Island proceeded to plunge into the joys of Dreamland and Steeplechase. When hunger, stimulated by the ocean breezes, asserted itself the party repaired to Feltman's where a bounteous shore dinner was enjoyed, followed by a tour through Luna Park. It was a tired crowd that sailed back to Manhattan on one of the last boats, but everyone voted the first Blackman Co. outing a grand success and were loud in their praise of the company's generous treatment. J. Newcomb Blackman and R. G. Caldwell accompanied the party to do the honors. The former made an interesting address, to which Mr. Caldwell responded on behalf of the sales force.

### LATEST LIST OF ZONOPHONE RECORDS.

As previously announced, the Universal Talking Machine Mfg. Co., in removing their plant from Newark, N. J., to Philadelphia, Pa., suspended their May list of Zonophone double-disc records. May and June are therefore combined, and the bulletin has now been sent the trade. About twenty double record discs—or forty selections—are listed and the range of music covers a wide field of the latest hits, as well as a number of standard favorites. The company's factory is now running smoothly and orders are being filled as rapidly as possible. General Manager MacNabb gets into New York about once a week.

No small thing in a shop or store is too small to overlook. But no small thing should ever be magnified into a mountain.

# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN LONDON.

Talking Machine Industry Advancing Slowly but Surely, Is Consensus of Opinion—Acute Competition in Disc Record Field—Machine Sales Drop Off—Edison Record by the Late King—A New Disc Record—Business Flourishing in Australia—An Original Form of Motor—To Play 'Phono Cut Discs on Columbia Machines—Some New Companies—The New Record Lists Offer Much of Interest—Advance in Color Cinematography—Barnett, Samuel & Sons' Interesting Trade Literature—Surprise Occasioned by Edison's Remarks—Exhibits at Japan-British Exhibition—First Lange Dividend—News of the Provinces.

(Special to The Talking Machine World.)

London, E. C., June 3, 1910.

At times one is inclined to view things from a pessimistic standpoint, at others times just the reverse. The reason is usually a personal one. It is amply demonstrated in the talking machine business when fluctuation of sales causes many to take up somewhat inconsistent attitudes in relation to the future of our industry. A round of visits among traders on any one day would reveal opinions which are intensely interesting, if only because of their contrast. One enthusiastic manufacturer believes the business to be only in its infancy, and would stake his life upon the prospects of the future. He is doing a fine trade. Another will dwell enviously upon the boom times of the past, talk despondently of the future, give it as his opinion that the public is getting indifferent, and stops advertising; needless to say he is going badly. Pass to the factors and dealers, and we hear the same diversity of individual opinion. What is the explanation? Is the talking machine trade losing ground or making headway? Taken as a whole, I am inclined to believe, after careful thought, that this industry has not reached that stage which might be called stagnation. It is not marking time, but its progress is slow, for all that, especially if considered from the point of view of profits. Here in England competition in the disc field is becoming more acute each season, with this result, that while trade in bulk is larger, it is not sufficiently so to keep up profits, because expenses are proportionately more, and I venture to say that there is not one firm who could truthfully say they are doing better for their shareholders to-day than in the past. That is not evidence of progress. Apart from competition, there is another aspect which bears pertinently upon the situation, and it is this: People do get indifferent to their machines, which fall into disuse and are eventually sold. That means a loss of new business to the machine manufacturers and a loss to the record maker.

Purchasers of new machines do not far outnumber those who dispose of their instruments second hand, and as time goes on this private trading will be felt more keenly by the manufacturers. Again, the trade is to-day in the hands of a larger number of distributors, whose individual sales are proportionately less on that account, because the demand falls much below supply. To sum up, it is evident that talking machine conditions on this side are in a very unsettled state, and are likely to remain so under the present order of things.

### Record Made by King Edward.

Since my last report we have had to mourn the death of one who held a more sympathetic place in our hearts than we realized while he was living. Our King—Edward the Peacemaker—as he was best known, always took a lively interest in any new invention, and the story of his first introduction to the Edison phonograph, how amazed and delighted he was with every record, is well known. Mr. Edison, we believe is the fortunate possessor of a record made by his late Majesty when Prince of Wales, and if it is now in good enough condition to allow of reissue, that record, to say the least, is worth its weight in gold.

### A New Disc Record Ready Soon.

Yet another disc record will shortly make its appearance on this market under the auspices of the Dacapo Record Co., who will be located somewhere in the City Road district. The Dacapo record is of needle-cut type, double-sided, and will be sold at the competitive price of 2s. 6d. A fine English repertoire, comprising over 300 titles, will figure in the first list, to be ready about the end of June. It is intended to market the record through factors only. W. J. Wisener, a gentleman of some experience in the talking machine trade, will handle the agency for this country, as well as the colonies.

### A Visitor from Australia.

I had the pleasure of meeting W. W. Stodart the other day, who hails from far-off Australia. In the course of a short conversation, Mr. Stodart said that general business conditions were never more flourishing out there than at the present time, and there was ample scope for the building up of a fine trade in all classes of machines and records, especially the disc, which was gaining in popularity more and more every day. Their chief industries—gold mining and wool exporting—are most satisfactory, while in other directions prospects were exceedingly bright, a condition of things which had exercised a very beneficial effect on talking machine sales. Mr. Stodart is connected with the well-established house of Nicholson's, Perth, Western Australia, who handle all kinds of musical instruments, and it was interesting to learn that they were one of the first to introduce gramophones in their district. Start-

ing many years ago with the sale of the old hand-wheel type—the earliest model—their talking machine department to-day takes second place only to the pianoforte section, and is increasing satisfactorily all the time.

### One Man's Idea of a Musician.

His Father's Plea.—Perhaps the poorest opinion of music as a vocation is attributed to a certain excellent master-builder, who had sent his son to college, where the young man excelled in musical accomplishments. In course of time he announced to his father his intention to become a musician. The father objected vehemently. The son begged, and at last was affected to tears, declaring that he should never be happy in any other calling. This melted the father's heart, and he exclaimed: "All right, do as you like—but don't you ever come round grinding your organ in front of my house."

### New Tresor Motor Is Original.

It is not often that one meets with originality in motors, they are all so much alike in form of construction, that anything different to the stereotyped patterns will at once command attention. And in this connection the new "Tresor" motor, as illustrated elsewhere in these columns, is the very embodiment of originality. A glance at its design will convey more than any words of mine can do, and its unique advantages will be at once apparent. All the parts are encased in metal, thus preserving the delicate gearing from dust and at the same time ensuring easy and silent running. The spring is afforded additional protection by being separately enclosed in a barrel of the usual type. It is evident that its constituent parts are made only of hard wearing metals, while the scientific assembling and general construction at once marks the "Tresor" motor as the essence of perfection. Its future prospects are indeed excellent, judging by the amount of orders already placed by traders both here and on the continent.

### New Attachment for Columbia Machines.

Musogram, Ltd., have just introduced a new device enabling phono cut discs to be played on Columbia machines, while they also have in hand an ingenious adaptor for the same purpose applied to Gramophone instruments. Mr. Packman, the manager, always has something new to offer, and is just now working upon a very fine thread needle cut disc. His long process phono cut are really wonderful for purity of tone and volume, and indeed some recent issues I had the pleasure of hearing, impressed me with the conviction of their superiority.

### A Peculiar Legal Case.

An application was made by the Gramophone Co. to strike out the statement of claim in an action brought against them by Lionel Monckton to restrain them from reproducing

## DULCEPHONE

British Manufacture Throughout  
Finest Tempered Sheffield Steel  
The Finest Needles on the Market  
Elegantly Packed

(Blue, Orange and Gold Metal Boxes  
for each 200)

Write for lowest inducive quotations, stating quantities required

Barnett, Samuel & Sons, Ltd.



## NEEDLES

World-Wide Reputation  
Sold in Every Quarter of the Globe  
Dealers and Jobbers Purchasing Quantities can have their Names Printed on the Metal Boxes

British Needles are the Best, but be sure they *are* British

32-6 Worship St., London, Eng.

## FROM OUR LONDON HEADQUARTERS—(Continued.)

on gramophone records his song "Moonstruck," sung by Miss Gertie Millar in "Our Miss Gibbs" at the Gaiety Theater. Mr. Macgillivray, for the company, stated that Mr. Monckton's statement of claim disclosed no reasonable cause of action and it was embarrassing. It had been decided that the making of a printed roll for a pianola was not an infringement of the author's copyright, and under the pleadings it was impossible to understand what position Mr. Monckton took up.

Ogden Lawrence, K. C., said that Mr. Monckton relied upon the common law right of a man to live on the fruit of his labor. This was a most serious question for authors, as gramophones had become practically perfect and were now used by really musical people. When people could get a song on a record it was found that the sale of the music was practically nil, and the important point was how far the author had a proprietary right in works which he put before the world—for people to play certainly, but not for reproduction in such a way as to destroy the value of the author's work. Mr. Justice Eve refused the application.

#### The Gramophone Trade-Mark Action.

The important Gramophone trade mark action will probably have been heard in the courts by the time these lines appear.

#### New Companies.

Irolite Manufacturing Co., Ltd. Talking Machine Manufacturers, etc. Capital, £2,000 in £10 shares. Registered office, 9 Hart street, Bloomsbury W. C.

Express Cable Inventions, Ltd. Photographs by Telegraphy. Capital, £50,000. 29a Charing Cross Road, London W. C.

A prospectus has been issued by the "Harper" Electric Piano (1910) Co., Ltd. Capital, £30,000. Apart from developments in other directions, the new company will continue the sale of pianos, organs, gramophones and all other kinds of

musical instruments in which a profitable business has been carried on by the vendor company at Holloway Road, London.

#### Gramophone Co. Shares Advance.

The Gramophone Co.'s shares have been very considerably on the upward grade of late, the last quotation at the time of writing being 39s. 4½d. With a steady market, as at present, prospects would seem to be very satisfactory in view of the fact that machine and record sales are well above the average for the time of year.

#### New Color Cinematography.

The latest invention in color cinematography is being shown at the Palace Theater, London. The pictures, taken by the Urban-Smith process known as Kinemacolor, form a complete pictorial account in color of the funeral procession of King Edward and the bringing of the body to Westminster Hall from Buckingham Palace. Nothing is omitted. The early morning crowds in the streets, the arrival of the soldiers to keep the route, the coming of the empty gun-carriage, the arrival of those taking part in the procession, are all shown. The marching soldiers and the brilliant uniforms of the sovereigns and officers upon the background of the trees in the park give some wonderful contrasts.

#### Choice List of Gramophone Records.

A choice batch of records is to hand from the Gramophone Co. They are of a quality which will appeal to all music lovers and dealers are well advised to keep a good stock in hand. The following titles are contained in the list for June:

"Egmont Overture" (Beethoven), "Grand Duchess of Gerolstein" (Offenbach) selections I. and II., by the Band of H. M. Coldstream Guards; "Dollar Princess," two step, by the Black Diamonds band; "Star of the Desert" (Bonheur), by John Harrison; "O Paradise" ("L'Africaine") (Meyerbeer), sung by Evan Williams; "The Low-backed Car" (Samuel Lover), by Thorpe Bates; "Ben the Bo'sun" (Ad-

ams), Harry Dearth; "Invocazione" ("Ballo in Maschera"—Verdi), sung by Miss Edna Thornton; Gems from "The Dollar Princess" (Rossini), by The Light Opera Company; "Quando Corpus" ("Stabat Mater"), Rossini, quartet, by Miss Perceval Allen, Miss Edna Thornton, Messrs. John Harrison and Robert Radford; "My Wife's Gone to the Country," humorous song, by Harry Carlton; "Josephus Orange Blossom," by the Minster Singers; Causerie—"The Prairie Flower," violin solo by Francis Macmillen, and two fine pianoforte pieces on one record entitled "Pastoral" and "Capriccio" (Scalatti) by Mark Hambourg. The famous Irish tenor, John McCormack, now singing at Covent Garden Opera, has been exclusively retained for Gramophone records, and here are some of the titles already issued: Fra Poco a me ricovero, "Lucia di Lammermoor"; Racconto di Ruolfo, "La Bohème"; Una Furtiva, "L'Elesir di Amore"; "When Shadows Gather," "The Minstrel Boy," "Annie Laurie," "Come Back to Erin," "Killarney" and "The Snowy Breasted Pearl."

A new series of Gramophone records by Nicola Zerola and Riccardo Martin has just been issued.

#### Complete List of Edison Bell Discs.

J. E. Hough, Ltd., have recently issued a complete list of their Edison Bell disc records. It is conveniently arranged, and Colonial traders will find it very useful for reference.

#### H. Cullum Expected Home.

H. J. Cullum, of the factoring firm of Lockwood's, 43 City Road, has been visiting the West Indies. He will be in New York when this reaches you, and he is expected home within ten days.

#### New Japanese Customs Tariff Law.

For the information of the commercial community the Board of Trade have issued, as a blue-book, a translation of the proposed new customs tariff law for Japan.

#### New Klingsor Disc Arouses Interest.

The exclusive report in the last issue of The

# ROYAL APPRECIATION

of the

# GRAMOPHONE



To H. M. the KING  
OF ITALY



BY APPOINTMENT  
To H. M. the QUEEN



To T. M. the KING and  
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE  
OF EGYPT



To H. M. the SHAH  
OF PERSIA

**THE GRAMOPHONE COMPANY, Ltd.**  
21 CITY ROAD, LONDON

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

Talking Machine World regarding the introduction of a new disc record by the Klingsor Works aroused much speculative interest in the trade as to who were the promoters back of the new product. It was known that Heyder & Vischer are the sole agents here, and I am now in a position to say that three well-known leading continental firms are concerned. They are: Polyphon Musikwerke, A. G., of Wahren, Leipzig; Excelsiorwerke, Cologne, and the Klingsor Werke. A powerful combination, indeed! Information is not yet available as to the price of the new record, but I understand it will soon be settled. Recording is now in full swing and the first list will be ready shortly.

Interesting Trade Literature.

A batch of interesting publicity literature is to hand from Barnett Samuel & Sons, Ltd., Worship street, London, comprising catalogs and the latest record lists. Dealers will find the 1910 catalog of Odeon and Fonotopia celebrity records particularly handy for quick reference, on account of its unique arrangement. Similarly, the Jumbo record list calls for mention. The alphabetical index renders it indispensable to dealers who have constantly to pick upon a title at a moment's notice. The company, by the way, have just issued a special 5-inch double-sided Jumbo record containing Queen Alexandra's touching message to the nation on one side, and "God Save the King," by a military band, on the reverse. One other item worthy of special mention is the introduction of a magnificent series of Odeon double records by those delightful entertainers, "The Follies." The set complete, comprising six records, is put up in art portfolios for 24s., but any number may be obtained separately. I shall hope to make further reference to the company's products in my next report. Meanwhile dealers interested in having only the best English steel needles should send a card to Barnett Samuels for particulars of their new Dulcephone needles, which I have found to give splendid results.

Anent Edison's Remarks.

In view of the successful introduction here of the all-color cinematograph machine, and the perfect synchronization of the disc machine with the moving picture, Mr. Edison's remarks as reported in the Daily Telegraph from their New York correspondent are somewhat surprising. The report is as follows: "It is announced that T. A. Edison, the wizard of electricity, has succeeded in making a machine to photograph and reproduce moving pictures in their natural colors; but the great inventor, while admitting that he is experimenting in that line, and is hopeful of success, says that he is still battling with great difficulties, more especially the seeming impossibility of reproducing reds. With other colors he is tolerably successful. Mr. Edison spoke with much enthusiasm of the talking and moving picture machine he has just completed. 'You know,' he said 'they've claimed to have a talking machine for some time to go with moving pictures, but it was a false claim—the talking was done by a man at the back of the curtain. But we've got a machine now that produces a perfect illusion. A whole drama can be reproduced by it vocally. The voices are so perfect that they seem like ordinary stage voices. A band can also be reproduced. The music has no phonograph sound; it is the real thing. When we can produce colors perfectly, then you'll have a whole drama by machinery—speech, gesture, life and color. There is no jar or flutter in these talking and moving pictures. There was none in my first moving picture machine, but commercialism produced flickering pictures; why?' and his eyes twinkled merrily. 'Well, because men run machines twice as slowly as I intended. They produce quantity at the cost of quality. If they ran twice as fast there would be the perfect picture.' In conclusion, Mr. Edison said that he had seen the proposal to establish an aeroplane line between New York and the distant suburbs, and he agreed with Hudson Maxim, the president of the Aeronautical Society of America, that all things

were becoming possible, and that the day might be near when aeroplanes would be at least as safe as motor cars."

At the Japan-British Exhibition.

One of the most interesting features of the Japan-British Exhibition at Shepherds Bush is the Palace of Music, wherein may be found effectively arranged stands displaying the products of various musical instrument firms. Phonogrand, Ltd., have a particularly striking exhibit in the best position. Here may be found displayed in imposing order an extensive series of their popular models of the interior horn pattern. These have been fully described in a previous issue. On inquiry at the company's offices in Oxford street I learn that some very nice orders have been booked, and in view of the thousands of persons who daily visit the exhibition, Phonogrand will receive that publicity usually so fruitful of good results.

Another prominent exhibit is that of the Pallas Mfg. Co., who are showing their popular Radiophone soundbox, in addition to a new machine constructed upon somewhat novel principles. This I hope to review in a later issue. These are the only two firms representing the talking machine industry at the exhibition.

Four-Minute Indestructible Records Coming.

Next season we are promised the issue of 200 thread Columbia Indestructible records!

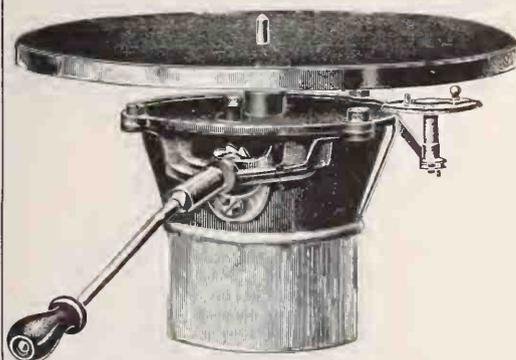
New Company Organized.

Charles Foulds (Ltd.), musical instruments manufacturers, May 27; £12,000, in £1 shares (6,000 preferred); 19 Chapel Bar, Nottingham.

He Was a "Music Smith."

Counsel at the Shoreditch county court recently asked a witness what he was. Witness: A music smith. Counsel: A musical smith? There are hundreds of Smiths in the directory, I know, but I have not heard of the musical Smith. Witness: "A music smith," I said. Counsel: I have heard of the village blacksmith, but what is

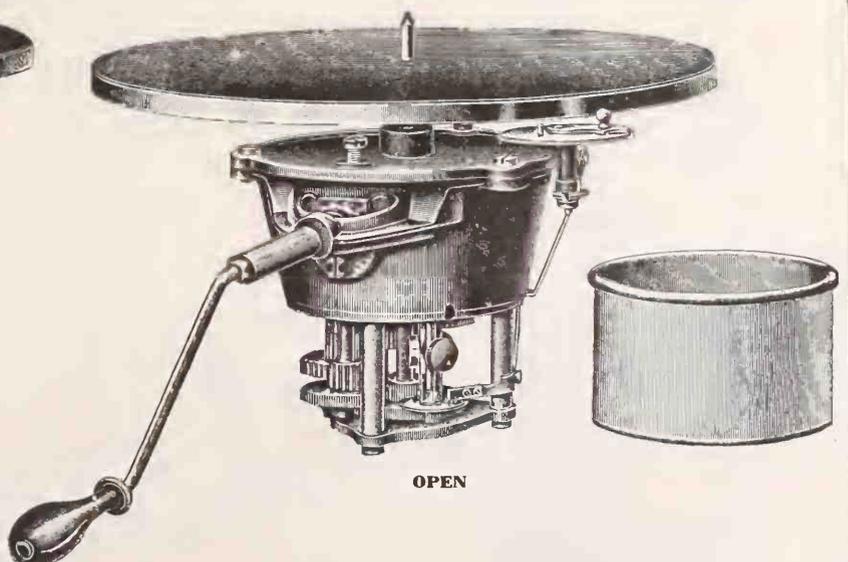
# Sensation of the Season The "TRESOR" MOTOR



CLOSED

Size No. 1, Runs 6 Minutes

"	"	2,	"	8	"
"	"	3,	"	12	"
"	"	4,	"	22	"
"	"	5,	"	30	"



OPEN

## THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

## FROM OUR LONDON HEADQUARTERS—(Continued.)

a music smith? Witness: I make the iron frames for pianos.

## Policy Pleases Dealers.

Discussing conditions with your correspondent, Mr. Manson, manager of the Twin and Zonophone companies, said that despite the seeming quietness in other directions, it was pleasing to find dealers were everywhere expressing their appreciation of his companies' policy in giving always only the best marketable titles, by leading artists, in conjunction with good recording. And, indeed, this appreciation took a very substantial form in the shape of increased orders, so much so that sales this year were much ahead of even time last year. Not due to spasmodic rushes, but a steady, well-balanced demand from all over the country. Zonophone machine sales, too, were forging ahead, the demand being continuous and satisfactory. Congratulations!

## The Edison List for July.

The Edison list for July contains many selections of more than passing interest, and it is doubtful if any of the records will be more appreciated by the older school of music lovers than the favorite selections from the "Mikado," that dainty Sullivan comic opera. This is the first record of the kind ever put out by the National Phonograph Co. The Amberol list includes: Baby's Opera (arr. by G. W. Byng), National Military Band; The Last Rose of Summer (Moore), Amy Evans; The Pilgrims (Formby), George Formby; The Broken Melody (Van Biene), Jean Schwiller; The Arrow and the Song (Balfe), Peter Dawson; In Your Old Tam o'Shanter (Murphy), Florrie Forde; La Czarine, Mazurka (Ganne), Alexander Prince; The Promise of Life (Cowen), Violet Oppenshaw; Have a Banana (Mayne), Arthur Osmond; With Sword and Lance, march (Starke), National Military Band; When You and I Were Young, Maggie (J. A. Butterfield), Will Oakland and chorus; There's No Girl Like Your Old Girl (Dempsey and Smith),

Manuel Romain and chorus; When They Gather the Sheaves, Mary Dear (J. Fred Helf), W. H. Thompson; Beyond the Smiling and the Weeping (Geo. C. Stebbins), Peerless Quartet; Slavonic Rhapsody (C. Friedemann), Sousa's Band; Favorites from the "Mikado" (Sullivan), Edison Comic Opera Co.; Dream Pictures (H. C. Lumbye), American Standard Orchestra; Come Along My Mandy (Mellor, Lawrence and Clifford), Ada Jones and Billy Murray; Columbus March (Bolognese), New York Military Band; True to the Flag, march (F. von Blon), United States Marine Band. In the grand opera selections are Barbieri di Siviglia—Ecco didente in' cielo (Rossini), sung in Italian by Florencio Constantino, tenor; Huguenots—Piff Paff (Meyerbeer), Sung in Italian by Luigi Lucenti; Samson et Delila—Mou coeur s'omre (C. Saint-Saens), sung in French by Marie Delna; Zaza—Dir che ci sono al mondo (Leoncavallo), sung in Italian by Carmen Melis, soprano; Carmen—Seguediglia (Bizet), sung in French by Marguerita Sylva. There is also a series of a dozen Amberols in Welsh that should prove very successful sellers.

The Edison standard list for July includes: The Druid's Prayer, waltz (Dawson), National Military Band; Within a Mile of Edinboro' Town (Hook), Amy Evans; Send for John Wille (Formby), George Formby; Stirling Castle (Traditional), Peter Wyper; I'll Take You Home Again, Kathleen (Westendorf), Ernest Pike and Stanley Kirkby; Rip Van Winkle (Darewski), Florrie Forde; Mister Blackman (Pryor), Alexander Prince; Betsy (Darewski), Stanley Kirkby; I'm One of the Old Brigade, Arthur Osmond; The Rifle Quickstep (Geo. W. Byng), National Military Band; The Moose March (P. Hans F'ath), Vess L. Ossman; Holy Ghost, with Light Divine (L. M. Gottschalk), Edison Mixed Quartet; Think of the Girl Down Home (Phil Staats), Manuel Romain; Mondaine—Valse Berceuse (Auguste Bosc), Sousa's Band; Chiffonette—Entr'Acte (Frank P. Atherton), American Standard Orchestra; The

Star Spangled Banner, United States Marine Band.

## Beka Record Titles.

Some specially attractive titles appear in the Beka record list for June, those first to come in order being four laughing songs by Billy Whitlock entitled "Billy Whitlock's Aeroplane," "Billy Whitlock's Wedding," "The Laughing Friar," and "Come Under My New Gamp." Other good records are "Overture from Zampa," Parts 1 and 2; "The Phantom Brigade" and "The Turkish Patrol," by the Beka London Orchestra; "When Shadows Gather" and "My Queen," by Philip Ritte; "Health, Wealth and the Girl You Love," "Come Over to Hanover" and "I'll Let the World Go By," by James Hudson; while Bert Alvey gives us three of the old popular comic songs, "Ship Ahoy," "For Months and Months and Months," and "Come Up in My Balloon" (Wilkie Bard). These records should enjoy a good demand from the public, since, apart from the excellence of the selections, there is a noticeable absence of surface scratch, which as a matter of fact has long been a characteristic with the Beka issues.

## First Lange Dividend.

In the matter of H. Lange's Successors, Ltd. (in liquidation), a first dividend of one shilling was declared by the joint liquidators, May 25 last. I am able to state on the best authority that a further dividend of one shilling, possibly a little more, may be expected, but as some of the company's assets consist of book debts not yet collected in, it is anticipated that a few months will elapse before the second dividend can be paid.

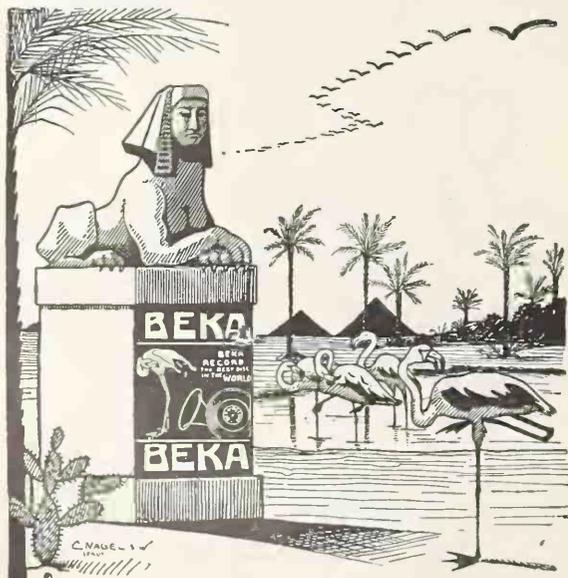
## Cecilia Loftus and the Graphophone.

With the welcome return of Miss Cecilia Loftus to the London Coliseum, a novelty in entertainments is introduced. As all the world knows, the beautiful Cecilia is now famous for her imitations of celebrated vocalists, these ranging from well-known comedians to great operatic

## BEKA RECORD

## THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in



German	Croatian	Siamese
English	Bohemian	Abyssinian
French	Grecian	Tamil
Italian	Arabian	Malayan
Russian	Turkish	Burmese
Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
Hungarian	Pekinese	Gujarathi
Dutch	Shansinese	Hindi
Danish	Kiangnanese	Tarsi, and 15
Jewish	Cantonese	other dialects.
Roumanian	Japanese	

## REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

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

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

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

tenors. It is in connection with the latter that Miss Loftus strikes a new note. A handsome graphophone is wheeled forward, a record adjusted, and as the tenor voice breaks forth the artiste herself joins in, and thus sings a duet with the machine. This is probably the most heartily applauded item in a splendid turn. The Coliseum program bears this acknowledgment: "The graphophone used by Miss Cecilia Loftus is furnished by the Columbia Phonograph Co. of London." We are informed that the graphophone is the thirteen-guinea wood horn "Imperial."

**Peary's Christmas Celebration.**

Of considerable historic interest is the fact that in Commander Peary's Christmas celebrations at the North Pole—the first Christmas spent in the ninetieth parallel—the talking machine literally played an important part. Peary's own published narrative tells of it in the following words: "After dinner came the dice-throwing contests and the wrestling and pulling contests in the forecastle. The celebration ended with a graphophone concert given by Peary." This quotation is from the serial narrative published in Hampton's Magazine for May.

**Gramophone Co. Secure Injunction.**

The effect of the Gramophone Co.'s action against the liquidators of H. Lange's Successors, Ltd., in respect to the raised rim around the edge of the Favorite records, has resulted in the Gramophone Co. securing an injunction and £180 damages, for which amount they will figure as

creditors and obtain whatever dividend may be declared from time to time in the usual way.

**Negotiating with American Concerns.**

John White, better known to record lovers as Sandy Macgregor, is desirous of opening up negotiations with American record manufacturers. Sandy has a good reputation here, having made records for several of the leading companies. He will sing you Scotch comics, and in particular all Harry Lauder's songs, of whom he is a faithful imitator. Any American record maker who has a proposition to make can get into touch with Mr. White at 12 Stockwell Park Road, London, S. W.

**Six Zonophone Titles.**

From the current Zonophone list the following six best titles are to hand: 10-inch—"Sweet and Low" (Zonophone Glee Party); "Le Diademi Overture" (Black Diamonds Band); "The Admiral's Broom" (C. Beverly Curtis); "Matrimonial Chimes" (Billy Williams); "Nelly Dean" (H. Payne); and 12-inch, "O Divine Redeemer" (Miss A. Yarrow).

**The Twin List for July.**

All musical tastes are catered for in the "Twins" list for July, in which, too, I notice some popular titles that may be relied upon as sure sellers in all localities.

**Rena 12-Inch Records in Favor.**

The success of the 12-inch Rena records of "Carmen" and "Tannhauser" selections (each opera being represented by a double record) has been so phenomenal that the makers have in prospect the issue of further operas in similar form. The Court Symphony Orchestra's triumph in the "Blue Bird" dance suite comprising two 10-inch Rena double records naturally calls attention to the same orchestra's work on the 12-inch "de luxe." Three titles were specially chosen for the debut of the Court Symphony Orchestra and they range from Gungl's "Amoretentanz" to the "Druid's Prayer Waltz," and an even more popular and tuneful dance, "Valse Septembre." Other good records in the current list are as follows: 12-inch—"The Lost Chord" (Sullivan), Mrs. A. Stewart Holt; and "Oh, Promise Me" (De Koven), Mrs. A. Stewart Holt; 10-inch, "Old King Cole" (George Formby), and "Oh, My! What a Surprise" (George Formby), Arthur Peel; "Glorious Devon," and "The Yeomen of England" (Edward German), Robert Howe; "At the Football Match Last Saturday" and "The Jossier Cricketer" (Mark Sheridan), by Terry Dean, and "The Rosary" (Ethelbert Nevin) and "The Lost Chord" (Sullivan), cornet solos, Sergeant Leggett.

**Charged With Stealing Machines.**

Charged with stealing a gramophone, value 50 shillings, from the "Yorkshire Gray" Borough Market, John Carpenter, of Peckham, was discharged, the magistrate remarking that it was a stupid freak. The foregoing is the pith of a newspaper report. All disc machines are not necessarily gramophones, as we in the trade know them but they usually are to newspapers. Presumably one effect of the Gramophone Co.'s extensive advertising.

**Rena Special Records.**

The Rena records of the "Dead March in Saul" and Chopin's "Funeral March" are selling freely at this time of national sorrow.

Gramophone Co. Contribute £25.

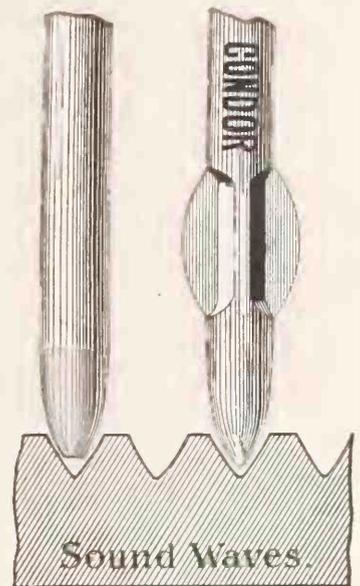
The Gramophone Co. have generously contrib-

# About Needles

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

# CONDOR

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.



Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?

One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested. Address

Sole Manufacturer

**Jos. Zimmermann**

Needle and Pin Works

AACHEN

GERMANY

**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.

Sprechmaschinen - Tonarme  
**Carl Schröter**  
Special-Fabrik.  
Berlin S. 42.  
Prinzessinnenstr. 21.  
Phonographen - Schalldosen.

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

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

CHEMISCHE FABRIK

**E. SAUERLANDT**

FLURSTEDT bei Apolda i. Th., Germany

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


**Exclusive selling rights is a Columbia policy that is becoming a bigger factor in the trade every month.**


Columbia Phonograph Co., Tribune Building, New York.

ated the sum of £25 to the Boy Scouts fund inaugurated by the Daily Telegraph.

**Wireless Chronology.**

A report to hand states that the French government is experimenting with a scheme for supplying all chronometers at sea with the time thrice daily by means of wireless messages from the Eiffel Tower!

**NEWS FROM THE PROVINCES.**

Recent reports indicate an improvement of general trade conditions throughout the country, which, it is expected, will shortly spread to the advantage of talking machine traders, who, it must be admitted, have not enjoyed a very satisfactory trade the last month or so. Increased competition, price-cutting, labor, industrial and other disturbances have left their mark, and a return to better times is in consequence a matter for congratulation. With more settled conditions dealers are encouraged to develop along more active lines, give thought to summer business and arrange sales schemes according to their locality. Many are taking advantage of the ideal weather to bring home to prospective buyers the delight and enjoyment of outdoor entertainment through the instrumentality of a good machine and selection of records. Others, in addition to this form of publicity, will give concerts and thus enthrall their local residents with a desire to purchase the king of entertainers for home and garden use. Diverse are the ways and means of stimulating sales, of which evidence is forthcoming from all quarters. One dealer up North instead of inviting his customers to the shop, fell into the habit of personally calling upon them occasionally each month with all the new records to hand, booked his orders on the spot, and altogether found the idea sufficiently profitable to justify its continuance.

My reports from the Midlands indicate a satisfactory improvement of talking machine sales, as a direct consequence of the decline of unemployment, the returns for which are fortunately somewhat below the average. General trade is much steadier, and prospects in this district are much brighter. The good will of the old-established musical instrument house of W. S. Riley & Son, Ltd., has been sold to Henry Riley, of Constitution Hill, and the whole of the stock of musical instruments was sold by auction, May 31.

The Colmore Depot are experiencing a good demand for Twin and Zonophone records, and the

latest Zonophone machines are much in favor with Midland traders.

**Short Time in Lancashire Factories.**

In the Bradford and Leeds district prospects are particularly good. Throughout Yorkshire the staple industry—cloth and woolen goods—is in a most flourishing condition, and all the mills are working at high pressure to keep ahead of demand. Talking machine dealers are now feeling the effects of this improvement, and while there is no great rush to be expected during the summer, everything augurs well for next season's trade.

Up Newcastle way the miners have settled their differences, and there is little now to disturb the business horizon. The effects of the recent strikes, however, may be felt for some time yet, especially so in the case of machine and record sales. Shipping is fairly good, and it may be said that once over the summer, traders should experience a much better time to make good.

In Lancashire short time is still prevalent in the cotton factories, much to everybody's disgust. It is impossible to calculate the loss talking machine traders have, in consequence, sustained, but while not a few are despondent, it is hoped that during the three months' respite arranged between the masters and men on the wage reduction question, some satisfactory solution may be found to avoid the threatened industrial struggle. Trade in Manchester and Liverpool is below the normal, although Twins and Zonophones are selling well, while Edison, Bell and Rena are also in fair demand. At the Manchester exhibition, by the way, Messrs. J. E. Hough, Ltd., have a wide range of goods on show, including records, various Discophone models, and their new home recording apparatus, which has met with a well-merited reception from trade and public alike.

**North of the Border.**

North of the Border there is room for improvement, but traders take an optimistic view of the situation, now that general trade is in a more prosperous state. Especially is this so in the Clyde district, and Glasgow shipyards in particular, are getting busier and busier each week. Wages and employment are good in the centers of industry, but while future prospects are not altogether unsatisfactory, summer business is not regarded with enthusiasm.

**In Wales.**

In Wales everything points to a rosy outlook for next season. The many industrial troubles more particularly associated with the miners are, except for comparatively unimportant differences, quite settled. Tillery for Titles is keeping traders fairly busy in and around Cardiff, and Sansea way Edison business is for the time of year considered satisfactory.

The new Edison Amberola instruments have received their due from the better-class traders throughout provincial centers, and their introduction at the present time will certainly lay the foundation of a good demand during next season.

**New Channel Telephone.**

The laying of the new channel telephone cable between Dover and the Continent is now proceeding apace. It is the invention and patent of Messrs. Siemens, and the claim that it will strengthen speech and transmit much faster over long distances will meet with practical appreciation by business houses on both sides of the channel.

**TALKING MACHINES IN SPAIN.**

Consul E. J. Norton Reports Trade in Those Instruments in Vicinity of Malaga Slowly on the Increase.

(Special to The Talking Machine World.)

Washington, D. C., June 6, 1910.

Consul Edward J. Norton, of Malaga, writes that the trade in talking machines in that district, comprising the provinces of Malaga, Granada and Almeria, is increasing slowly but steadily. The instruments are very popular, and a number of American machines are now being carried about the city and played in front of cafes, taking the place of the old-time street piano. The favorite instrument of this class is a widely advertised American machine distributed through a selling agency in Barcelona. During the past three years 165 talking machines were imported into Malaga, according to the custom house returns. The total number of machines sold here, however, was much greater than the customs statement, as the bulk of the trade is in the hands of direct importers in Barcelona who ship to their agents in the territory around Malaga.



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# SHARP POINTED FACTS

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A sharp, pointed piece of hard steel will cut into the surface of almost anything with which it comes in contact.

It will cut stone, iron and glass—it will also cut and ruin the hardest record that ever was made.

This is no idle statement—it is a fact and YOU KNOW IT—furthermore your customers know it—and this is the reason why you are not selling as many high priced records as you should, and this is also the reason why a great many of your customers have lost interest in their machines and discarded them entirely.

The first original outlay for a machine and records is one thing—the continued, everlasting drain on the purse strings for replacing worn-out records is quite another thing.

Your customers won't stand for it—CAN YOU BLAME THEM?

Show them "just once" how their records may be preserved forever and you will find that new interest will immediately prevail and their libraries of music will gradually contain all the musical gems and treasures of the world.

FIBRE NEEDLES will not and cannot hurt the record.

FIBRE NEEDLES will do all we claim and more too.

FIBRE NEEDLES will make you hundreds of friends and thousands of dollars. Try them, but try them in the right way—learn first how to use them and then teach your customers.

WATCH THE RESULTS

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

**33 and 35 W. Kinzie Street, Chicago, Ill.**

## COLUMBIA PHONOGRAPH CO.'S OPERATIC LIST.

An Impoving Array of Operatic Selections Made by Artists Conspicuously Successful During the Recent Season of Opera Given at the Boston Opera House—The Chorus of That Organization Also Assists in Some of the Larger Numbers—Will Be Ready for the Trade Early Next Month—The List Below Will Be Found Most Interesting.

After months of careful laboratory work and special pains taken in recording, the Columbia Phonograph Co., General, of New York, are about ready to place on the market a series of operatic records by distinguished operatic artists which are destined to win a high place in the favor of the cognoscenti as well as the ordinary music lover. The new process of recording, the improved material as well as the extraordinary care taken in the laboratory, have made the results eminently successful. The orchestral effects and accompaniments are especially fine, and it is the opinion of those competent to judge that many of them have never been equaled in the art of recording.

The list of selections recorded is most comprehensive, practically every school and period of Italian opera having been covered. The records in question will be ready for Columbia dealers next month.

The artists whose services are enlisted, with the exception of Lina Cavalieri, are those who have been most conspicuously successful during the recent season of opera in the Boston Opera House, which has been one of the most brilliant and notable in the history of grand opera in America. The names of the new singers are: Celestina Boninsegna, soprano; Eugenie Bronskaja, soprano; Bettina Freeman, mezzo-soprano; Ramon Blanchart, baritone; Jose Mardones, bass. Constantino returned to make a number of new solo records, and also took part in some concerted numbers. The chorus of the Boston Opera House sing the Soldiers' Chorus from "Faust" and assist in one of the solo records by Blanchart.

The list of selections includes solos, duets and trios, in addition to which they have secured recordings of that most celebrated number, the sextet from "Lucia" selection (30443), sung by Constantino, Bronskaja, Freeman, Blanchart, Mardones and Cilla; and of the almost equally celebrated quartet from "Rigoletto" (selection 30422), sung by Constantino, Bronskaja, Freeman and Blanchart. In this connection the company state "the sextet and quartet are to be coupled together (A5177), forming one of the highest-priced records in the world, it being their intention to sell this double disc at \$7.50. Not only will this be the highest-priced record in the world—it will also be the greatest value ever given in a musical record, both sides being remarkable in perfection of results." For those who desire the selections separately they will be also listed as single-face discs.

The sextet from "Lucia di Lammermoor" is the most famous of all the larger concerted operatic numbers—an inspired and magnificent composition, in which melodic expression unconstrained is found at its zenith. Occurring toward the close of the second act, it forms the climax and most dramatic situation of the opera, in which all six of the principal characters of the opera are engaged. The "Rigoletto" quartet is considered by many to be the greatest musical number that Verdi ever gave to the world.

Almost all the principal singers mentioned above are now exclusive Columbia artists. The acquisition of Lina Cavalieri was announced some time ago. In Boninsegna they have secured a soprano star of the first magnitude, whose remarkable success with the Boston Opera Co. both at home and on its recent road tour, has given striking evidence of this fact. She came to America last year fresh from successes of the first order in La Scala Theater, Milan, Italy, and in Buenos Ayres and in other great opera houses in South America, before the most critical audiences. Boninsegna's repertoire comprises a vast number of opera selections from almost all of which are expected to be offered on Columbia double-disc grand opera records. The quality of

Boninsegna's voice lends itself admirably to recording, and the result is most satisfactory.

While brief reference is before made to Cavalieri in the summary of the list of Columbia artists, it may be added that her fame is worldwide. She is one of the best-known dramatic sopranos at present before the American public, with an artistic reputation justly earned by vocal and histrionic talents of extraordinary worth. But, interesting as are her career and her personality, we understand that the records Cavalieri has sung for the Columbia are still more so. Speaking of them, a member of the Columbia laboratory said: "In these the art of recording the soprano voice is shown at its best. Every note is clear, true and musical, and, as reproduced, has exactly the same tonal and dramatic inflection as when rendered originally by the singer in our laboratory." The first two of a series of selections by Cavalieri, comprising both double and single-face disc records, were issued in the Columbia list for June.

Constantino needs no introduction. With each succeeding season his fame and artistic stature assume greater prominence in the minds of all discriminating admirers of vocal and operatic art. The exquisite quality of his voice has given unmixed delight to thousands. His last season as leading tenor of the Boston Opera Co. was one of the most triumphant in his career. The Constantino records on the Columbia list are very popular.

Bronskaja is a Russian coloratura artist whose phenomenal rise in the operatic world in the short period of five years has been a matter of wide comment. She is already recognized as one of the leading coloratura singers, having sung in almost all of the principal opera houses of Europe and gave up an engagement in La Scala, Milan, in order to appear in Boston last season. Her voice is phenomenally high in range and is limpid, clear and crystalline throughout its entire compass. There is brilliance in the staccato work of the coloratura register united with rare qualities of warmth and color. In such solos as those in "La Traviata," "Rigoletto," "Barber of Seville," "Lucia," "Dinorah," "Faust," "Lakme" and "La Boheme" Bronskaja is at her best. Her rendering of the famous "Caro Nome" from "Rigoletto," which she has recorded for the Columbia, coupled with Gounod's beautiful "Ave Maria" is most artistic.

Bettina Freeman, mezzo-soprano, in both voice and personality is one of the most popular of the younger singers now in opera. Her voice is one of remarkable range, power and beauty of tone, added to which are rare natural endowments of personality, dramatic intelligence and artistic sincerity in such degree as to render her work irresistibly pleasing to all real appreciators of the best in vocal art. Every detail of her vocal portrayals is marked by the skill of a matured and finished artist, notwithstanding the fact that she is one of the youngest of the notable singers in opera at the present time. Not alone in Boston, her native city, but equally in all the cities visited by the Boston Opera Co. in the course of its Western tours, was Miss Freeman accorded the warmest welcome and unqualified praise for her work in such roles as "Siebel" in "Faust," "Malika" in "Lakme," and "Lola" in "Cavalleria Rusticana."

Jose Mardones, leading basso of the Boston Opera and one of the world's greatest artists, has a voice that in evenness and clarity of vocalism and general artistic effect makes his work uniformly of the highest order. Mardones' greatest interpretation is the title role of Boito's "Mefistofele." The beautiful music of this part gives him unusual scope for most striking vocal and dramatic effects. The greatest of

Mardones' other roles are in "La Boheme," "The Huguenots," "Aida" and "Rigoletto." His taste in opera is impartial in its character, and he is equally at home in Italian, French and Spanish music, besides having also sung with success in "Lohengrin." Mardones' first appearance in this country followed successful seasons in the principal opera houses in Spain, Germany, France, Portugal and South America. His season with the Boston Opera Co. was a triumph in every way, and his re-engagement for next season, recently announced, was inevitable.

Blanchart, first baritone of the Boston Opera Co., like his distinguished associates, Constantino and Mardones, is a native of Spain. His first appearance in opera was in Barcelona at the age of sixteen. He was quickly engaged for the Royal Opera in Madrid, and has since taken leading parts in the Imperial Opera in St. Petersburg and in Paris, London, Milan, Lisbon, Berlin, Warsaw and Buenos Ayres. Previous to his appearance with the Boston Opera Co. he had toured this country with Sembrich. His splendid baritone voice is of wonderful natural power, compass and richness. His best roles are found in "Rigoletto," "Don Giovanni," "Otello," "I Pagliacci," "The Masked Ball" and "La Gioconda," all of which are represented in his selections recorded for the Columbia Co.

The Columbia Co. have placed a scale of prices on these records, which, considering the quality of the records and the standing of the artists, is eminently attractive, as follows: 12-inch solos—double, \$3; single, \$2. 10-inch solos—double only, \$2. 12-inch duets—double, \$4; single, \$2.50. 12-inch trios—double, \$5; single, \$3. 12-inch quartet and sextet, \$7.50; quartet, single, \$4; sextet, single, \$5. 12-inch chorus—double, \$3.50; single, \$2.50.

The full list of the records made by these famous operatic artists is as follows:

Double-disc No.		Single-disc No.
<b>BONINSEGNA—12-inch.</b>		
A5194	D'amor sull'ali rosere, from "Il Trovatore".....	30351
	Tacea La Notte Placida, from "Il Trovatore".....	30354
A5195	Mi Chiamano Mimì, from "La Boheme".....	30353
	Pregghiera, from "Tosca".....	30355
A5196	Ritorna Vincitor, from "Aida".....	30381
	Oh patria mia, from "Aida".....	30382
A5197	Casta diva, from "Norma".....	30356
A5198	Ah! Bello a me ritorna, from "Norma".....	30357
	Voi lo sapete o Mamma, from "Cavalleria Rusticana".....	30352
	Ana Suicidio, from "La Gioconda".....	30358
A5199	Ernani Involami, from "Ernani".....	30380
	Pace, pace dio mio, from "La Forza del Destino".....	30388
<b>MARDONES—12-inch.</b>		
A5192	"Ave, Signor," from "Mefistofele".....	30414
	Piff puff, from "Les Huguenots".....	30425
A5200	La Calunnia, from "Il Barbiere di Siviglia".....	30423
	Serenata, from "Faust".....	30458
A5201	Il lacerato spirito, from "Simon Boccanegra".....	30432
	Pro Peccatis, from "Stabat Mater".....	30459
A5216	Ballata del fischio, from "Mefistofele".....	30415
	Ballata del mundo, from "Mefistofele".....	30417
A5202	El Guiltarico.....	30449
	Cavatina—Se oppressi ognor, from "L'Ebra".....	30469
<b>10-inch.</b>		
A846	Vechhia Zimarra (Coat Song), from "La Boheme".....	
A847	Infelice (Unhappy One), from "Ernani".....	
	Rammenta i lieti di, from "Faust".....	
	Dio dell'or, from "Faust".....	
<b>CONSTANTINO—12-inch.</b>		
A5203	Giunto sul passo estremo (Nearing the End), from "Mefistofele".....	30421
	Dai Campi, Dai Prati, from "Mefistofele".....	30430
A5204	Bianca al par, from "Les Huguenots".....	30438
	Salve dimora, from "Faust".....	30464
A5205	Addio alla Mamma, from "Cavalleria Rusticana".....	30437
	Ah! non credevi tu, from "Mignon".....	30465
A5217	Era poco a me ricovero, from "Lucia di Lammermoor".....	30462
	Parmi veder le lacrime, from "Rigoletto".....	30463
<b>10-inch.</b>		
A848	Inno trionfale, from "Il Profeta".....	
	Deh non mi ridestar, from "Werther".....	
<b>BLANCHART—12-inch.</b>		
A5206	Prologo, from "I Pagliacci".....	30424
	Parl siamo, from "Rigoletto".....	30450
A5207	Eri tu, from "Un Ballo in Maschera".....	
	(It is Thou).....	30431
	Di Provenza il mar il suol, from "La Traviata" (In Fair Provence).....	30441
A5208	Credo, from "Otello" (Cruel is he the God).....	30433
	Il Balen, from "Il Trovatore".....	30457
A5176	Soldiers' Chorus, from "Faust"—Boston Opera Chorus.....	30412
	Ah peccator affonda, from "La Gioconda"—Blanchart and Chorus.....	30413
<b>10-inch.</b>		
A837	Alla vita, from "Ballo in Maschera"—Blanchart.....	4437
	Si Vendetta, from "Rigoletto"—Bronskaja and Blanchart.....	4436
<b>BRONSKAJA—12-inch.</b>		
A5209	Io sono docile, from "Il Barbiere di Siviglia"—Part 2.....	30426
	Una voce poco fa, from "Il Barbiere di Siviglia"—Part 1 (A Little Voice I Hear).....	30427

Every dealer who has built up a high-class trade needs the Columbia Grafonola in his business. So does every dealer who hasn't—only more so.



Columbia Phonograph Co., Tribune Building, New York.

Double-disc		Single-disc
A5210	Io son Titania, from "Mignon".....	30434
	Ombra Leggera, from "Dinorah".....	30444
A5193	Caro Nome, from "Rigoletto".....	30454
	Ave Maria (Gounod).....	30472
A5211	Waltz from "Romeo et Juliette".....	30428
	Regnava nel silenzio, from "Lucia".....	30447
A5212	Ah Pors e Lui, from "La Traviata".....	30448
	Sempre Libera, from "La Traviata".....	30455
	FREEMAN—12-inch.	
A5213	L'Ardita—Waltz.....	30394
	Carmena—Waltz.....	30395
A5214	Le parlate d'amor, from "Faust".....	30398
	Vol che sapete, from "Nozze di Figaro".....	30388
A5215	Song of the Page, from "Les Huguenots".....	30393
	Stride la Vampa, from "Il Trovatore".....	30399
	CAVALIERI—12-inch.	
A5172	Mi chiamava Mimì, from "La Bohème".....	30347
	L'altra notte in fondo al mare, from "Mefistofele".....	30396
A5178	Pregliera, from "Tosca".....	30376
	In quelle trine morbide, from "Manon Lescaut".....	30378
A5179	Habenera from Carmen (In French).....	30372
	Maria! Maria! (Neapolitan).....	30400
	CONCERTED NUMBERS	
A5180	Figlia! Mio Padre! from "Rigoletto"—Bronskaja and Blanchart.....	30442
	Veglia o donna, from "Rigoletto"—Bronskaja and Blanchart.....	30453
A5181	Paris o cara, from "La Traviata" (Soprano) (Gay Paris) Constantino and Bronskaja.....	30429
	Un di felice, from "La Traviata"—Constantino and Bronskaja.....	30460
A5182	Verrano a te sull'aure, from "Lucia di Lammermoor"—Constantino and Bronskaja.....	30439
	Dammi ancor, from "Faust"—Constantino and Bronskaja.....	30445
A5183	El sol dell' anima, from "Rigoletto" (Love Is the Sun)—Constantino and Bronskaja.....	30435
	Tutte le feste al tempio, from "Rigoletto" (On Every Festal Morning)—Bronskaja and Blanchart.....	30436
A5184	Suoni la tromba, from "I Puritani"—Blanchart and Mardones.....	30409
	Solenne in quest' ora, from "Forsia del Destino" (Swear in This Hour)—Constantino and Blanchart.....	30419
A5186	Dite alla giovine, from "La Traviata"—Bronskaja and Blanchart.....	30452
	Sous le dome épais, from "Lakme"—Bronskaja and Freeman.....	30471
A5176	Soldiers' Chorus, from "Faust"—Chorus Boston Opera House.....	30412
	Ah pescator affonda, from "Gloconda"—Blanchart and Chorus.....	30413
A5185	Ah Mimì, tu più, from "La Bohème"—Constantino and Blanchart.....	30420
	O soave fanciulla, from "La Bohème"—Constantino and Bronskaja.....	30444
A5187	Il duello, from "Faust"—Constantino, Blanchart, Mardones.....	30411
	All erta, all erta (Prison Scene), from "Faust"—Constantino, Bronskaja, Mardones.....	30440
A5177	Bella figlia dell'amore, from "Rigoletto"—Constantino, Freeman, Bronskaja, Blanchart.....	30422
	Sextette, from "Lucia, Act 2—Constantino, Freeman, Bronskaja, Blanchart, Mardones, Cilla.....	30443
	10-inch.	
A837	Si Vendetta, from "Rigoletto"—Bronskaja and Blanchart.....	
	Alla vita, from "Ballo in Maschera"—Blanchart.....	

**VALIQUET'S LATEST INVENTION.**

A Sounding Board Device Which Does Away with the Horn and Improves the Quality of Tone—is to be Displayed at the Hotel Chalfonte During the Convention—Company Being Organized, with Robt. C. Hotson at Its Head, to Manufacture This Device.

Perfected samples of a sounding board device for talking machines will be exhibited at the convention of the National Association of Talking Machine Jobbers at Atlantic City, N. J., next month, by L. P. Valiquet, the well-known inventor, who will make his headquarters at the Chalfonte. It will be remembered that earlier forms

of this improvement were shown at the convention last year.

The device operates on the same principle as the sounding board of a piano, or body of a violin, in the proper modification and distribution of sound waves.

It is claimed for the attachment that "it reaches perfection as a sound reproducer," for with hardly a perceptible reduction in tone volume the quality is much improved and softened. The enunciation of the singers is perfected, giving the effect of the higher-priced cabinet machine. The attachment, which does away with the horn and prevents interference when placing the records in place, measures only 8 by 10 inches without special ornamentation, and fits any machine. Models are now being exhibited in various stores in New York.

We understand that a company is now being formed with ample financial backing to market the device, and which will be controlled by Robt. C. Hotson. Mr. Valiquet is now in the West negotiating for the manufacture of a stock of these devices and they expect to be able to supply the trade in large quantities by September 1.

**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., June 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:

MAY 10.

Buenos Ayres, 72 pkgs., \$4,789; Hamburg, 19 pkgs., \$422; Havana, 13 pkgs., \$1,279; London, 3 pkgs., \$203; 383 pkgs., \$8,315; 3 pkgs., \$149; Melbourne, 64 pkgs., \$800; Santo Domingo, 9 pkgs., \$215; Savanilla, 65 pkgs., \$2,950; Vera Cruz, 140 pkgs., \$4,358; Yokohama, 63 pkgs., \$2,109.

MAY 17.

Acajutla, 1 pkg., \$159; Algoa Bay, 152 pkgs., \$2,055; Berlin, 6 pkgs., \$150; Buenaventura, 3 pkgs., \$314; Callao, 30 pkgs., \$267; Colon, 34 pkgs., \$572; Demerara, 6 pkgs., \$156; Dublin, 5 pkgs., \$250; Guayaquil, 4 pkgs., \$150; 4 pkgs., \$173; Hamilton, 6 pkgs., \$220; Havana, 8 pkgs., \$147; 6 pkgs., \$149; 6 pkgs., \$454; Havre, 9 pkgs., \$294; Iquique, 11 pkgs., \$416; Kingston, 2 pkgs., \$164; 14 pkgs., \$985; La Guayra, 7 pkgs., \$130; Limon, 17 pkgs., \$747; London, 8 pkgs., \$1,594; Manaos, 35 pkgs., \$2,912; Santos, 10 pkgs., \$675; 17 pkgs., \$1,176; Savanilla, 9 pkgs., \$696; Tampico, 26 pkgs., \$805; Valparaiso, 6 pkgs., \$421; Vera Cruz, 72 pkgs., \$1,933.

MAY 24.

Berlin, 4 pkgs., \$464; Buenos Ayres, 67 pkgs., \$4,626; Cartagena, 15 pkgs., \$1,997; Colombo, 3 pkgs., \$105; Guayaquil, 15 pkgs., \$206; Havana, 23 pkgs., \$458; Havre, 5 pkgs., \$412; London, 233 pkgs., \$5,097; Manilla, 83 pkgs., \$3,721; Melbourne, 54 pkgs., \$3,671; Montevideo, 12 pkgs.,

\$145; Para, 28 pkgs., \$1,781; Rio de Janeiro, 32 pkgs., \$2,209; Savanilla, 2 pkgs., \$465; Tampico, 16 pkgs., \$354; Trinidad, 2 pkgs., \$207; Vera Cruz, 255 pkgs., \$5,566; Yokohama, 22 pkgs., \$1,244.

MAY 31.

Berlin, 22 pkgs., \$460; Brazil, 59 pkgs., \$5,050; Buenos Ayres, 181 pkgs., \$11,224; Dresden, 2 pkgs., \$100; Havana, 1 pkg., \$173; Karachi, 3 pkgs., \$150; London, 19 pkgs., \$1,332; 235 pkgs., \$5,505; 5 pkgs., \$437; Santo Domingo, 4 pkgs., \$792; Shanghai, 20 pkgs., \$598; Valparaiso, 2 pkgs., \$341; Vera Cruz, 30 pkgs., \$1,047; Vienna, 33 pkgs., \$1,142; Yokohama, 19 pkgs., \$583; 6 pkgs., \$135.

JUNE 7.

Ceara, 10 pkgs., \$246; Colon, 5 pkgs., \$168; 9 pkgs., \$279; 12 pkgs., \$930; Havana, 15 pkgs., \$457; 12 pkgs., \$576; Johannesburg, 27 pkgs., \$733; La Paz, 10 pkgs., \$261; Liverpool, 2 pkgs., \$135; Mazatlan, 14 pkgs., \$457; Milan, 9 pkgs., \$342; Moscow, 15 pkgs., \$1,013; Rio de Janeiro, 5 pkgs., \$181; Santos, 4 pkgs., \$236; Vera Cruz, 224 pkgs., \$4,964.

**LEAVES ON TRIP TO CUBA.**

Saturday last Edward N. Burns, manager of the export department of the Columbia Phonograph Co., general, sailed for Cuba, where he will remain for several weeks looking after some special recording. As Mr. Burns is also chairman of the laboratory product committee, he is anxious to return as soon as possible. Other members of the committee are M. E. Lyle, assistant to the general manager; H. A. Yerkes, manager of the wholesale department; George P. Metzger, in charge of the advertising business, and G. C. Jell, one of the Columbia artists, who also acts as secretary.

**FOR SALE**

Our talking machine business in Washington, Pa. This is the best opportunity in Washington for this business; reason for selling, we wish to devote all our time and money to the piano business. Write for particulars, Beu Reynolds & Co., 116-118 N. Main St., Washington, Wash. Co., Pa.

**SALESMAN WANTED**

Wanted, an experienced talking machine traveling salesman, to represent Columbia Graphophones and records in the Middle West. Apply by letter, Box 600, care Talking Machine World, 1 Madison avenue, New York.

**SALESMAN WANTED**

Large Western jobber desires services of an up-to-date salesman, for the road; are jobbers for Victor and Edison. Address A. C., care Talking Machine World, 156 Wabash avenue, Chicago.

**POSITION AS MANAGER**

or Head Salesman wanted with a good live house handling Talking Machines. Have had experience with Victor and Edison Lines. At present employed, but desire change; can show results; large city preferred. Address "K. O. P." care Talking Machine World.

# Come Into The Landay Circle!

**BROS.** **INC.**

## To "Victor" Dealers Who are Keen for Greater Results and Greater Satisfaction

**C**OME into the "Landay Circle"! We *specialize* "Victor" and *only* "Victor" Machines at every *price* and "Victor" and *only* "Victor" Records and Supplies of every *kind*. Our stocks are always *complete*—to-day, to-morrow, every day. We are *never* "out" of what you want. You'll get the *goods*, not honeyed excuses or sugar-coated apologies.

Because of our *tremendous* wholesale stocks, we ship the *same day your order comes in*. Every order is a "*rush order*" with us. There is no "hold on!" or "wait a while" about it. *Quick service—sure satisfaction.*

On account of our own *two retail stores* in the heart of New York, we know *by daily experience* the problems and perplexities of the dealer—can view things through *his eyes*—can serve him with *extra care*, understanding and insight into his needs—can offer advice that will *get the business*.

"Come into the Landay Circle!" Give us at least a *part* of your business, until we have proved our fitness to handle it *all*.

**Landay**  
**BROS.** **INC.**

400 Fifth Ave. and 27 West 34th Street  
NEW YORK



## TALKING MACHINE OWNERS FORM

An Association in the Southwest for the Purpose of Increasing Interest in the Talking Machine—Robt. N. Watkin Is President.

One of the best plans yet devised of developing and concentrating the interest of the buying public on the talking machine is the formation of a talking machine association composed of owners of machines throughout the Southwest. A meeting for this purpose was held at Dallas, Tex., recently, with the result that an organization was founded with Robt. N. Watkin, Dallas, Tex., president; Mrs. Clyde Grazier, Temple, Tex., first vice-president; L. A. Stuart, Hope, Ark., second vice-president; Jas. S. Camp, Sentinel, Okla., secretary; A. A. Carr, Ivan, La., treasurer.

The purpose of the association is to keep talking machine owners interested in the machines and through cooperation to get the greatest enjoyment out of the records, which are at the

disposal of anyone owning a talking machine. Committees will be appointed to arrange lists of most popular records for talking machines, and special programs will be arranged suitable for an evening's enjoyment. All owners of talking machines are eligible for membership, and in order to assist in the work are requested to write Robt. N. Watkin, at Dallas.

This association is something that can be safely simulated by talking machine dealers in all parts of the country. It will be productive not merely of satisfactory results in an ordinary way, but it will do much to stimulate business and augment interest in the talking machine and the new records which are appearing monthly. The more intelligent the interest manifested in the talking machine the greater will be the demand for expensive records and records of all kinds. Mr. Watkin's idea is certainly an excellent one and worthy of consideration.

## AEOLIAN CO.'S VICTOR PLANS.

H. B. Schaad Who Just Returned from the West Discusses Developments.

H. B. Schaad, with the Aeolian Co., New York, on returning May 9 from the Middle West, where he had been looking after the installation of the Victor talking machine departments in their several branch houses, said to The World:

"In Aeolian Hall, Indianapolis, Ind., the department will be on the top floor, and it will be one of the handsomest displays of Victor goods anywhere in the country. The latest facilities for adequately demonstrating the line will be provided. We have recently placed the agency for the Aeolian instruments with Fox Bros., Fort Wayne, Ind., and a Victor department has also been added. It will be under the management of W. P. Krisler, from the Indianapolis branch, and both lines will be under the latter's general supervision.

"A change of management was made in Dayton, O., J. F. Chapman resigning, to go into another business, with C. B. Chamberlain, from the Cincinnati house succeeding him. The Cincinnati agency will also exercise supervision of the Dayton business. The Victor departments in the respective branches are now being fitted up as rapidly as possible, and all of them will be ready by July 1. Arthur Geissler, of the Talking Machine Co., Chicago, was with me in Cincinnati. He is certainly a fine fellow, and understands the talking machine business thoroughly.

"It will probably be September 1 before we will be ready in New York," said Mr. Schaad, in conclusion. "We want everything of the very best and the arrangements for exhibiting and selling the Victor goods as near perfect as possible. We believe our regular lines and that of the Victor Co. go together. As yet no manager has been selected for this New York department."

## WINS FIRST PRIZE.

Edison Window Display at Vancouver Horse Show.

M. W. Waitt & Co., Ltd., Edison jobbers at Vancouver, British Columbia, took first prize in class D in window exhibits during the horse show held in that city in April. Their window was an Edison window, the credit for the novelty of which belongs to Mr. Bowes, the manager of the company. With a background of horse show colors the main object in the window shone to excellent advantage. It represented a little girl driving at the show. Pretty nearly everything used in its construction was an Edison product. The body of the horse was made of a phonograph cabinet, and its legs were constructed of Amberol record cartons. A large record box was used for the body of the rig, while phonograph horns composed the wheels and music rolls the shafts. A life-sized doll occupied the seat. Window cards, deftly scattered about the window, proclaimed that Edison goods are always in the lead. It proved to be one of the most attractive displays ever seen in Vancouver, and was viewed by

thronges of people. The Waitt Co. reaped considerable business from it, besides winning the first prize of \$20.

## A NEW GRAPHOPHONE STYLE.

The Columbia Phonograph Co. have just put out a new graphophone of which an illustration appears herewith. A powerful double-spring motor, noiseless in operation and playing three records at one winding, provides for the running mechanism. The motor equipment is enclosed in a rich true-mahogany cabinet of most attractive design, highly polished. The horn is the regular



NEW STYLE COLUMBIA BNWM.

Columbia "Symphony" wood horn built up of steam-shaped staves of solid mahogany in two layers and sold separately for the equipment of other machines at \$15. The entire fixed arm and elbow are nicked and highly burnished. The start-and-stop lever and speed regulator are conveniently placed and the machine may be wound while running. The 10-inch turn-table is covered with green felt and protected by a brightly-nicked rim. The needle-clamp is designed for either steel or fiber needles.

## BLACKMAN FORCE SHARE IN PROFITS.

At the outing of the forces of the Blackman Talking Machine Co. at Coney Island on Saturday last, J. Newcomb Blackman inaugurated a plan of distributing a certain sum in cash to each member of his force who has been in his employ over a year—in other words a system of profit-sharing annually. The announcement made by Mr. Blackman was received with enthusiasm, and added much to the pleasure of the day.

## VICTOR CO.'S FOREIGN RECORD LIST.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 6, 1910.

The Victor Co., Camden, N. J., issued a circular to their trade on recent date regarding their foreign records, in part as follows:

"There is hardly a Victor dealer who does not have a foreign population practically right at his own door. These special lists enable you to make a direct appeal right to the German with the German records, to the Frenchman with the French records, etc. Your real great big Victor opportunity, however, is in the list of Italian records. The love of opera is spreading like wildfire all over the United States, and in this Italian list are many of the most beautiful arias of grand opera sung by artists of the Scala and other Italian opera companies. The special foreign lists follow: Italian, Swedish, Danish, Finnish, Norwegian, Bohemian, Hungarian, Russian, Polish, Hebrew, Spanish, German, Portuguese, French, French-Canadian, Hawaiian, Gregorian and Sistine Choir.

James Fletcher, of Fletcher Bros., music dealers at Victoria, B. C., have also opened a new store in Vancouver and have added the Columbia line as jobbers and dealers. They placed a strong initial order.

## SONORA

"The Instrument of Quality"

HIGHEST CLASS



Talking Machines  
and Records

To be Used With Either Needle or Sapphire.



This cut represents our Style O machine.

At \$25.00 List

the largest value in phonographs of any kind—anywhere.

It is the first one in a row leading to \$200.00 list—and every one in the row a Gem.

We solicit the Trade's applications for price lists and discounts.

Sonora Phonograph Co.  
78 Reade Street, New York, N. Y.



## Wax Records are as out of date as wax candles. Columbia Indestructible Cylinder Records did it.



Columbia Phonograph Co., Tribune Building, New York.

### REVIEW OF JULY RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

The National Phonograph Co.'s list for July is an unusually good one. In the Edison grand opera Amberol roster Florencio Constantino, the famous operatic tenor, is represented by the ever popular serenade from "The Barber of Seville" (3027); Luigi Lucenti, basso, is heard in the Piff-Paff song from "The Huguenots" (3028); Marie Delna, the celebrated contralto, has a charming number in The Mon cœur s'ouvre from Saint Saens' "Samson et Delila" (4015), which is undoubtedly one of her best efforts. Carmen Melis, the soprano, who was heard at the Manhattan, and who last week achieved such a big success in Paris, is heard in an aria from "Zaza" (4016), which is full of dramatic fire and musical merit. Margarita Sylva, soprano, has a charming record in the Squediglia number from "Carmen" (4017), which is full of temperament and the abandon of the Spanish gypsy. The other numbers of interest are the quartet from "Rigoletto," sung by Colombati, mezzo-soprano; Martinez, soprano; Addo, tenor, and Avedana, baritone (7502), and an Edison Standard record in Swedish, Klara Stjarna (20549). In the regular Amberol list there are several numbers that are bound to win special favor, notably Schubert's "Romance" and Lucantoni's "Tarantella" (460), two numbers played with great charm by Jose Rocabrana, the celebrated Mexican violinist. The Slavonic Rhapsody, played by Sousa's Band (463), is a number of unusual merit, full of those contrasts which distinguish the Slavonic school. The United States Marine Band are heard in a stirring march, "True to the Flag" (472), written by Franz Von Blon, the German composer. A record that will be greatly in favor are favorite airs from "Mikado," sung by the Edison Comic Opera Co. The solos are in good hands, and the chorus is most effective. Of special interest for July Fourth is the record, "Patriotic Songs of America" (457), played by the New York Military Band, with vocal numbers by the Premier Quartet. These national airs stir the blood and will ever be popular. There are a dozen other numbers in the Amberol list covering popular and standard songs and instrumentals which will win a tremendous vogue with lovers of the lighter forms of music. In the list of Standard records, Victor Herbert and his orchestra are heard in a very delightful rendering of "Fleur-ette" (10380), one of Herbert's characteristic numbers, which is full of grace and charm. Another pleasing number is the "Chiffonette Entr'Acte" (10391), played by the American Standard Orchestra. It is excellently played and recorded. Sousa's Band is heard in an infectious concert waltz entitled "Mondaine" (10387), which is certain to win many admirers. Vess Ossman, the

famous banjo king, has made a spirited and finished record in "The Moose March" (10383), which will be received with delight by many admirers. The Edison Mixed Quartet has an unusually fine sacred record in "Holy Ghost with Light Divine" (10385). It is unaccompanied and the harmony is most perfect. Another record most suitable for Independence Day is our national anthem, "The Star Spangled Banner" (10394), played by the United States Marine Band. The arrangement is highly embellished and is said to be the official one as played by the President's Own Band on state occasions. As will be noted in the list elsewhere there are a number of other popular songs and instrumentals to be found under the Standard heading, all of which will be received with pleasure by dealers and the general public.

The Columbia Phonograph Co., in their July list of twelve-inch Symphony double-disc records, introduce Ramon Blanchart, the celebrated Spanish baritone of the Boston Opera Co., who is to make records exclusively for this company. His first number is an aria from "La Gioconda," by Ponchielli, and the "Soldier's Chorus" from "Faust" (A5176), sung by Ramon Blanchart and the chorus of the Boston Opera Co. These two numbers are great favorites with the buying public and should win a large measure of favor. In the regular list of twelve-inch double-disc records an excellent instrumental number (A5174) is Tschaikevsky's Overture "1812" and Meyerbeer's Pacheltz, which is a worthy complement to the "1812" Overture. Both numbers are given a splendid reading by Prince's Military Band. A noted addition to the dance music list is Waldteufel's "Dreams of Childhood Waltzes" and "The Little Pierrots March," by Bosc (A5171), both of which are excellent numbers and admirably played by Prince's Orchestra. Two old favorites, "My Old Kentucky Home" and "Old Black Joe," by Foster (A5175), are sung with sympathy and tonal beauty by Mrs. A. Stewart Holt. Two lighter numbers are "My Uncle's Farm," sung by Golden and Hughes, and a minstrel record containing songs sung by well-known favorites (A5173), which will find many admirers. Some eight double-disc numbers are to be found in the ten-inch list sung by such well-known specialists as Miss Ada Jones, Collins and Harlin, Thomas Mills, Frank Coombs, and Stanley and Burr. As may be seen in the regular list, published elsewhere, the songs and instrumentals listed contain many of the latest favorites of the day, and are so varied as to make the entire offering one of especial attractiveness to the dealer and to his customers. An instrumental number of special excellence is (A832) "Gungl's Tanze Waltz," played by Prince's Orchestra, and Jorda's "Margarita" two-step, played by the Jorda-Rocabrana Quintet of Music. It is full of Spanish color and is an excellent partner to Gungl's brilliant and always delightful waltz.

The Victor Talking Machine Co. have a strong roster of Red Seal records in their July list, all

of which are an artistic treat. Caruso and Scotti are represented by a duet from Act 1 of "Mme. Butterfly" (89,043); Geraldine Farrar has two old favorites (in English), "Ye Banks and Braes o' Bonnie Doon" (87,062), and "My Old Kentucky Home" (88,238); Mme. Gerville Reache, contralto, makes a splendid record of Delilah's "Song of Spring" from "Samson and Delilah" (88,244); John McCormack, the Irish tenor, who is steadily increasing his admirers, is represented by two new songs, "When Shadows Gather" (64,127), and "Through Forest Depths" from "Lakme" (87,063). A record of unusual merit is the Death Scene from "Carmen," sung by Leo Slezak and Hermine Kittel in German (74,168). Mischa Elman, whose records are always a keen delight, adds further to his popularity by his recording of "Les Farfadets," by Pente (64,128), and Schubert's Serenade (74,167). The dramatic prologue from Boito's "Mefistofele" is given an authoritative and finished reading by Marcel Journet, the distinguished basso (64,126). An aria from "Andrea Chenier" (88,243) is sung with splendid effect by Nicola Zerola. Sammarco, the baritone, and McCormack, the tenor, are heard in the duet, "Ab, Mimi, False One" from "La Boheme" (89,044). These two voices blend most admirably and the record is a real gem. The celebrated Carmen quintet from Act 2 is heard through the medium of Meses. Lejeune, Duchene, Dumesnil and Messrs. Gilbert and Leroux (88,237). This list of Red Seal records, taken as a whole, is one of the best put out by this company. The records are absolutely perfect and the quality of tone produced is absolutely lifelike. Apart from the artistic the mechanical side of the work—that is, the actual production of the records—shows the utmost care. They are free from criticism of any kind. In the regular purple label records Lucy Isabelle March, soprano, who has won quite a following for her brilliant vocal work, is heard again to advantage in the Sunlight Waltz by Harriet Ware (70,017). There are also two new numbers by Nora Bayes and Jack Norworth, the former singing "Daffydills" (60,019), and the latter "Back to My Old Home Town" (60,020). In the regular Victor list Arthur Pryor's Band is heard in a new march, "The Arcade Girl" (5,778), and the overture from Wagner's "Flying Dutchman" (31,787). Both these numbers are superbly played by Mr. Pryor's fine organization. Alfred Grünfeld, the pianist, is in evidence this month with Etude de la Tarantella for the piano (5,779). The work of this famous Berlin pianist is familiar to us and each record which he produces emphasizes the wonderful advance made in the recording of piano selections. Grünfeld's work in this record is really remarkable. There is a delicacy, finish and surety in his work that delights. Another favorite is represented this month in Victor Sorlin, cellist, who plays Hauser's Cradle Song (5,773) with a great quantity and charm of tone. The Victor Light Opera Co. are represented this month in gems from "The Chimes of Normandy" (31,788). It is a delight to hear the selections from this

ever-popular opera and both soloist and chorus work is excellent. Harry Anthony and James F. Harrison, who have recently been engaged by the Victor Co., are represented by the first of a series of duets, Campana's "See the Pale Moon" (5,780). Their work as represented in this record is excellent. Twelve numbers are listed under the double-face record list this month, and the list is certainly a good one. There is a wide selection of both popular and classical music covering instrumental and vocal fields. The list in full, which appears in another part of The Review, is well worth studying.

The Universal Talking Machine Mfg. Co.'s list of Zonophone double disc records for May and June contains some excellent numbers by Thomas Chalmers, Byron G. Harlan, Wm. Wheeler, Frank Howard, duets by Mr. and Mrs. Wheeler, and a number of miscellaneous selections excellently recorded by artists well and favorably known and with a big following in the talking machine trade. There are four instrumental numbers by the Zonophone Concert Band, "The Spirit of Peace March" and "Valse Militaire" (5623) and "Scottish Idyl" and the introduction to the third act of "Lohengrin" (5624), which are given a very excellent reading. These Zonophone numbers, as may be seen from the list published in the regular department elsewhere, cover a wide field—popular, religious, standard songs, as well as vocal quartets and instrumental numbers being represented.

### TO MAKE PIANO RECORDS.

Senor Emilio Murillo, the Famous Mexican Pianist, is Under Contract with the Columbia Phonograph Co.

Señor Emilio Murillo, the renowned composer and pianist of Bogota, Republic of Colombia, S. A., has an exclusive contract with the Columbia Phonograph Co., general, for a series of twenty piano records. It is concededly difficult to make a piano record, as it requires a sympathy with the purpose and a keenly artistic comprehension to achieve success. In the case of Señor Murillo his playing is so powerfully brilliant and clear-cut that there are no faulty overtones or blurring, hence the arrangement with the Columbia Co. Last week ten of what are considered to be notable examples of recorded piano music were made by Murillo, who plays his own compositions only. As soon as these records are finished and ready for listing they will go in the foreign catalog and be exploited especially in Colombia by the export department of the Columbia Co.

On July 9th Señor Murillo, by special invitation, rendered selections from his best known works before an audience of the diplomatic corps stationed in Washington, D. C., in compliment to his own countrymen. The function was attended by President Taft, members of his cabinet, Senators, Representatives, foreign Ambassadors and Ministers and other people prominent in the service and public life of the national capital.

### TWO MORE NATIONAL RECORD "HITS."

"Put On Your Slippers, You're In for the Night," Louise Dresser's big "hit" in the successful musical comedy, "A Matinee Idol," running at the Lyric, New York City, and "I'm the Man They're Looking For," a comic sequel to "Has Anybody Here Seen Kelly?" which it bids fair to rival in popularity, are being shipped out this month as "specials" by the National Phonograph Co., to go on sale as soon as received. The first is sung by Ada Jones, in her usual unapproachable style, and Edward M. Favor, assisted by a very capable chorus, concludes the history of the much-sought-for "Kelly from the Emerald Isle." The usual order of shipments in the case of these "specials" will be reversed, the Eastern jobbers being served first and then, in the order of distance, the Central, Southern and Western jobbers. The advance orders for these records are very heavy.

### THE TRADE IN INDIANAPOLIS.

Strong Demand for High Class Outfits—Campers Buying Machines and Records—Musical Echo Co. to Move—Aeolian Co. Store Takes on Victors—Grafonolas Selling Well.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 8, 1910.

The talking machine business has shown some ginger during the last month. The greatest demand with all stores has been for the higher-priced instruments. This applies to the wholesale as well as the retail business. The Edison Amberolas, the Victrolas and the Grafonolas of the Columbia Co. have all met with a nice demand. The camping season will soon be on, and already the campers are getting ready for it. Indianapolis is a great city for summer camps, and usually a summer camp is not regarded as being complete unless it has a talking machine. Last summer White River above Broad Ripple was lined with summer camps, and in the evening about twilight, any number of talking machines might be heard up and down the river. This camping place, together with others, stimulates the sale of machines and records materially, although, of course, it does not bring the business up to the winter standard.

The Musical Echo Co., handling the Victor machines exclusively, are arranging to remove to the Indiana Pythian building. This removal is made because the Grand Opera House block, in which the store is now located, is to be remodeled extensively. After the removal of the Musical Echo Co., this company, the Wulschner-Stewart Music Co., and the Aeolian Co., all of which will handle Victor machines, will be in the same block.

The Aeolian store here is to take on the Victor line in compliance with the change by which this line of talking machines will be put in by all of the Aeolian agencies. The entire third floor of the New Aeolian Hall will be remodeled and devoted to the Victor line. The Aeolian Co. have also opened a branch store at Fort Wayne, which will be in charge of W. P. Chrisler, formerly of New York, and the Victor line will be handled at this store.

The Musical Echo Co. reports a good business in the better class of instruments.

Marion Dorian, auditor for the Columbia Phonograph Co., was a recent caller on business at the local store of the Columbia Co.

The Columbia Co. have had a good business during the month with a nice demand for Grafonolas. One of the purchasers of a Grafonola was C. L. Cummins, a well-known newspaper writer and manufacturer, of Indianapolis. It was a DeLuxe Style B, and sold for \$225. Mr. Devine, of the Columbia Co., says that the retail trade, in the higher-priced instruments in particular, has been good. The Cavalieri records have proved to be the best sellers with the Columbia Co. during the last month.

E. G. Hereth, the manager of the Indianapolis piano house of the Baldwin Co., was another purchaser of a Grafonola Regent, at the Columbia store.

The Musical Echo Co. recently showed an attractive window, consisting of an arch built of records and surrounding a Victor machine.

The Kipp-Link Co., who handle Edisons, report a good business in Amberolas, both at wholesale and retail. A number of dealers recently have ordered as many as five or six Amberolas each.

### STRIKING MAGAZINE ADVERTISING.

The magazine advertising of the Victor Talking Machine Co., Camden, N. J., is of so striking a nature as to call for a special word of praise. Not having the space to go into details in this issue of The World, later this interesting topic will be referred to again in more detail.

The Columbia Phonograph Co., General, have sent their dealers a new enlarged catalog of complete newspaper advertisements, for their study and selection.

### EDUCATIONAL POSSIBILITIES

Of the Victor Talking Machine Discussed by the Editor of the Voice of the Victor in Interesting Fashion.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 10, 1910.

In the last issue of The Voice of the Victor, so ably conducted by H. C. Brown, manager of the advertising department of the Victor Talking Machine Co., Camden, N. J., occur the following sage remarks:

"The boards of education, superintendents of public schools, universities and colleges are recognizing in the Victor the only practical method of conveying to scholars and students a true understanding and appreciation of music. We knew this would come, and while we have long realized the immensity of its possibilities, we have never been able to devote the time and proper attention to its development. Even now it is forcing itself upon us and we are as rapidly as possible perfecting arrangements to properly care for this demand for Victor goods. While we are making every preparation as speedily as possible, every dealer in the land can be of great help to us and land many sales by promoting the idea in his home town.

"As a well-known music critic recently remarked apropos of this subject: 'The question has been asked, "What is the value of the Victor in the schoolroom?" Until one understands the work in school music of to-day the value of the Victor cannot be fully appreciated. (1) Good records give the children something worth while to think about, feel and live with. (2) It acquaints them with the world's greatest artists, the great composers and their compositions. (3) It trains the ear, makes good listeners, and therefore disciplines both mind and body. (4) It saves time. (5) It lifts children to a sound moral and mental atmosphere.' In the city of Milwaukee seven schools earned Victors by this simple method: they each arranged for a Victor delivered to them on time payments, and gave concerts, charging a small admission of ten or twenty-five cents, and took in enough to pay for machines and a fair assortment of records in quick time.

"In conclusion, this suggestively brisk remark is made to the dealer: Promote the idea of a Victor in your city, through the educational institutions of whatever classification, private, public or religious."

### DISC AND MUSIC SYNCHRONY.

Valuable patents have just been granted to Walter M. Davis, retail manager of Hardman, Peck & Co., New York City, covering his invention for playing, together, any talking machine and any player-piano. (See page 48.)

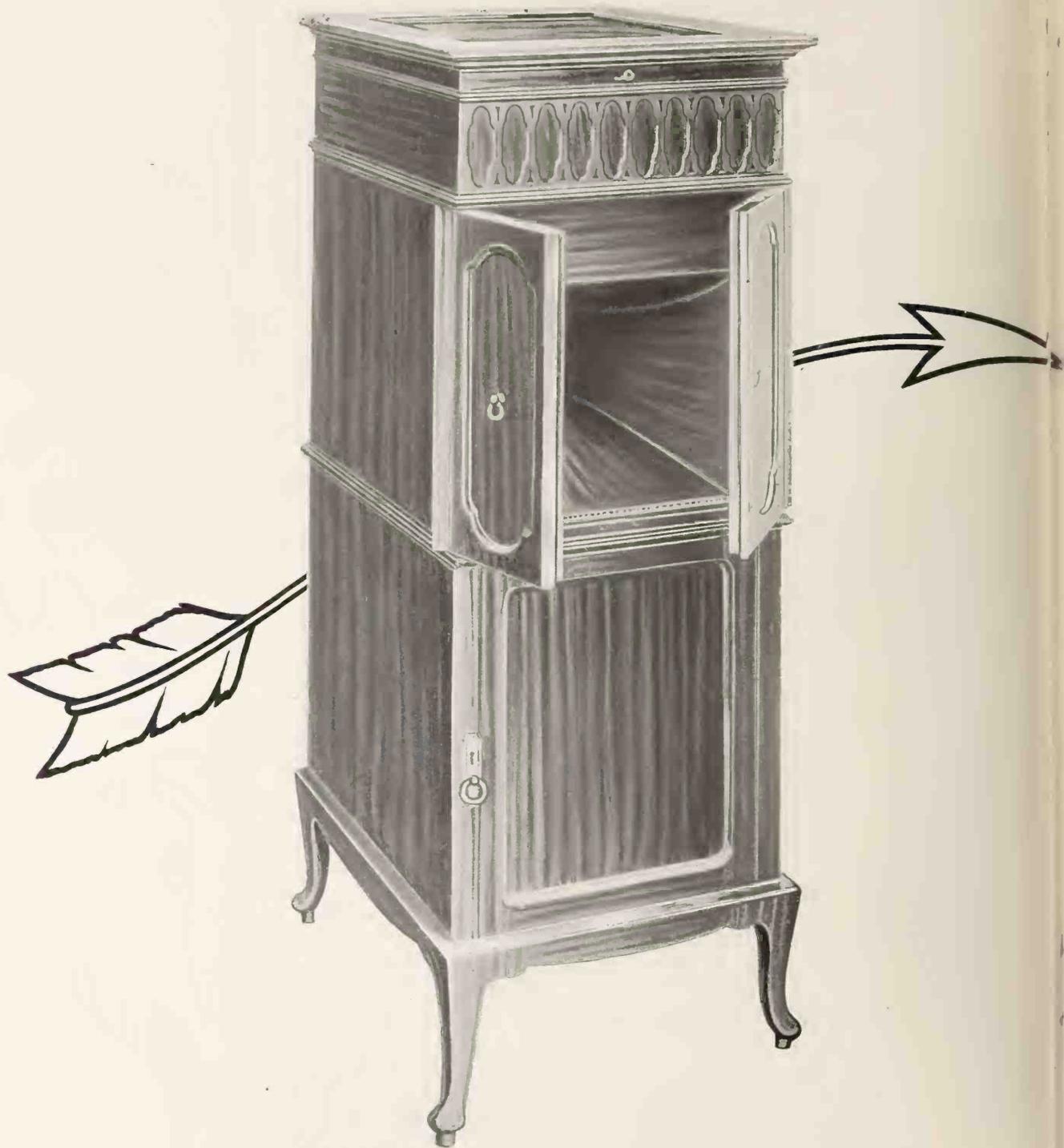
Owners of these popular instruments have for years realized the great advantage to be obtained by such a combination and many minds have been concentrated on the problem. The difficulty has been to synchronize the music roll and the disc so that the player-piano might play artistically the accompaniment to the solo on the talking machine.

This has now been accomplished by Mr. Davis and it will not be necessary for the owner of both of these separate instruments to exchange them, as they can be played together by merely buying additional music rolls and discs that are made for this purpose.

The only connection will be a small wire to automatically start the player-piano at precisely the desired moment. In playing an accompaniment there is a prelude of several bars before the solo begins, and as these machine discs contain only the solo parts it would be impossible to determine the exact place to begin the player-piano without this automatic starting device.

It will at once be recognized that this invention will broaden the trade for both player-pianos and talking machines by adding to the pleasure and interest of the buyer—in fact, it is only logical that these two instruments should be used together.

# A NEW COLUMBIA GRA



# COLUMBIA PHONOGRAPH CO.,

# GRAFONOLA AT \$150.00

## The "Mignon"



THE Columbia Grafonola "MIGNON" is the first instrument of its class ever offered under two hundred dollars. It is the latest evolution of "the one incomparable musical instrument"—and it *is* a musical instrument, unmistakably and at the first glance. Its every line, simple, dignified and classic, suggests *music*; and every note it sings or plays is a corroboration of its first impression.

Wholly unmechanical in appearance, yet faultless in its mechanism, designed by a musical-instrument artist, and built by artists in wood-work—it is everything that a musical instrument ought to be and *incomparable* in its own class.

The Grafonola "Mignon" is built on straight, severe and classic lines, with just sufficient ornamentation to bring into proper relief its engaging symmetry and the fitness that characterizes its general design. The compactness of the instrument and the economy of space effected by it are of the highest importance in judging its merits, great as its musical qualities are, and regardless of the substantial economy to be found in its price.

Beneath the tone-chamber and occupying the lower half of the instrument is the compartment enclosing the record albums, of which there are four, holding in all 60 Double-Disc records of any size (120 selections). Space for two other albums is provided in the back of the cabinet.

The cabinet stands upon a slightly extended base, fitted with four shaped legs thoroughly in keeping with the rest of the equipment and adding the finishing touches of beauty to it.

The Columbia Grafonola "Mignon" is a little over 44 inches in height, 17½ inches wide and 22½ inches deep. As will readily be seen, this exceptional depth makes it possible to have such dimensions of the tone-chamber as will insure the highest possible amplification of the sound before it emanates from the instrument.

The "Mignon" is bound to be a sensational money-maker.

If we don't hear from you about the Grafonola at a hundred-and-a-half, we shall be disappointed, and so will you.

## Gen'l, Tribune Building, New York

**TIMELY TALKS ON TIMELY TOPICS**

Possibly there is nothing especially new to report when the Federal courts issue an order restraining a dealer from violating the license agreement granted by anyone of the manufacturing companies. Another case of this kind occurred on May 31, when an Edison dealer of Newark, N. J., was decided "out of order" by the court, the particulars of which appear elsewhere. This incident is mentioned here in order to call attention to an article which recently appeared in *Printers' Ink*, "Current Progress in the Cause of Price Protection," wherein the experience of the National Phonograph Co. is quoted as an illustration, as follows: "The Edison Phonograph Co., like all makers of patented articles, enjoys a particularly secure position in price maintenance, for it has a perfect legal monopoly. Its agreement system is very strong, and has been backed up by the courts in fifty-two separate cases.

"These cases are listed permanently in the Edison Phonograph Monthly. The list is printed to serve as a warning to dealers and to show how futile is any dealer's effort to cut price. As one of the company's officers said:

"The company is thoroughly committed to the maintenance of its selling system, which has not only been endorsed by the courts, but which long experience has demonstrated works out to the best interests of all concerned—public, dealer, jobber and manufacturer."

Distributors of a progressive turn of mind and wide awake to every opportunity for exploiting

goods, appreciate and praise the effort of every dealer who gets out of the rut and does something a "little different" to increase sales. On another page is printed the picture of a church auditorium with the Victor Victrola as the center of attraction. A concert was given therein by a local dealer in connection with some church work, an inviting program of high class music was offered, the audience was delighted and sales of Victrolas followed as a matter of course. Store recitals are excellent, but an entertainment like the above is much better from every point of view.

One of the most encouraging reports regarding trade conditions is that of the Columbia Phonograph Co., general, in which George W. Lyle, general manager, says the business of the company for May, 1910, exceeds that of the same month in 1909 by over 40 per cent. It is true sales have been gradually increasing, but the aggressive policy of the Columbia Co., combined with a product which is approved by their jobbers and dealers contributes in large measure to this very satisfactory report.

A World subscriber in India in a letter just to hand states that there are great opportunities for the sales of talking machines in that country. While records in the native language would have a tremendous sale among a population of 283,000,000, yet records in the English language find a big market. The grand opera and high class records are universally popular, because

they are sung in the universal language, namely, that of music. At the present time the German manufacturers are steadily gaining ground, and undermining the trade of the English people. This is due to the fact that the English manufacturers are neglecting the market to some extent. They are sending records months behind the time they are due, and the dealers in the larger cities find the Germans more prompt. In view of the Yankee reputation for swiftness it would seem as if there was a good opportunity in India, not merely in records, but in machines and all kinds of supplies. These views are respectfully submitted for the benefit of our friends in the United States.

No record of King Edward's voice is among the many gramophone records of the voices of famous men preserved at the British Museum. The omission is singular, and the regret is made all the keener by the knowledge that less than a couple of years ago arrangements for taking a record were all but completed.

After some hesitation the King had at last been induced to consent to speak for posterity, the choice of a date was all that was left to be settled; and then a pressure of State business intervened, and the fixing of an appointment was postponed. It was never granted.

The Queen Mother's voice, too, is not yet preserved, nor indeed is that of any member of the royal family.

Robt. L. Loud, of Buffalo, N. Y., has attracted fashionable audiences recently with Victrola concerts, the program of which was made up from selections from "Faust."

**33 1/3 %**

**DISCOUNT**

ON CABINETS IF YOU BUY NOW

We Bought the Entire Stock of The Herzog Art Furniture Co.

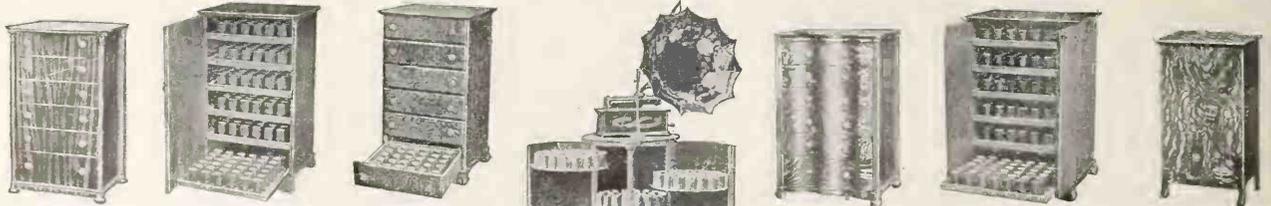
33 1/3% discount if you buy any ten or more cabinets in one order. 27 1/2% per cent. discount if you buy five cabinets. 20 per cent. discount if you buy one or two cabinets as specified. Still better prices in lots of 25, 50 or 100. All cabinets mahogany finish except No. 724 which is oak.

Buy now while we can fill your order completely. When one line is sold out we will substitute nearest style and price.

Cabinets hold following records: No. 700, 100; No. 701, 96; No. 704, 120; No. 714, 216; No. 718, 252; No. 724, 215; No. 703, 100; No. 702, 120; No. 706, 150; No. 715, 150; No. 719, 150; No. 712, 216; No. 713, 216; No. 717, 252; No. 720, 294; No. 722, 294; No. 708, 150; No. 707, 150.

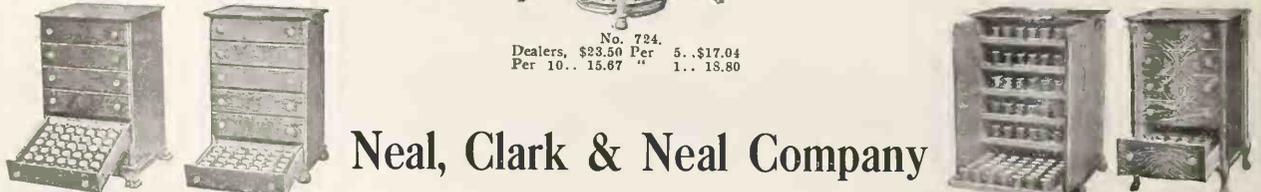


No. 700. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 703. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 702. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 704. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 706. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	No. 708. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	No. 707. Dealers, \$13.75 Per 10.. 9.17 " 5.. 9.97 " 1.. 11.00	No. 715. Dealers, \$12.50 Per 10.. 8.33 " 5.. 9.06 " 1.. 10.00
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No. 715. Dealers, \$17.00 Per 10.. 11.33 " 5.. 12.33 " 1.. 13.80	No. 714. Dealers, \$13.00 Per 10.. 8.67 " 5.. 9.43 " 1.. 10.40	No. 716. Dealers, \$14.00 Per 10.. 9.33 " 5.. 10.25 " 1.. 11.20	No. 717. Dealers, \$20.75 Per 10.. 13.83 " 5.. 15.04 " 1.. 16.60	No. 718. Dealers, \$15.50 Per 10.. 10.33 " 5.. 11.24 " 1.. 12.40	No. 701. Dealers, \$5.50 Per 10.. 3.67 " 5.. 3.98 " 2.. 4.40
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No. 724.  
Dealers, \$23.50 Per 5.. \$17.04  
Per 10.. 15.67 " 1.. 18.80



No. 720. Dealers, \$18.00 Per 10.. 12.00 " 5.. 13.05 " 1.. 14.40	No. 712. Dealers, \$12.25 Per 10.. 8.16 " 5.. 8.90 " 1.. 9.80	No. 722. Dealers, \$19.50 Per 10.. 13.00 " 5.. 14.14 " 1.. 15.60	No. 719. Dealers, \$15.00 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00
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**Neal, Clark & Neal Company**

643-645 Main St., BUFFALO, N. Y., 632-634-636 Washington St.

## SPECTACULAR EDISON ADVERTISING.

Great Electric Sign Will Attract Broadway after June 15—Roman Chariot Race Capped by "Leaders of the World"—Details of This Remarkable Advertising Scheme.

At 8.15 o'clock on Wednesday evening, June 15, unless the plans announced last week by the promoters of the project are changed, the pleasure-seekers who throng Broadway, New York, in the very heart of her commercial and amusement world will be startled by the most marvelous spectacular electrical display ever conceived or planned. Under the dark canopy of

to New York, and 2,750 electric switches are used to operate it. The title of the display—"Leaders of the World"—is seventy feet long. The main chariot, driver and steeds, are 40 feet long and stand 20 feet high.

There is no actual movement of objects in this wonderfully realistic race, but the illusion of realistic action is produced by the flashing of



GREAT EDISON ELECTRIC SIGN AT BROADWAY AND 38TH STREET.

night, high up in the heavens, they will behold a Roman chariot race of more gorgeous beauty than even mighty Rome herself beheld when the Caesars ruled and she was mistress of the world. While the multitude is gazing in astonishment at this spectacle, above the display and on a mammoth steel curtain, 90 feet long by 20 feet high, will appear in letters of fire, four feet high, the announcement that Edison phonographs and records are the "Leaders of the World" in the sound-reproduction line. This ad will be flashed long enough to be read and absorbed every eight or nine minutes, or approximately thirty-five times every night.

It is the most stupendous advertising scheme ever dreamt of, this electrical display, and it is difficult to form an adequate conception of its immensity from the most comprehensive description. It occupies the roof of the Hotel Normandie at Broadway and 38th street, facing Herald Square, where it will be the center of attraction to the many thousands of New Yorkers and visitors from dusk until midnight every night the whole year round for the next two years.

Some facts in connection with the display will prove interesting and will aid in a conception of its magnitude. It is lighted up by 20,000 electric bulbs, ten times as many as the largest electric sign now burning on Broadway. It requires 600 horse power to operate it. It is one-third of a New York City block wide, rises seventy-two feet in the air and is seven stories of an ordinary building high. Five hundred thousand feet of wire were used and 70,000 electrical connections were made to complete it. It required eight railroad cars to transport it

thousands of lights operating with lightning-like rapidity. By means of ingenious devices current is transmitted through some parts of the display at the rate of 2,500 flashes per minute, many times faster than the eye can follow, thereby producing great realistic life action. With one device the position of the horses' limbs will be changed, throwing them backward and forward smoothly and with such speed and grace in electricity as to cause the horses of fire to appear to be running at terrific speed. Another device causes the wheels of the main chariot to appear to revolve so swiftly that the spokes can not be seen. Every little detail is perfect, even to the illusion of dust rolling up behind the wheels. Still another device causes the crimson robe of the leading charioteer, as well as his Roman skirt, to flutter in the wind, making the race most realistic. The manes and tails of the horses also appear to be blowing fiercely in the wind. By other devices the roadbed is made to apparently recede from under the flying hoofs of the horses, and the lights which decorate the central arena walls appear to move in an opposite direction to the teams, completing illusion as though the great race were actually passing around the amphitheater. Every nine to ten minutes the entire program of advertisements of the "Leaders of the World" is repeated and the reading of the advertisements is changed every thirty days.

This remarkable enterprise was promoted by Elwood E. Rice, of Dayton, O., president of the Rice Electric Display Co., who conceived and put into execution the idea of uniting or affiliating a representative number of the leaders in their respective lines in one vast advertising

display to the exclusion of their competitors. A combined capital of more than \$1,000,000,000 has coincided in the promotion of this unprecedented scheme of advertising, which will excite the wonderment of every resident and everyone of the 300,000 non-residents who daily pass through New York City. About thirty of the largest and most representative concerns in the world, impressed by the magnitude and efficacy of the project, have entered the affiliation, and it will doubtless become an object of admiration and keenest interest to the entire business world.

The concerns that are represented are of an exclusive type, and the affiliation is of an unusually high standard. It is the first time in the history of the world that these various captains of industry have combined in one enterprise to herald to the world tangible evidence of the great growth of commercial development and the advancement of the spirit of eternal progress that has taken hold of the business community of America. The announcement of the display and its affiliation has been attracting widespread attention, the metropolitan press, not only of America, but also of England and France, has been devoting much valuable space to a promulgation of the principles embodied in the undertaking and to the enterprising proclivities shown by the leaders in American commercial circles.

It is safe to say the enterprise of the National Phonograph Co. in accepting the invitation of the promoters of the scheme to join the affiliation as one of the "Leaders of the World" will be appreciated by their jobbers and dealers, and can not fail to infuse enthusiasm into everyone connected with the sale of Edison products. The officials of the company will be present at the opening display to witness it from a vantage ground as the guests of Mr. Rice. The roof of the Marlborough Hotel at 36th street and Broadway, two blocks distant, has been engaged for that purpose. An orchestra will render a musical program and a buffet lunch will be served. Admission to the roof will be by card.

### REFEREE AWARDS \$81,250

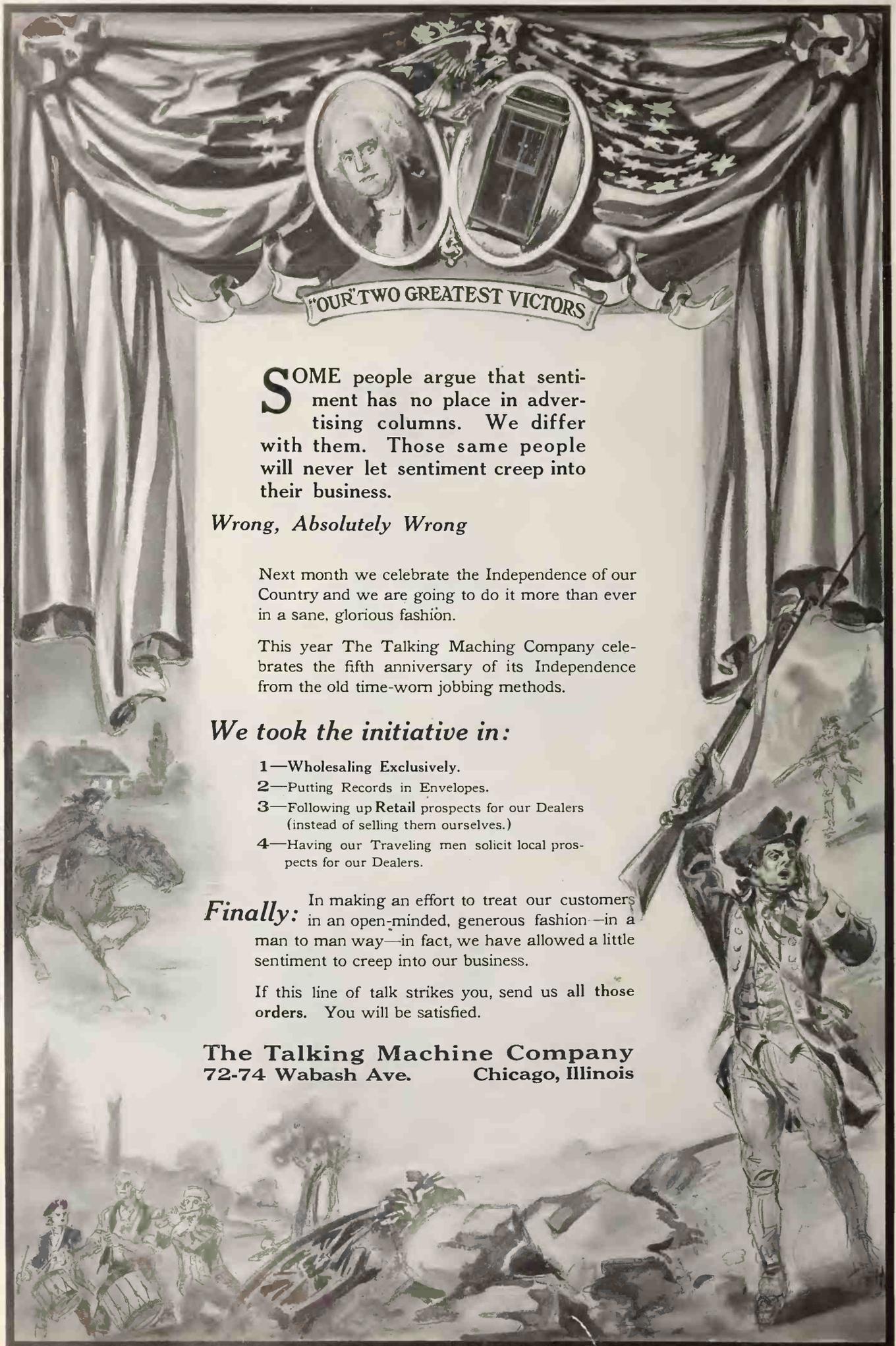
In Suit of American Graphophone Co. Against Leeds & Catlin Co.—Amount Represents Profits of Latter Concern—Court Approves.

In the accounting made by John A. Shields, special master, appointed by the United States Circuit Court, New York, resulting from the suit of the American Graphophone Co. against the Leeds & Catlin Co., bankrupts, for infringing the Jones' patented process for the reduplication of disc talking machine records, an award of \$81,250.85 was made. The court approved the findings of the referee last week. This sum represents the profits realized by the Leeds & Catlin Co. and as they were under bond pending the decision of the court, the amount was collected thereon.

### JOIN THE EDISON FORCE.

Two new singers will be noticed in the September list of Edison domestic records, Marie Narelle and Maude Raymond. The former can scarcely be termed a new singer, for she has already contributed a dozen or more records to the standard lists of the catalog. That was several years ago, however, since which time she has been touring Europe and Australia, her native land, and has consequently passed out of the limelight in this country for a time. Her first Amberol record will probably be "Killarney," a favorite number of her large repertoire.

Maude Raymond, well known the country over in vaudeville and musical comedy, as an artist of uncommon personality, has also been contracted with for a number of songs, the first of which will appear in the September list. The September list will be notable in respect to the number of "star" comedienne represented, two of the best and most popular in the country—Marie Dressler and Sophie Tucker—both exclusive Edison artists, controlling their latest and best.



**S**OME people argue that sentiment has no place in advertising columns. We differ with them. Those same people will never let sentiment creep into their business.

*Wrong, Absolutely Wrong*

Next month we celebrate the Independence of our Country and we are going to do it more than ever in a sane, glorious fashion.

This year The Talking Maching Company celebrates the fifth anniversary of its Independence from the old time-worn jobbing methods.

*We took the initiative in:*

- 1—Wholesaling Exclusively.
- 2—Putting Records in Envelopes.
- 3—Following up **Retail** prospects for our Dealers (instead of selling them ourselves.)
- 4—Having our Traveling men solicit local prospects for our Dealers.

**Finally:** In making an effort to treat our customers in an open-minded, generous fashion—in a man to man way—in fact, we have allowed a little sentiment to creep into our business.

If this line of talk strikes you, send us all those orders. You will be satisfied.

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

# FROM OUR CHICAGO HEADQUARTERS

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

All Conditions Considered Talking Machine Dealers Are Well Satisfied with Present Volume of Business—High Grade Outfits Have the Call—Western Jobbers Completing Plans for Attending Convention at Atlantic City—Wiswell Issues Circular—E. C. Plume's Successful Trip for Columbia Line—Increase Columbia Wholesale Facilities—A. D. Geissler Discusses Importance of Aeolian Co.-Victor Arrangements—New Exclusive Victor Store—Fibre Needles Gain in Popularity—Some Recent Visitors—New Store in Milwaukee—Germain Co. Handle Victors.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1910.

Chicago jobbers generally report May business as having been something of a surprise in that it kept close up to the April record, and in one or two instances actually made an increase.

Like every month this year the gain as compared with the corresponding month of last year was important. It would be useless to claim that the volume of business is altogether satisfactory, but in view of the generally unseasonable weather during April and May trade has been better than could logically be expected. June so far has brought generally brighter and more favorable weather, although still unduly cool, and retail business at least locally has shown considerable improvement. The large downtown stores report a really excellent high grade trade. The sale of six Victrolas by one retail department on one day last week was certainly abnormal for this season of the year, to say the least, and can hardly be taken as representative of present business but it may indicate that the high grade trade is, in a measure, independent of season or general conditions when properly fostered and energetically advertised and pushed.

All Aboard for Atlantic City.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, who as mentioned in last Month's World is intrusted with the rounding up of the western jobbers for the convention at Atlantic City next month, with a view to having a special car of Westerners if possible from Chicago is just sending out the following letter, which explains itself:

"Arrangements are being made with the Pennsylvania lines for special sleeping cars to our next annual National Association of Talking Machine Jobbers' convention to be held at Atlantic City July 5, 6 and 7.

"The various officers and committees in charge of the arrangements are extremely desirous of making this convention a memorable one, and have arranged a set program which will keep you busy from the time you arrive until you leave.

"It has been suggested that as many of the jobbers west of Chicago as possible meet in Chicago and proceed from there in a body to the convention. Therefore, if you anticipate attending the convention, and would like to meet in Chicago, may I suggest to you to kindly write to C. L. Kimball, A. G. P. A., Pennsylvania Lines, No. 2 Sherman street, Chicago, Ill., by return mail, or as early as possible, advising him just what car space you desire and he will be glad to book you for it.

"The special summer rates via the Pennsylvania from Chicago to Atlantic City, including usual stop-overs at the large cities along the route, is only \$26 round trip.

"Those who wish to make a trip to New York on their return can do so by depositing the ticket with the ticket agent at the Broad Street Station at Philadelphia, and there purchase a round-trip ticket to New York for the sum of \$4. This will give you an opportunity of visiting Coney Island and the amusement places in and around New York.

"It has been thought best by many to leave

Chicago on the 5.30 p. m. train Saturday, July 2, arriving at Atlantic City at 5.35 p. m. the following day, in time to spend the 4th in Atlantic City, where a good time is always to be had. An extra fare of \$4 is exacted on this train from Chicago to Philadelphia. This gives all those who have never been over the Pennsylvania Lines a daylight ride from Pittsburgh through to Atlantic City, passing Horseshoe Bend, etc.

"Make it possible to attend this convention. It is to your interest to do so. You will find the time spent profitable in a business way, and you also will have a grand outing."

The Ball Game.

Mr. Wiswell has completed the line up of the team of the Western jobbers who are to meet a select team of the Easterners on the diamond at Atlantic City on Thursday morning, July 7. They are all valiant athletes and are busily engaged in their spare hours in practising up with the aid of their sons or friends' sons. Here they are: H. H. Blish, Des Moines, Ia., left field; Max Strassberg, Detroit, center field; A. D. Geissler, Chicago, right field; C. Cummings, St. Louis, short stop; J. C. Roush, Pittsburg, first base; Lawrence McGreal, Milwaukee, second base; Lawrence Lucker, Minneapolis, third base; Burton J. Pierce, Kansas City, catcher; L. C. Wiswell, Chicago, pitcher; J. Fisher, Pittsburg, and W. Davidson, Columbus, substitutes.

Plume's Western Trip.

E. C. Plume, western wholesale manager of the Columbia Phonograph Co., went to Livingston, Mont., last month on a short visit to F. A. Scheuber, president of the Scheuber Drug Co., who are exclusive Columbia jobbers for Montana, Wyoming and the western portions of the two Dakotas. On the way he made brief stops at Milwaukee and Minneapolis. Mr. Plume is enthusiastic regarding the excellent success Mr. Scheuber has had in building up a large business on Columbia goods in a territory much of which would not be considered especially promising as a talking machine field. Besides creating a number of good dealers, he is doing an excellent retail business at Livingston and also in four other Montana towns in which he has retail branches. He does a good business on Grafanolas, and placed a substantial order for the new Mignons from photographs. Mr. Plume and Mr. Scheuber spent Sunday at Yellowstone Park. General conditions through Montana and Wyoming, Mr. Plume says, are good, the price of land is steadily going up and business is flourishing.

Columbia Increase Wholesale Facilities.

The wholesale business of the Chicago branch of the Columbia Phonograph Co. has increased at such a rapid rate that Manager C. F. Baer has been compelled to secure additional storage facilities. Half of the sixth floor of 304 Wabash avenue has been leased and will be utilized for machine and supply stock.

District Manager W. C. Fuhri received very encouraging reports from the Columbia branches through the West and South for May, which made a very large gain above last year. Samples have been received at the Chicago office of a number of the new Symphony records made for the Columbia Co. by members of the Boston Opera Co., and which include many remarkable solos and excellent Rigoletto Quartette and Lucia sextette numbers. They are bound to create something of a sensation when they are placed on sale.

The Aeolian-Victor Deal.

Arthur D. Geissler, general manager of the Talking Machine Co., of this city, returned this week from St. Louis, where he spent some days with Herman B. Schaad, of the Aeolian Co., checking up the inventory and closing up the final details by which the stock, fixtures and business of the St. Louis Talking Machine Co.

were sold to the Aeolian Co., who become Victor distributors in St. Louis and who will establish Victor departments in all their retail stores, as briefly told in last month's World.

This department, on the part of the Aeolian Co., has been one of the principal topics in trade circles the past month, not simply because of the volume of business on Victor goods involved, but because of its broader significance and its influence on the music trade in general. It is hardly necessary to state that Mr. Geissler has been heartily congratulated on all sides for his excellent work in bringing about a deal of such magnitude.

When asked regarding some of the particulars of the deal and its inner meaning and effect on the trade, Mr. Geissler, in substance, said: "Here is one of the biggest concerns in the music trade industry in the world, and one which has heretofore fought clear of anything in the nature of a side line, recognizing and stamping with its endorsement Victor goods to the extent of going into the business as distributors and retailers in an extensive manner.

"The Aeolian Co. have always been recognized as exponents of the very highest ideals in the player and piano field and their recognition of the Victor as a musical instrument of the most artistic type and one finding its natural channel of distribution through stores of the character of those conducted by the Aeolian Co. is certainly important.

"From the purely commercial side, the deal is equally notable. The proportionate reduction of overhead expenses secured by installing Victor departments, the additional advantage of a side line entailing a quicker turnover than that possible in the regular line, and the large number of people attracted to the store who are prospective piano or player-piano buyers make it a peculiarly advantageous line for music dealers. This, of course, has been amply demonstrated in the past, but the entrance into the field of a concern so great and yet so conservative as the Aeolian Co. must have a strong influence into converting music houses who have been holding back; those who, if they have handled talking machines have not given them the attention or the position in their establishment that they deserved, and those, and they are not a few, who handled them in the early days of the industry, dropped them, and have allowed their prejudices to blind them to the remarkable development along artistic lines of the past decade.

"The stock of the St. Louis Talking Machine Co. was removed a week ago to the St. Louis branch of the Aeolian Co. and while I was there Mr. Schaad, Mr. Honea, the new manager, and myself were all very much impressed with the number of people who came into the store to buy records or look at machines, and the fact that a very large proportion of them are of the class who buy the highest priced product of the Aeolian Co. They all have to pass through the piano warerooms to reach the Victor department and the Aeolian sales force are all impressed with the benefit bound to result.

"The stock and fixtures of the St. Louis Talking Machine Co., taken over by the Aeolian Co., aggregates in value \$75,000, stock to the amount of \$10,000 has been shipped to the Cincinnati store, an equal quantity to the Indianapolis store, about \$5,000 to the Dayton, O., store and about \$2,000 to the Fort Wayne store. This simply gives some idea of the manner in which the Aeolian Co. are going after the business, and beautiful departments are being fitted up in all the stores.

"Best of all is the announcement that the entire eighth floor of Aeolian Hall in New York City is to be fitted up as a Victor department, which will be one of the largest and most complete in the country."

The Victor department at the Chicago Aeolian

Victor  
Talking Machines

*Lyon & Healy*

Edison  
Phonographs



**I**T is only logical that the World's Largest Music House should be America's foremost distributor of the World's Greatest Musical Instruments, the

## VICTOR TALKING MACHINE AND THE EDISON PHONOGRAPH

The same progressive and honest business methods have been followed in perfecting the distribution of Talking Machines and equipments that have characterized this internationally famous house in other lines of their endeavor.

Every order, no matter how small or how large, has painstaking attention. Where mistakes occur, as they sometimes will, Lyon & Healy are prompt and eager to make correction. The stock is under the supervision of experts, who anticipate the needs of the dealer, and orders are always filled complete on day of receipt, except where delay is unavoidable.

Lyon & Healy's liberal terms are the talk of the trade, and if you are not taking advantage of them and profiting thereby, you should do so at once. Hundreds of dealers, all over the country, will testify to the benefit they are receiving through the superior Lyon & Healy Service.

The  
World's  
Largest  
Music  
House

*Lyon & Healy*

WABASH AVENUE AND ADAMS STREET

CHICAGO

America's  
Foremost  
Distributors of  
Victor Talking  
Machines and  
Edison  
Phonographs

Hall has proven a success from the start. Manager T. H. Fletcher says that although in the company's initial advertising campaign in the Chicago papers all of the space, with the exception of a few lines in a single announcement has been devoted to the Aeolian product, the department has done well and has shown a nice profit, and that it is to be energetically pushed and advertised in the future. The Victor department here is in charge of O. C. Searles, a young Victor enthusiast, who promises to make good along large lines in his present position.

#### New "Talking Machine Shop."

The exclusive Victor store, "The Talking Machine Shop," at 169 Michigan avenue, has evidently proved a success under the present proprietors, George and Cecil Davidson, although it was long looked at in the light of an experiment by the trade.

At any rate, another store, under the same name, is to be established by the Davidsons at 43 Jackson boulevard, in the magnificent new Steger building, and the second store west of the entrance to the building. The Steger building is on the corner of Jackson boulevard and Wabash avenue, and a good deal of trade which surges along the avenue should be attracted, while morning and evening the crowds of Southern suburbanites who use the boulevard on their way to and from the Illinois Central depot should furnish a fine quota of high class trade.

Like the parent store on Michigan avenue, the new "shop" will be fitted up in an extremely artistic manner. There will be two large booths on the main floor, while in the basement, reached by a staircase in the center of the room, will be three more booths and the record stock. The booths and the woodwork, with the exception of the doors, which will be of mahogany, will be in white enamel trimmed in mahogany. The furniture will all be in antique mahogany. The floors will be handsomely rugged and everything throughout will be artistic and harmonious. The store has practically a crystal front and gives excellent opportunity for display. George Davidson, assisted by W. E. Clark, will take charge of the new store, while C. L. Davidson will remain at the Michigan boulevard store. The new store will open about July 1.

#### Good Edison Results.

The morning Edison concerts at Lyon & Healy's are said to be having an excellent effect on the retail Edison business of the big house.

A. V. Chandler, Illinois representative of the National Co., has been spending several weeks in Chicago. He says that the Amberola business is increasing at a remarkable rate.

#### R. J. Keith Visits Alma Mater.

Roy J. Keith, sales manager for The Talking Machine Co., Chicago, went to Urbana, Ill., the home of the State University, last Saturday to yell for the team from his Alma Mater, Leland Stanford University, at the conference track meet. He happened to meet a friend whom he had not met for years, but who resides in Urbana, and before the day was over he had steered him into the store of his dealer in Urbana, G. W. Lawrence, sold him a Victrola, loaded it on an express wagon and delivered it personally.

#### H. S. Conover Married.

H. S. Conover, Michigan traveler for The Talking Machine Co., Chicago, was married on May 24 to Miss Claire Byrnes, a charming young Chicago woman. Their wedding trip included St. Louis, Atlanta and other Southern points.

#### Good Summer Window

A. D. Herriman, retail manager at the Columbia's Chicago branch, has an exceedingly effective summer window display. It represents a camping scene and is exceedingly realistic. In front of a tent, which is equipped with every convenience, is seated a man, or rather a wax figure, who is listening raptly to a graphophone. A campfire in the back ground is cleverly produced by means of strips of bark, streamers of red cloth kept in motion by an electric fan, and illuminated by concealed incandescent bulbs. Herriman says that the window has sold graphophones, and it has also elicited many inquiries as to the prices of tents and sporting goods.

#### Fibre Needle Progress.

The B. & H. Fibre Mfg. Co. will shortly receive a shipment of what is undoubtedly the finest bamboo ever brought into the United States. It consists of over 10,000 poles eight feet in length and from 3½ inches and up in diameter, and of the type known as Ivory White. The bamboo comes from a section of Japau, known for the peculiarly high grade quality of its product, and which, by long experimentation with bamboo from various parts of China, Japan and India, has been found to be the best for B. & H. fibre needles. The principal features which make this particular growth of bamboo especially adaptable for the purpose are the thickness of the silicious outside shell, the closeness of the grain and its extreme hardness. The company are now getting nicely settled in their new and larger factory, and in a very short time will gain the full benefit of the much needed increased capacity.

#### Enlarges Graphophone Department.

Peter M. Streit, a Columbia dealer at Lincoln and Belmont avenues, Chicago, has recently leased the adjoining store which will be devoted entirely to his graphophone business.

F. A. Cass, manager of the credit department of the Chicago Columbia branch, leaves next week for his monthly muskalonge hunt in the wilds of Northern Wisconsin.

#### L. & H. Picnic.

The first outing of the season of the employees of Lyon & Healy was held last Saturday afternoon at Dellwood Park, near Joliet. There were numerous more or less athletic "events," mostly for the ladies, and department H was represented among the victors by Miss Rapps, who won the egg race, and Miss Woods, who captured the first prize in the peanut rolling contest.

#### Visitors.

Andrew McCarthy, of Sherman, Clay & Co., San Francisco, was in Chicago recently on his way East.

E. A. McMurtry, manager of the Pittsburg store of the Columbia Phonograph Co., accompanied by his wife, are in the city, the guests of W. C. Fuhri. Mr. McMurtry is one of the oldest men in point of service in the Columbia service and was at one time associated with Mr. Fuhri at the St. Louis store.

#### Edward Geissler Homeward Bound.

Edward Geissler, of the George J. Birkel Co., Los Angeles, accompanied by his wife and athletic son, "Ted," are again in the city, the guests of A. D. Geissler, on their return from the East.

#### Bacigalupi Bound East.

Peter Bacigalupi, the large talking machine dealer of San Francisco, and Leon F. Douglass, vice-president of the Victor Talking Machine Co., passed through Chicago on Decoration Day on their way East. Mr. Bacigalupi had intended making the trip earlier but postponed it in order to have the company of Mr. Douglass.

#### George Eicholz to Have New Store.

George Eicholz, a prosperous young talking machine dealer of Milwaukee, was in the city this week visiting the various stores and getting ideas for the equipment of a new store at 552-554 Twelfth street, Milwaukee, to which he is to move from his present location on Fond du Lac avenue. The new store is 40 x 50 feet in size, will have four booths and a concert room, and will be admirably equipped in every particular. Mr. Eicholz handles Victor and Edison goods and was recently made a Zonophone jobber.

#### Mayer an Edison Enthusiast.

John E. Mayer, of Dixon, Ill., was a Chicago visitor this week. He is an Edison enthusiast and has recently strengthened himself by purchasing the Edison stock of J. J. Miller, the veteran music dealer of Dixon. This makes Mr. Mayer the exclusive Edison dealer in the thriving Illinois city. Just before he left town he sold an Amberola to a leading citizen of Dixon.

#### Germain Adds Talking Machine.

The Germain Piano Co., manufacturers, of Saginaw, Mich. will install Victor talking machine departments at once in their retail stores at Saginaw, Bay City and Jackson, Mich., and later on at their Detroit store. Lyon & Healy secured the business which was eagerly contested

for by several jobbing houses and L. C. Wiswell went to the Michigan city in person to close the deal. R. R. Gorham, who has been the L. & H. talking machine traveler in Michigan, will have charge of the talking machine business of the Germain Co., with headquarters at the Saginaw store. He will be succeeded on the road by P. Van de Roovaart, who has been a valued employe of department H for some time.

#### Death of Sam Goldschmidt's Father.

Sam Goldschmidt, district manager of salesmen for the Victor Co., came to Chicago on a sad mission a fortnight ago, bringing with him all that was mortal of his father, who died at the family home at Marquette, Mich. The burial was at Waldheim cemetery, this city. Mr. Goldschmidt has the sympathy of the trade.

#### PROGRESS IN COLUMBIA SALES.

The Columbia Phonograph Co.'s General Business Rapidly Doubling Up on Last Year's.

In an interview with George W. Lyle, general manager of the Columbia Phonograph Co., just before going to press, our representative was favored with the statement that the general and progressive increase in the Columbia sales so far in 1910 had been much larger than could have been by any possibility hoped for.

Last year May was a good month, and May, 1910, showed a record +0 per cent. ahead of last year May.

June, not by any means usually an extraordinarily lively month, is not only 60 per cent. ahead of last June, but leading May, 1910, by a very broad margin.

The interesting and significant feature in all this increase, according to Mr. Lyle, is the fact that the increase is general, geographically and in product. The increase is practically uniform through every branch of the Columbia service and in every section of the country, and in every line of goods manufactured, both low-priced and high-priced.

#### A DISC RACK THAT WILL SELL.

The new disc rack recently put on the market by the Syracuse Wire Works, Syracuse, N. Y., entitled "The Seneca, and advertised elsewhere, is well worthy the consideration of dealers. Its merits are obvious, and it can be sold at an amazingly low price. It should prove a trade stimulator for all who handle it.

Among the visitors to The World sanctum last week was H. J. Cullum, of Lockwood's, the prominent factors of London, Eng., who, accompanied by his wife, has been on a visit to the West Indies. Mr. Cullum has been greatly benefited by his outing and returns to London splendidly equipped to further develop the business which he controls with such distinction.

**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  
Manufactured by  
**KREILING & COMPANY**  
1504 North 40th Avenue  
Cragin Station Chicago, Ill.

One beauty of taking your customer's \$200 for a Columbia Grafonola "Regent" is that he immediately starts in "rooting" for you. He gets his money's worth with interest and dividends.



Columbia Phonograph Co., Tribune Building, New York.

### VICTOR FACTORY EXPANSION.

Six-Story Building Ready for Occupancy and Erection to Cabinet Factory Progressing Rapidly—Demand Keeps Pace with Increased Facilities—Other News of Interest from Camden.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 9, 1910.

The big six-story machine factory of the Victor Talking Machine Co., Camden, N. J., is practically ready for occupancy, and an excellent view appears in the accompanying cut, showing the extension to their recently completed cabinet

months, but up to the present time there seems to be no indication of any let-up; in fact, we

Clarke, while here, expressed his wonder at the Victor Co.'s immense growth and completed arrangements for an increased supply of machines for the European market.

Leon F. Douglass, chairman of the board of directors of the Victor Co., is on a visit to the Victor factory, having arrived June 1. It is needless to say that he was royally welcomed and has been busily occupied in consultation with various committees, giving his views and observations as noted from a distance. Mr. Douglass will remain about two weeks.

A. G. McCarthy, treasurer of Sherman, Clay & Co., San Francisco, who is in the East on his wedding tour, is taking in a little busi-

ONE OF THE SIX FLOORS IN THE VICTOR MACHINE FACTORY.

ness on the side and is at present a visitor to the Victor factory. He is more than elated with their splendid Victor business and has placed with the company enormous orders. Here is a little memoranda that Mr. McCarthy received:

"Jack Johnson, the prizefighter, is now in the store buying records, and more than 400 people are now in front of Sherman, Clay & Co.'s, waiting for him to come down to his auto. He is as proud as a peacock over the Victor, and says it is the biggest pleasure they have at their training camp."



EXTENSION TO NEW VICTOR CABINET FACTORY.

factory. This extension will add 65 feet to the depth of this building, and as soon as this extension is run up to the height of four stories two more stories will be added to the whole, making this immense cabinet factory six stories high, and practically doubling their but recently tripled capacity.

On January 1 when the company saw the completion of their new cabinet factory they thought that at last they had capacity equal to any demand; but the idea didn't last long—this immense up-to-date cabinet factory is too small—so they are adding 65 feet and running it right back to and against the dry kilns. If that isn't capacity enough they will build more cabinet factories. The company are also putting three more stories on top of the executive and laboratory building, which will give three whole floors to the recording laboratory and provides two more floors to house various executive departments.

Orders continue greatly in excess of the company's capacity, and they frankly say: "We cannot at this time see how it is going to be possible for us to fill more than a percentage of our orders before the holidays. Of course, we have looked for a lull in orders during the summer

## THORN NEEDLES and HOLDERS Give Satisfaction

THE DEALER WHO SELLS THEM CAN TELL YOU

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

**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 75 CENTS

Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

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

**J. W. JENKINS' SONS MUSIC CO.**

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.

## DEALERS' ASSOCIATION MEETS.

Regular Session Held June 8—Membership Growing—Talks on Trade Methods—Resolution Passed Asking for Larger Price on Outfits Sold on Instalments with Discount for Cash Buyers—Dealers to Confer with Jobbers at Atlantic City.

The Eastern States Talking Machine Dealers' Association held their regular quarterly meeting at the New Grand Hotel, New York, on Wednesday, June 8, with about two dozen dealers in attendance, several new members being added to the rolls. Much was accomplished at the meeting that should prove to the benefit of the trade at an early date.

In response to the invitation of President Storck, M. A. Carpell made an interesting address wherein he pointed the advantages derived by the talking machine dealer from the selling of cabinets and how their sale materially increased the record business of the dealer and their possession kept alive the interest of the owner in the machine.

Chas. A. Laureigh, of Orange, N. J., a member of the association, gave an interesting talk on business methods and had some excellent advice to offer the dealers as a result of his own experiences in the business. He laid particular stress upon the importance of a complete and well kept stock and the necessity of the dealer keeping wide awake.

R. Montalvo, a young and very successful dealer of New Brunswick, N. J., next told the secret of his success, which was persistent and forceful publicity, with a generous use of newspaper space.

A resolution was here introduced and passed, asking the manufacturers to devise some means for increasing the price of outfits sold on the instalment plan, over the set cash price and thereby offering an inducement to cash buyers. While no plan was definitely decided upon it was suggested that a straight advance on list prices to cover instalment sales with a prescribed discount for cash was the best solution of the problem. In the arguments bitter attacks were made by the dealers upon the department store methods of handling instalment sales, with from ten to twenty months to pay for the outfit at the list prices.

President Storck suggested that the factories be requested to have men thoroughly familiar with the line and with the latest selling methods visit the dealers and look into their business and methods and make suggestions tending toward increasing their sales. It was pointed out that the improvement in the dealers' business would result in an increased volume of orders for the jobber and the manufacturer of sufficient amount to well repay the latter for the sending out of the representative.

A letter was received from the secretary of the National Association of Talking Machine Jobbers inviting a committee from the dealers' association to visit Atlantic City during the convention next month and confer with the jobbers regarding matters of mutual interest. As several members of the latter association had planned to visit Atlantic City at that time of their own volition they were appointed on the committee and will serve the association without expense to that body. One of the subjects to be introduced at the conference by the dealers will be the advisability of having a better adjustment of the opening dates for Edison and Victor records, either to have them come together or further apart than at present. Reduced freight bills and greater conveniences in handling are given as the reasons for desiring the change.

All the business of the meeting was confined to one session thereby saving much time for those in attendance.

Saul Birns, who also has a store at 77 Second avenue, on June 1 opened another place at 27 East Fourteenth street, New York. His new establishment is elegantly fitted up, and his Victor sign outside is of striking design.

## TRADE IN THE MONUMENTAL CITY.

Sales During May of Excellent Volume—Summer Dulness Not in Sight—McAllister's Victor Trade—Eisenbrandt Sons to Move—Sanders & Stayman Enlarge Talking Department—Other News of Interest.

(Special to the Talking Machine World.)

Baltimore, Md., June 6, 1910.

Statements by the various dealers covering the month of May would indicate that conditions have been very favorable for the trade. Contrary to expectations, the summer dulness has not yet struck the dealers, that is, the majority of them. This is probably due to the fact that the weather conditions have been unusual, in that cool weather has prevailed right along and has tempted the shoppers to be out in force just the same as during the busy times of the winter months.

William McCallister & Sons, Baltimore street, near Howard, are having fine results with the various styles of Victors. Their success, in fact, has been such that they have established several new agencies in east and southeast Baltimore. The demands in those sections for these popular instruments have come in so strong recently that the firm found it necessary to put on these new agencies in order to properly handle the increasing demands on the trade.

H. R. Eisenbrandt Sons, Charles and Lexington streets, who run a big line of Victors, have big signs in front of their business establishment announcing that they will move to their new and more spacious quarters on North Howard street, near Saratoga street, just as soon as the new building is completed. Work on the new establishment is progressing rapidly.

Ademor N. Petit, 318 North Howard street, who has conducted the talking machine business for a number of years in this city, is busy with the retiring sale which has been in progress for the past several weeks.

Sanders & Stayman have had such success with their vast lines of Columbias and Victors that they have found it necessary to extend their talking machine department on the fifth floor of their store at the southeast corner of Charles and Fayette streets. While the business was formerly confined to one room, where the records were stored and the sales transacted, the latest move of the firm changes all of this. Manager Albert Bowden has the records and machines in one huge storeroom, while the addition consists of a spacious sales department and music

room. Business for the month, according to Mr. Bowden, has been excellent.

Morris Silverstein is now connected with the talking machine department of Cohen & Hughes, who handle the Victor and Edison lines. Mr. Silverstein first came here from Louisville, where he was manager for the Columbia Phonograph Co., to take charge of the company's local store. He later changed and went into business on his own account with a line of Victors and Columbias on Howard street, near Lexington. He relinquished this to accept his present position with Cohen & Hughes.

Manager T. Allan Laurie, of the local store of the Columbia Phonograph Co., states that as a result of the splendid display made by the Columbia Co. at Richmond many of the piano dealers have been convinced that there is a larger field for talking machines and he believes that the result will be the establishment of many more Columbia agencies in the Southern States, controlled by the Baltimore office.

William Reiser, formerly of A. N. Petit Co., who are about to retire from the local field, has been placed in charge of the retail department of E. F. Droop & Sons Co. by Manager Roberts. Droops handle the Victor and Edison and report that the month has started in with good indications for a nice summer business.

Cohen & Hughes have rearranged the front part of the first floor of their store for the sales department for talking machines. This works to better advantage than the former arrangement of having this department on the second floor. The storeroom will remain on the second floor. Manager Grottendick reports that the month has shown up well.

## LIPMAN KAISER'S VACATION.

Lipman Kaiser, director of the talking machine department of the S. B. Davega Co., New York, starts on a month's vacation to Belgrade, Me., on June 30. A cottage has been rented, and he will be accompanied by Mrs. Kaiser. As Belgrade is in the lake region of Maine, Mr. Kaiser will do a lot of fishing and boating, and on his return it will be strange if not a few fish stories will be in order. The business of the S. B. Davega Co. is running 25 per cent. better than last year.

The Columbia Phonograph Co. are already receiving orders for the Grafonola Mignon from dealers who saw it at Richmond, Va. A description of the machine was mailed to all Columbia dealers.



This is Our  
**Victrola Protector**

For Victrola XII and Amberolas also

- ☐ Every high-class machine on your floor should have a protector. It insures them from injury, dust and dampness.
- ☐ Most of your customers use their machines on their verandas, yachts, etc., during the summer; where they are exposed to the weather. You can make good profits and pleased customers by selling them protectors.
- ☐ Write us NOW for samples of materials, prices, etc.

**S. B. DAVEGA CO.**  
126 University Place  
New York City

**ENJOINS ANOTHER PRICE CUTTER.**

The National Phonograph Co. Secure an Order Enjoining David Reinhorn from Selling Edison Phonographs and Records Below Price—Extracts from the Judge's Order.

Below appears in part an order recently issued in the United States Circuit Court for the District of New Jersey, providing for the issuance of an injunction enjoining and restraining David Reinhorn, of 91 Springfield avenue, Newark, N. J., from disposing of Edison phonographs, reproducers and records, covered by the three patents in suit, at prices less than those prescribed by the National Phonograph Co. The preliminary injunction, filed May 31, dwells particularly on the sale of second-hand goods that may have been acquired from private owners of phonographs. The substantial portion of Judge Rellstab's order follows:

**ORDERED, ADJUDGED and DECREED,** that a preliminary injunction issue enjoining and restraining the said defendant, David Reinhorn and his associates, agents and employees and all persons acting under his control or in privity with him, pending the cause and until the further order of the Court, from in any way interfering with the carrying out of the selling license system of the complainant, National Phonograph Co., and from soliciting or procuring or aiding in any way in the violation of any of the provisions of any and all license agreements between the complainant and its jobbers and dealers; and from soliciting, obtaining and procuring any of the authorized jobbers and dealers of the complainant, to sell to him any Edison phonographs or any Edison reproducers at less than the list prices prescribed by the complainant, and any Edison Standard Records at less than 35 cents each, or any Edison Amberol records at less than 50 cents each.

Also from soliciting, aiding, obtaining, or procuring any users or members of the public who have previously purchased the said Edison records in cartons bearing the printed notices of restrictions imposed on the use and sale thereof by the complainant, and subject to the restrictions of the said notices to sell the said Edison records to defendant at second-hand at prices less than those named in said restriction notices, namely, 35 cents each for Edison Standard records, and 50 cents each for Edison Amberol records, or to violate in any wise any of the said restrictions in said notices contained; and from selling or causing to be sold any Edison phonographs or Edison reproducers at less than the list prices prescribed by complainant. . . . in violation of the provisions of the jobbers and dealers' license agreements, which are in evidence, and from directly or indirectly using or causing to be used, selling or causing to be sold, any apparatus, articles or devices embodying, operating or constructed in accordance with the inventions and improvements in said Letters Patent Nos. 744,266, 782,375 and 798,478, without the license and consent of complainants thereto.

Many an employe nurses his job so faithfully that he finally puts it to sleep.

**A JULY 4TH WINDOW DISPLAY.**

Victor Talking Machine Co. Take Advantage of Crusade for Safe and Sane Celebration to Prepare Handsome and Timely Window Display for Dealers.

Taking advantage of the present crusade all over the country for a safe and sane Fourth of July celebration, the Victor Talking Machine Co.

of the accompanying interesting illustration.

On the large shield hung in the center between the two American flags appears the following:

"On the Glorious old Fourth bombard your friends and neighbors with patriotic music from the cannon horn of your Victor. They'll enjoy it immensely—and so will you. We'll be glad to furnish the ammunition by supplying all Victor records you may wish. Come in and let us fire off a few records for you now."



THE VICTOR JULY 4TH WINDOW.

have had prepared for the use of their dealers an elaborate window display of a nature to attract the attention of everyone who passes a window in which it is shown, and an excellent idea of the arrangement may be obtained from a perusal

The little girl has a canteen hung from her shoulder bearing the words: "I bought Victor records instead of fireworks." The knapsack bears the "ammunition" in the form of a selected list of patriotic records suitable for the occasion, while the six records piled up cannon fashion also represent patriotic airs.

The drum resting beneath the knapsack bears strong copy on its head showing that "You can face the music on the Victor in perfect safety and still celebrate the Fourth in the most inspiring and patriotic way." The display is brilliantly colored and should prove a business boomer for those dealers who use it in its entirety or in part. It is one of the most effective window displays prepared by Ellis Hansen and should be used by every "live" dealer.

**THE BURCHARD NEEDLES.**

The Quality Features of the Needles Made by F. R. Reingruber of Schwabach, Bavaria, Brought to Attention.

The needle question is always an interesting one to dealers and some very pertinent remarks on this subject are contained in the volume devoted to the Burchard needles issued by F. R. Reingruber, Schwabach, Bavaria, Germany, whose advertisement appears elsewhere. In this booklet he emphasizes the quality value of the Burchard needles, and the fact that a varied series are turned out to suit all styles of playing, moreover, that they move noiselessly over the disc, and can be used several times. The process of manufacture is explained and illustrated in detail, and information of value is conveyed which should interest dealers and the trade generally. Emphasis is placed upon the quality of material used in these needles.

**Here is the Opportunity of a Lifetime**

For every Edison dealer in a city or town of any size where considerable business correspondence is carried on—in handling

**The Edison Business Phonograph**

While the business man enjoys the Phonograph in his home he needs the Business Phonograph in his business—because it cuts the cost of letter writing in two, enables him to turn out twice as much work as formerly and yet double the amount of efficiency out of every employe on his correspondence staff.

The whole business field is your territory, the opportunity is limitless, the profits are generous and there is not enough competition to shake a stick at. The surface has not even been scratched. Get in while the game is young. Write us for full particulars to-day.

The Edison Business Phonograph Company, 207 Lakeside Ave., Orange, N. J.

No man is going to let a \$200 musical instrument stand idle. He is a record buyer from the first and continually. Every Columbia Grafonola you sell is Money in the Bank.



Columbia Phonograph Co., Tribune Building, New York.

## BOSTON'S BUDGET OF NEWS.

June's Favorable Outlook—Eastern Co.'s Good Report—Constantino's Gift of Graphophone—E. T. M. Co.'s Field Day—Summer Closing Plans—Anent the Conclave Co.—Atkinson Installs Talker Department—Many New Dealers Recorded—Healthy Conditions Prevail.

(Special to The Talking Machine World.)

Boston, Mass., June 8, 1910.

June opened magnificently from a talking machine standpoint. While there was not much life to the May volume, still it was of sufficient importance to show that business was simply "quiet" and not due to any particular disturbing elements. That is a condition that is expected every year at that time. The first week in June consisted of only five days, but the total business, both wholesale and retail, was very large. A rush of summer business—machines and records for summer cottages, camps, hotels and clubs—was the real cause of the activity, and if the demand continues at the same pace, it will create a record month for June.

E. F. Taft, secretary and general manager of the Eastern Talking Machine Co., Victor and Edison jobbers, reports the closing of a very successful five months' business to June 1—a trade that is way ahead of last year's similar period. This total is made up of the higher priced machines and records, which conclusively proves that the public, as the final distributing element, is recognizing the advantage of purchasing talking machines of the highest quality. Anent collections, Mr. Taft said they were good as a whole, taking in wholesale and retail ends, but as customary with every business, there are always some who need more of the "Please remit" than others. Mr. Taft is planning to attend the national convention, where he is always a popular figure.

Arthur Erisman, Boston manager of the Columbia Phonograph Co., recently received the following letter from William O. Mann, superintendent of the Massachusetts Homeopathic Hospital: "I am pleased to inform you that the graphophone which was presented to this hospital some time ago by Mr. Constantino, has been a source of great pleasure to the patients. It has been the means of their passing many pleasant hours which otherwise would have been dull and tiresome." The presentation of the Columbia Grafonola by Constantino has already appeared in these columns, so it is interesting to note the joys that have been reaped by its presence. Mr. Erisman will spend a few days at Atlantic City, following the convention proceedings.

The usual air of activity was witnessed on The World correspondent's usual trip to the huge Victor emporium of M. Steinert & Sons Co. Nearly all the sound-proof booths were filled with prospective retail customers listening to the strains of the Victor, while the activity in the wholesale line was attested to by the bustle in the shipping rooms and the energetic work of the clerical force. Herbert L. Royer, manager, classifies trade as "excellent," indirect-

ly bearing out what could be seen at a glance. The following brief dialogue is expected to occur on the first day of the convention: Question: "Mr. Royer?" Answer: "Present!"

The E. T. M. Co. Associated held their final meeting for the fiscal year the last of May. Secretary S. J. Freeman said the association had accomplished a great deal which could not be secured individually. The summary of the work was read, and it brought forth many interesting figures. The next meeting will occur in September.

It was voted at the last meeting to hold an "E. T. M." Field Day, probably at Providence, R. I., on June 17. A. W. Chamberlain has the entertainment problem under consideration, and there will be lots of it—entertainment. "The main attraction" will be a ball game between the "Victors" and the "Edisons," composed of the following teams: Victors, S. H. Brown, captain; M. L. Read, Joseph Price, Robert McCourt, John McLaughlin, Harry Caddigan, Joseph Greene, Stephen Lamont, Edw. Wilkinson; Edisons, A. W. Chamberlain, captain. W. J. Fitzgerald, Edw. Welch, Fred Finn, B. F. Reardon, J. Spillane, C. J. Aurbach, Thomas Murphy, George Reece. General Manager E. F. Taft refuses to serve as umpire because of the excessive risk of personal violence, so here's a chance for someone like Eva Tanguay (who doesn't care.) The writer has received a "straight tip" to place his change on the Edisons.

J. V. Gately, of Maynard, Mass., recently added the Columbia line of machines, securing the exclusive representation at that point.

The Atkinson Furniture Co., Tremont and Eliot streets, Boston, have installed a talking machine department, managed by L. F. Lambert, assisted by F. A. Lambert. They handle Edison and Victor instruments. L. F. Lambert says a vigorous advertising campaign will be planned to capture the fall trade.

One of the big talking machine concerns on the north side of the city is the Tosi Music Co., who sell the three big lines, Columbia, Edison and Victor. They sell a great many of the high price operatic records in Italian.

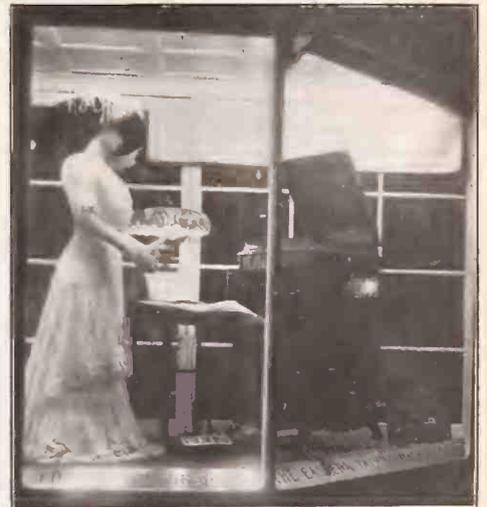
Perhaps the youngest dealer in the city is Harry Rosen, of School street. Mr. Rosen has been in business for a number of years, has a good following of the best trade, compact, sound-proof display rooms adjoining his main warehouse, and taking it all and all, transacts a fine talking machine business.

"Chargoggagoggmanebaggaggoggaungamaung" is not the name of a new machine, needle or record. It's simply the short name of the lake, on the shores of which Henry L. Winkleman, manager of the Victor talking machine department of the Oliver Ditson Co., plans

to spend his vacation. This wonderful lake is in Webster, Mass. Mr. Winkleman reports a continuance of the gratifying Victor business which the Ditson Co. execute from month to month.

One of the Massachusetts dealers who has secured the Columbia agency is D. J. Barnicle, of South Framingham, taking it as an exclusive proposition.

In the accompanying illustration is seen what can be accomplished by inventive genius. The "genius" is W. J. Fitzgerald, and that he



EASTERN TALKING MACHINE CO.'S SPECIAL WINDOW, showed admirable judgment in the decorative scheme is best vouchsafed by the throngs of people who admired the display daily. The lady wears an operatic gown, and the scene shows her playing a Victrola after she has attended the opera. She also has that Victor-smile that always appears soon after the first few notes of music are heard, meaning "it's just like the opera." Good work, Fitz, keep it up!

C. B. Thompson has resigned his position of manager of the talking machine department of the Henry Siegel Co. He is at present considering several propositions.

In Foxboro, Mass., J. William Gove has undertaken the promotion of the Columbia goods exclusively. A good-sized initial order signalizes the movement.

The Edison "Special Summer Service" of the Boston Cycle & Sundry Co. is going along extensively with this company, according to Charles R. Cooper, general manager. He also paid the advertising merits of The World a flattering testimonial, saying he had a number of inquiries from his small advertisement in the last issue. "One of the features of last month's trade," Mr. Cooper added, "was the exceptional demand for Edison Amberol attachments, which stimulated business considerably."

F. S. Boyd, manager of the Iver-Johnson Co.'s

talking machine department, is another member of the trade to attest the rush in the Amberol attachments for Edison machines, as well as general retail business. Mr. Boyd expects to spend his vacation in Maine.

The big jobbing houses of the Eastern Talking Machine Co. (Victor and Edison machines) have agreed to close Saturday afternoons at 1 o'clock during July and August, so the boys will get an opportunity to commune with nature quite a lot this summer. The Oliver Ditson Co. will, as in years past, be closed during that period, and this policy will undoubtedly be followed by the other jobbing houses in the city.

Manager Childs of the recording department of the Victor Talking Machine Co. was in Boston recently for the purpose of arranging with several artists for the recording of a number of Neapolitan songs in Italian, the larger number of which will be double-faced.

Edison Triumph Machine No. 55324, which was secured from the ruins of the Chelsea fire several years ago, is still occupying a niche of fame at the talking machine department of the Houghton & Dutton Co. The only missing parts are the brass gears and the reproducer, which speaks decidedly well for the sound construction of Edison machines. Other instruments in this conflagration, including pianos, were totally destroyed. Wm. F. Howes, manager of this department, speaks encouragingly of business conditions with the three lines which they handle: Columbia, Edison and Victor.

R. J. Costa & Bro., Fall River, Mass., are now full-fledged Columbia representatives, having booked that agency recently under the "exclusive" stipulation.

Here's a sales stimulator of the first water that is being promoted by the C. E. Osgood Co., under the able direction of Manager Sylvester. It's a "Record Club" with an initiation fee of 65 cents to pay for a double-face Columbia record, and if you keep up the dues of buying a similar priced record each week for 12 weeks, you are presented with a golden oak cabinet of a late design with a capacity of 75 records. If you miss a week, you miss the cabinet, as you must buy each week for 12 weeks. 'Tis quite a novel scheme to "keep 'em coming," and there's no telling what additional sales can be made by seeing a customer 12 weeks in succession.

Racicot Bros., the big furniture installment house of Webster, Mass., celebrated the securing of the Columbia repertoire of machine by an

initial order embracing the complete line of goods.

Harry L. Tilton, president of the National Sportsman, Inc., 75 Federal street, this city, says they are planning to devote considerable energy toward furthering talking machine sales in the near future. This concern are exclusive Columbia dealers.

Victor manager S. J. Freeman and Edison "Overseer" A. W. Chamberlain of the Eastern Talking Machine Co., are about even in their claims for a good staple May-June volume of business. Both these gentlemen are adepts in their station, and there is considerable good-natured "rivalry" as to the "bigness" of sales.

The Conclave Phonograph Co., operated by Samuel Katz, recently opened talking machine warerooms at 199 Tremont street, this city, handling the Victor, Edison and Columbia products. This house also controls stores on Portland Street and Staniford street. It is learned to-day that the National Phonograph Co. have requested the foregoing concern to withdraw Edison machines from exhibition and sale. The Victor Talking Machine Co. have also done likewise, and what will be done if these requests are not complied with is a matter of conjecture. The home companies claim that the present area is now well represented, as they even turned down the proposition of a well-known jobber recently, who wished to invade the same spot.

### JUST A "TIP" FROM LONDON.

Seventeen Public Parks to be Supplied with Talking Machine Concerts—What Are Our Dealers Doing Along These Lines—Isn't It Time to "Wake Up" and Get to Work.

The London City Council have made arrangements to give talking machine concerts in seventeen parks in London during the summer months. The season opened late in May and will close late in August.

Isn't this a tip for talking machine jobbers and dealers in this country to wake up? How much more effective a first class talking machine with a repertoire of first class records would be in supplying music for the parks than a poor band. There is no reason why every town and village should not have popular talking machine concerts during the summer if the dealer only becomes alive to his opportunities and goes after the town officials. If the talking machine is good enough for the parks in the capital of Eng-

land it should be good enough for the parks in this country.

### CONDITIONS IN GERMANY.

Keen Competition and Low Prices Helped to Keep the Talking Machine Business in Bad Shape Last Year—Larger Concerns Benefitted—Export Trade Better Than Domestic—Decided Improvement in Business Reported This Year.

(Special to The Talking Machine World.)

Berlin, Germany, June 2, 1910.

While conditions in the talking machine trade in this country show a decided improvement as compared with last year, yet the market, viewed as a whole for the past year, was anything but satisfactory. Keen competition among a number of large firms forced the prices down considerably. The low prices which prevailed, in spite of extended credit allowed for larger orders, made it extremely difficult for the medium-sized and smaller firms to compete with any chance of success. Consequently the business done was confined to a few large firms, and considerable increases in their turn-overs are to be reported. The remaining factories, on the other hand, either made no progress or even, fell below their standard of the previous year.

Conditions in the export trade were somewhat better. Taken altogether there was a noticeable increase in exports. Russia and Austria were the principal buyers. The exports to France and Switzerland show a great falling off, but Central and South America, India and the Dutch East Indies show a gratifying increase in their imports of German talking machines. Export prices have also ruled much lower, in spite of the demand for better quality. The German manufacturers have endeavored to keep pace with the requirements in this latter respect. The machines have been greatly improved, as compared with those of earlier date, and there are everywhere signs of unflagging efforts to perfect them. Manufacturers endeavor to cover the extra expense incurred in this way by improved and cheapened means of production.

Conditions were favorable to the manufacture of discs and records. Shellac, the most important raw material used in the manufacture of discs, was obtainable at fair prices, in contradistinction to former years, when the trade had to reckon with very high prices for this commodity—often more than double the present figure. As regards other raw materials, there was a sufficient supply and prices were normal.

In Germany for the greater part of the year the demand for discs and records was slack. The export trade also shows a falling off. In spite of this a number of the larger manufacturers show an increase in business, whereas other firms, successful in the past, were forced to witness a large decrease in their turn-over. This state of affairs is partly attributed to Austrian competition. Numerous German firms, which were formerly exporters to Austria, have established themselves in that country and manufacture there, because the Austrian duty on these articles precludes the possibility of exporting German discs and records to the market.

### BLANCHE RING SIGNS CONTRACT.

Blanche Ring, the great favorite in light opera and comedy fields, has signed a three years' contract to make talking machine records for the Victor Talking Machine Co.

### CAVALIERI POSTERS ADMIRER.

The colored posters of Lena Cavaliere, sent the trade by the Columbia Phonograph Co., general, are spoken of in the most enthusiastic way for their beauty of coloring and artistic design.

You won't sell any goods to the people who don't come into the store. Study constantly how to get more people into the store and sales will surely come later.

## THE SENECA

Here's the new disc rack equipped with board shelving.

Openings are 3 inches wide, over double the width of our other disc racks.

It is 46 inches wide and 51 inches high. Four shelves for 10-inch discs. One for 12-inch.

Finish in bright or dull copper.

Price is \$14.00, envelopes not included.

"The Heise System" of wire racks is the "last word" in stock carrying systems.

ORDER NOW

## SYRACUSE WIRE WORKS

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

SYRACUSE, N. Y.



# Ho for the Jobbers Convention!

The National Association of Talking Machine Jobbers Will Convene at Atlantic City July 5th to 9th—The Gathering Promises to be the Most Notable One in Talking Machine History as Indications Now Point to a Larger Attendance Than Any Previous Year—Secretary J. C. Roush is Doing Great Work to Stimulate Interest in the Organization—Every Jobber Should be Present Either in Person or Through Representatives—Prominent Members of the Industry Will Attend and the Success of the Meet is Assured.

Talking machine jobbers are now preparing for the big convention at Atlantic City next month. It will commence on July 5 and members who desire to spend a few days at the sea shore will probably take this occasion to pass the national holiday at the famous resort where they will be swept by ocean breezes.

period of the association's existence that it is now one of the great factors of the talking machine world.

"A membership is doubly important because the policy of the association does not, in any sense of the word, savor in the least of a 'club,' a weapon against others. It has, maintains and

caters to the good will of all talking machine merchants and talking machine companies alike. Its purpose is to secure business relations and procedures directly to the better interests of the jobber; settle all trade differences, eliminate lost motion and facilitate transactions by the friendly exchange of ideas and courteous arbitration.

"The greatest benefit derived from a membership in this association is from the particular feature of this association is from the particular feature of "delinquent reports." This, in itself, is worth more in dollars and cents than the annual dues amount to, which are only \$15. This report is compiled monthly from the individual reports which every jobber sends in. Semi-annually a complete report is issued in booklet form showing the exact condition of all questionable accounts as reported by all of the jobbers in the country. This information is far better than any credit agency, for it is right up to the minute and gives specific and detailed information of all irregularities; shows when an account first becomes 'slow,' when it is beginning to 'go wrong.' Furthermore, with the utmost fairness, it reinstates immediately the merchant who has previously been listed as irregular or worse and places him again in favor.

"Among other things the association has brought about the abolishment of express shipments on new monthly records.



JOBBERS PHOTOGRAPHED IN FRONT OF THE CHALFONTE, JULY, 1909.

During a chat with J. C. Roush, secretary of the National Talking Machine Jobbers' Association, he stated that the attendance promises to be unusually large. A great many jobbers East and West have signified their intention to be present and participate in convention work.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has secured special railroad rates. The cost from Chicago to Atlantic City and return will be but \$26.

Aside from the business session, which will be of unusual interest, there will be fun as well, for a baseball game is planned between the eastern and western jobbers. There will be lots of fun as well as serious business talk.

The organization is in splendid working order and in a recent communication, in which he sets forth some advantages of the association, Secretary Roush says:

"The purpose of the organization is for direct and mutual benefit of the talking machine jobber. So much has been accomplished within the short



BANQUET OF THE JOBBERS' ASSOCIATION AT THE SHELBORNE, JULY, 1909.



JOBBERS AS GUESTS OF THE NATIONAL CO. AT THE ESSEX COUNTY CLUB, JULY, 1909.

"Has done away with indiscriminate price cutting on various items.

"Has succeeded in adjusting irregularities in shipments from the different factories, saving time, money, delays and unnecessary correspondence.

"Has protected the jobbing trade against retail buyers qualifying as dealers to obtain machines at wholesale prices.

"Engaged the attention and co-operation of the factories in many different trade matters, direct and indirect, prominent among which is a co-operation with insurance companies, facilitating an equitable adjustment of partial losses by fires and water and replacement of stocks.

"The association has done and is doing a lot of things.

"Belonging to the association is just like paying out a dollar to get ten. And that sounds pretty good to a talking machine jobber."

The jobbers' association is now well established

and has on its membership roll leading jobbers East and West.

The association has labored to bring about certain trade reforms which benefit dealers as well as jobbers.

It must be conceded by those who are familiar with the association work that it has accomplished a good deal for the betterment of the industry.

Special reports of State commissioners will be made regarding the association.

A complete list of the State commissioners comprises the following names:

- State Commissioners, National Association.  
 Maine—W. H. Ross & Son, Portland, Me.  
 Vermont, New Hampshire, Massachusetts—E. F. Taft, Eastern Talking Machine, Boston, Mass.  
 New York—Max Landay, Landay Bros., New York City.  
 Connecticut—Mr. Silverman, Pardee-Ellenberger Co., New Haven, Conn.  
 New Jersey—Edisonia Co., Newark, N. J.  
 Pennsylvania—Dan O'Neil, C. J. Heppe Co., Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.  
 Maryland, Virginia—Carl Droop, E. F. Droop & Sons, Washington, D. C.  
 Ohio—Thos. Towell, Eclipse Musical Co., Cleveland, O.  
 North Carolina, Kentucky—Montenegro-Reihm Co., Louisville, Ky.  
 Georgia, Florida—Ben Lee Crew, Phillips & Crew, Atlanta, Ga.  
 Alabama, Tennessee—W. H. Reynolds, Mobile, Ala.  
 Indiana—C. C. Koehring Bros., Indianapolis, Ind.  
 Illinois—L. C. Wiswell, Lyon & Healy, Chicago.  
 Michigan—Max Shaffenberg, Grinnell Bros., Detroit, Mich.  
 Wisconsin—Lawrence McGreal, Milwaukee, Wis.  
 Minnesota—Lawrence Lucker, Minneapolis, Minn.  
 Iowa—H. H. Blish, Harger & Blish, Des Moines, Ia.  
 Missouri, Arkansas—Burton Pierce, Jenkins Sons Music Co., Kansas City, Mo.  
 Louisiana—National Automatic Fire Alarm Co., New Orleans.  
 Texas, Oklahoma—Houston Phonograph Co., Houston, Tex.  
 Nebraska, South Dakota—Ross P. Curtice Co., Lincoln, Neb.  
 Montana—Montana Phonograph Co., Helena, Mont.

Colorado—Knight-Campbell Co., Denver, Colo.  
 Utah—Consolidated Music Co., Salt Lake City, Utah.

California—Southern California Music Co., Los Angeles, Cal.

Oregon, Idaho—Mr. Graves, Graves Music Co., Portland, Ore.

Washington—Eiler Piano House, Spokane, Wash.

#### Committees on Convention.

Arrangement and reception committee—Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; Frank Davison, Perry B. Whitsit Co., Columbus, O.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Thos. Towell, Eclipse Musical Co., Cleveland, O.; Dan O'Neil, C. J. Heppe & Son, Philadelphia, Pa.; Mr. Silverman, Pardee-Ellenberger, New Haven, Conn.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; Geo. E. Mickels, Nebraska Cycle Co., Lincoln, Neb.; W. H. Reynolds, Mobile, Ala.; Ben Lee Crew, Phillips & Crew Co., Atlanta, Ga.

Arrangement committee—Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Frank Davison, Perry B. Whitsit Co., Columbus, O.; Thos. Towell, Eclipse Musical Co., Cleveland, O.; Dan O'Neil, C. J. Heppe Co., Philadelphia, Pa.

#### Hotel Rates for the Convention.

One person in single room without private bath, \$3.50 and \$4 per day.

Two persons in double room, two single beds, without private bath, \$6, \$7 and \$8 per day.

One person in double room with private bath, \$6 per day.

Two persons in double room with private bath, \$10 per day.

Two persons in extra large front corner room, with private bath, \$12 per day.

### ALL ABOARD FOR ATLANTIC CITY.

Every Detail Arranged for Jobbers Attending—Are You Ready?

As this is the last issue of The World before the coming jobbers' convention at Atlantic City, July 5, 6 and 7, J. Newcomb Blackman, chairman of the press committee, calls attention to the importance of attendance as follows:

To Fellow Jobbers—Mr. Roush, chairman of the committee of arrangements, has prepared a program which should certainly insure attendance from Portland, Me., to Oregon. Nobody can consistently excuse non-attendance through the lack of information. There is a business side

to the convention, which, aside from the enjoyable time, is worthy of your decision to come.

These yearly conventions are being hailed by both the factory representatives and the jobbers as the one best opportunity to get better acquainted and have a better understanding.

If you have some "good ideas" which you think will benefit the trade as a whole, by all means come and let them be known. On the other hand, if you have some "bad ideas" and do not recognize them as such, the Atlantic City convention is a good place to have the mind "broadened" and optimism "cultivated."

When you go home you may be so greatly enlightened as to the possibilities of the business that your enlightenment will produce for you prosperity directly traceable to what you have seen and heard by friendly contact with others who have chosen the talking machine business as their vocation.

Your fall campaign can best be arranged after you have visited, in July, the Victor and Edison factories and by observation and careful application to the situation as presented determine what seems to be the apparent situation this fall.

As to the pleasure of attendance, simply refer to the program as published by Chairman Roush of the arrangement committee.

Let's all go, and if you and your competitor have a "grouch" make this your opportunity to bury the hatchet, for friendly competition is the ideal kind and produces the best results. If you have decided to come won't you do your best to influence others?

Yours for the biggest convention yet,  
 J. NEWCOMB BLACKMAN.

### THE CONVENTION BASEBALL GAME.

Messrs. Dolbeer and Geissler Study the Rules—Both Nines in Training—What J. Newcomb Blackman, Chairman Press Committee and Captain Eastern Nine, Reports.

Captains Wiswell and Blackman, of the Western and Eastern nines, respectively, are in training and urging that the habits of their fellow team mates be limited to that entirely consistent with the proper physical condition befitting the important position of a member on either nine.

The recording laboratory representatives will preserve for future reference the decisions of the umpires, although there will be no appeals allowed and the moving picture department of the Edison Co. will reproduce true to life the energy of a talking machine jobber as introduced in a baseball game.

The members of the opposing nines will therefore arrange their movements to make as pleasing a production of the moving pictures as will uphold the dignity of such an important occasion.

In case some of the members do not "move fast" they will be "cut out," even though an "exchange" may result and a "scrap" follow.

The players will be required to bring their own gloves sufficiently padded to properly resist anything that may come their way and leave their hands clean.

Now play ball.

### RECENTLY INCORPORATED.

The Medicophone Post-Graduate Co., New York, have incorporated with capital stock of \$200,000 to deal in and lease phonographs, moving picture machines, stereoscopes, etc.; lectures. Incorporators: J. C. Cameron, J. MacDonald and W. M. Brickner.

The Victor Film Service Co., Buffalo, N. Y., have incorporated with capital stock of \$25,000 for the purpose of manufacturing, publishing, importing and dealing in films, machines, mechanical musical instruments, etc. Incorporators—S. M. Klee, A. A. Schmidt and J. Ryan.

The Silas E. Pearsall Co., Newark, N. J., have incorporated with capital stock of \$30,000 for the purpose of manufacturing phonographs, talking machines, records, etc. Incorporators: Geo. L. Stillwell, Wm. H. Clemens and Chas. L. Levens.

## Purchase Quality Needles

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



They move noiselessly over the disc and each needle can be used at least six times. You can get more out of BURCHARD needles than any other on the market. Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing



No. 2. For Loud Playing



No. 3. For Strong Tone Music

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

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY

**WOOKEY & CO. OPENING.**

Well-Known Music House of Peoria, Ill., Hold Three-Day Reception—Draw Large Crowds—Handle Columbia and Victor Lines.

(Special to The Talking Machine World.)  
Peoria, Ill., June 4, 1910.

Wookey & Co., the prominent piano and talking machine dealers of this city, held the formal opening of their new quarters at 320 to 322 South Adams street, on Thursday, Friday and Saturday of last week, and as the event was well advertised a large crowd was in attendance each day. The talking machine department of the store known as the "Bungalow" is said by many traveling men to be one of the most complete in the west and has a number of separate parlors fitted up in elegant style.

Wookey & Co. handle the complete Victor and Columbia lines of machines and records, and Roy J. Keith, a representative of the former company, was in attendance in order to demonstrate the musical qualities of the latest styles of Victrolas and the Auxetophone. On the whole Wookey & Co. may well feel proud of the success of their opening.

**TALKER CHARMS LIZARDS.**

Reptiles Lie for Hours Under Influence of Music from Machine at Picnic in California.

(Special to The Talking Machine World.)  
St. Bernardino, Cal., June 2, 1910.

Charmed by the music from the talking machine of a picnic party, scores of lizards formed

**VICTROLA RECITAL IN PATERSON.**

Cleverly Arranged Program Given by Henry F. Hummer for the Woman's Society for Church Work of the Second Presbyterian Church.

Henry F. Hummer, Paterson, N. J., a Victor dealer on the staff of the New York Talking Machine Co., New York, is considered a man of versatility, resourcefulness and energy. In addition to doing a fine Victor business in his thriving city, and being a valued dealer of the

a circle about the instrument and for hours lay in silence as they listened to the notes of the "orchestra." The gathering of the reptiles for the concert took place in Cable canyon, where the children of the Devore school were picnicking with their parents and teacher, Miss Louise Oliver.

The strange actions of the lizards as they heard the music were watched with interest by the members of the party, which also included G. B. Oliver and Miss Ellen Oliver, of San Bernardino, who vouch for the story.

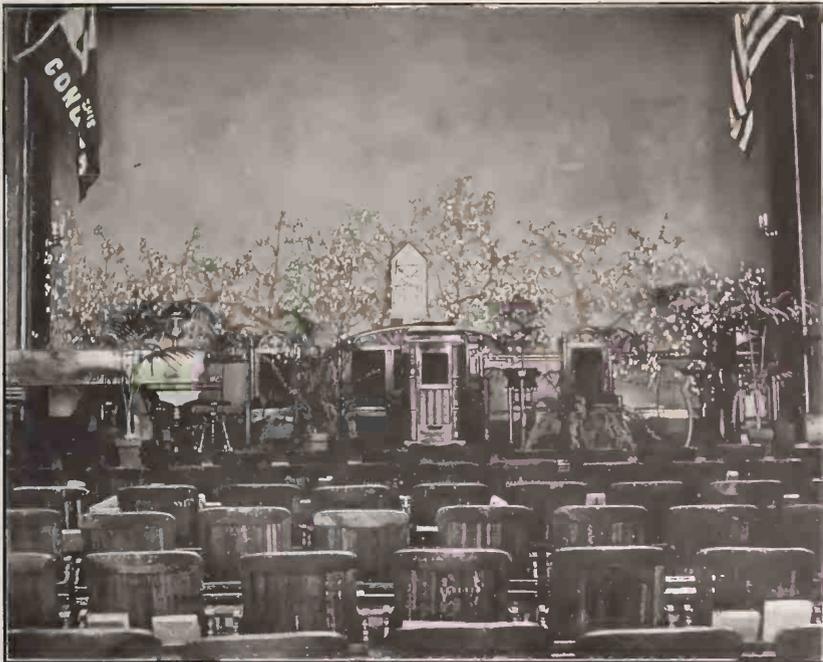
**GRAPHOPHONE MUSIC OVER 'PHONE.**

Novel Stunt Inaugurated in Connection with the Dinner of the Dallas Advertising League.

(Special to The Talking Machine World.)  
Dallas, Tex., June 5, 1910.

At the dinner given by the Dallas Advertising League at the Oriental Hotel in this city on May 31, a novel feature of the gathering was the ingenious way music was supplied through the courtesy of Director Knight, of the Telephone Co., and Robt. R. Souders, local manager of the Columbia Phonograph Co. The graphophone was played in the showrooms at 315 Main street, and the music transmitted over the 'phone to the dining room, where it burst forth from the various horns distributed throughout the room. It was a very novel and clever stunt, and everyone voted it a great success. It was certainly the best kind of advertising for the Columbia manager and for the Telephone Co.

this line was in connection with the Woman's Society for Church Work of the Second Presbyterian Church, Paterson, shown in the accompanying photograph. The event occurred May 16, and it was voted that the friends of the society were given a rare treat in the program arranged by Mr. Hummer, which included Victrola records of Farrar, Caruso, Schumann-Heink, Homer, Melba, Mme. Gilibert, Journet, Farrar, Scotti, Paslo and Passari—the famous "Rigoletto" quartet and the "Lucia" sextette. Mr. Hummer furnished daintily printed copies of the program to the select audience, and the result



VICTROLA RECITAL IN SECOND PRESBYTERIAN CHURCH, PATERSON, N. J.

N. Y. T. M. Co., Mr. Hummer is fully alive to the talking machine situation, and is always ready to furnish a Victrola entertainment to lodges, churches or any similar gathering when the beautiful effects of the Victrola may be demonstrated and a few prospects gained.

One of Mr. Hummer's latest achievements in

has been the sale of several Victrolas since. The local papers gave Mr. Hummer full credit for his enterprise, and that leads to further business. Other Victor dealers could adopt this idea to advantage.

Jobbers will soon be "trekking" for Atlantic City.

# Look for It At the Chalfonte

During Period of  
Jobbers' Convention  
July 5th to 8th, 1910

Valiquet's new and perfected attachment for Talking Machines, is built with a sound-board in accordance with recognized principles. It replaces the horn, fits any machine and produces an improved and wonderful quality of tone. It adds 100 per cent. to value of vocal records. Equals tone quality of \$200 cabinet machines at fraction of cost.

A real improvement, original and successful, only 8x10 inches in size. In a variety of handsome designs. It is to the Jobber's and Dealer's own interest to inspect this new departure in tonal apparatus.

Exhibit to be in charge of L. P. Valiquet, Inventor and Patentee.

Orders taken for early delivery.

**L. P. Valiquet**  
NEWARK, N. J.

**The fact that Columbia Double-Disc  
Records unfailingly outwear any others  
is a thing your customers can't see or  
hear or feel when they buy—but it is a  
fact, and they are finding it out.**



Columbia Phonograph Co., Tribune Building, New York.

### WITH THE TRADE IN MILWAUKEE.

Retail Trade Satisfactory but Wholesale Might be Better—New Idea Cabinet Co. Incorporated with Capital Stock of \$25,000 to Manufacture New Idea Cabinet—New Department for Boston Store—Talking Machines for Schools—Edison Line with Ewen—National Co.'s Attachment Plan Pleases—McGreal on Business Tour—Kunde Concentrates Business—Other Items of Interest.

(Special to the Talking Machine World.)

Milwaukee, Wis., June 9, 1910.

After ruling rather quiet during the month of May the retail talking machine trade is beginning to show signs of genuine improvement, and it is expected that the total June business will be entirely satisfactory. One of the brightest features of the situation is the fact that collections are a little stronger than they have been of late. It has been a peculiar fact that while business in most lines in Milwaukee has been very good in the past few months, collections have been rather "tight."

Just as soon as weather conditions improve so that the summer resort season can make its appearance, another spurt in retail trade is expected. The present weather, which necessitates overcoats and coal fires, is far from being conducive to summer cottages and lake outings, and people are not quite ready to place orders for machines and records to be taken to their summer homes. Wisconsin is filled with summer resorts, and this phase of the business is all-important with the talking machine dealers of the State.

The wholesale business is not as satisfactory as it might be, although jobbers say that it is as good as it usually is at this season of the year, when country dealers are meeting with a slow business. Just as soon as the retail trade in the smaller towns about the State begins to show signs of improvement it is expected that the wholesale trade will return to the normal.

The New Idea Cabinet Co. will be incorporated at once in Milwaukee for the purpose of manufacturing the "New Idea" disc cabinet, invented by William Schmidt, traveling salesman for Lawrence McGreal. The capital stock of the company will be placed at \$25,000 and the incorporators are Lawrence McGreal, William Schmidt and A. H. Ellis, the latter a member of the Homecraft Furniture Co. The New Idea Cabinet Co. will open a new factory at Wauwatosa, a suburb of Milwaukee, and will install a complete new equipment of machinery. Work on the plant will begin at once, and it is expected that it will be ready for operation by July 1.

The "New Idea" cabinet will be featured by the company, although Homecraft, or "knock-down" furniture, will also be manufactured. "The 'New Idea' cabinet is proving to be decidedly popular with both the retail and wholesale trade," said Lawrence McGreal. "At the present time we have orders on hand for more than 200 cabinets. We expect to so equip our

new factory that we shall be able to turn out at least 200 cabinets each month."

Lawrence McGreal, Mrs. McGreal and Miss Gertrude Gannon, present owner of the McGreal retail store, will be in attendance at the coming convention of the National Talking Machine Jobbers' Association to be held at Atlantic City early in July.

The Boston Store, of Milwaukee, has moved the talking machine department into new, larger and more attractive quarters in conjunction with the piano department on the third floor. Within the past year the store has remodeled its piano department extensively, until now it ranks among the best in the city, so the talking machine department will be placed in good surroundings. Although in the past the talking machine department has been under the supervision of Manager Johnson, of the toy department, it is expected that it will now be largely under the direction of Manager Hessin, of the piano department.

Wisconsin has one enterprising public school superintendent who believes that the talking machine is the best medium for teaching his pupils good music. Superintendent H. C. Buell, of the Janesville schools, one of the best known educators in the State, and a former president of the Wisconsin State Teachers' Association, is giving a series of grand opera phonographic concerts in both high schools and ward schools of his city. These concerts take the place of the regular morning exercises, for a time at least, and are greatly enjoyed by the young people. The best grand opera records on the market have been collected by Superintendent Buell, and he is giving his pupils the opportunity of listening to the very best artists, supplemented by explanatory talks by the teachers in music.

George Ewen has secured the Edison agency at Rice Lake, Wis., and is now offering a full line of machines and records to his trade.

The new plan of the National Phonograph Co., which enables the purchaser of Amberola attachments to secure ten Amberola records, has been meeting with much favor all over the State, and many reports concerning the success of the plan have been arriving from various cities. The Zabrosky music store at De Pere seems to be experiencing an especially fine business in the Amberola line.

George Eicholz, Milwaukee north side dealer, will move his talking machine business to new, larger and more central quarters at the corner of Twelfth and Walnut streets.

Lawrence McGreal, Milwaukee talking machine jobber, is absent from Milwaukee on the annual trip of the Merchants and Manufacturers' Association. About fifty merchants are on this year's junket, traveling through South Dakota and northwestern Iowa, advertising Milwaukee and extending the city's trade. Mr. McGreal took a Victrola and an Amberola with him and is busily engaged in entertaining the party en route. Records will be made of the voices of the different members of the party, and upon the return the records will be presented to the Merchants and

Manufacturers' Association. Mr. McGreal has accompanied these annual trips of the association for several years and attributes the sale of many machines as a direct result.

Announcement has been made of the approaching marriage of William P. Hope, the popular Wisconsin and upper Michigan representative of the National Phonograph Co., to Miss Nellie Scott, of Marinette, Wis. The ceremony will take place at Marinette some time during June.

William A. Schmidt, traveling representative of the Lawrence McGreal Co., is on a successful business trip in southwestern and central Wisconsin.

F. B. Schneider, talking machine dealer of Watertown, Wis., was a recent Milwaukee visitor.

The Lawrence McGreals, the enterprising baseball team of which Lawrence McGreal is president, is still holding first place in the Milwaukee city league, and unless something unforeseen happens the team is expected to carry away the banner at the close of the season. Last year the team scored second place and the season before it landed third position, so Mr. McGreal feels confident that his team is due for first place this year.

A. G. Kunde, proprietor of the downtown Columbia store at 516 Grand avenue, has discontinued his branch store at 316 Fond du Lac avenue in order to devote all his energies to his main store. Mrs. Kunde, who was in charge of the Fond du Lac avenue establishment, will now ail her husband in the downtown store. "We are having a good run of business in all general lines," said A. G. Kunde. "The Columbia 'B1' style is selling especially well. We are beginning to experience quite a demand from the summer resort trade, despite the fact that it is a little early in the season."

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., reports some good sales of the Edison business phonograph.

### CREATED NEW UNIVERSAL JOBBERS.

(Special to the Talking Machine World.)

Philadelphia, Pa., May 31, 1910.

J. A. Collins, who has been traveling the middle west for the Universal Talking Machine Manufacturing Co., manufacturers of the Zonophone line, of this city, recently returned to headquarters. He has been writing an excellent business and created a number of new jobbers and dealers. Mr. Collins was in New York, where he lives when off the road, last week. The company are busy in every department and, judging from the way orders are coming in, this will be their condition for some time to come.

### SAMMARCO WITH VICTOR CO.

G. Mario Sammarco, the distinguished baritone of the Manhattan Opera House in New York, and Covent Garden, London, has been added to the list of artists exclusively controlled by the Victor Co.

**OUAKER CITY GLEANINGS.**

Cheery Reports from All Sections Regarding Business—Stock Being Ordered Early This Year to Provide for Fall Activity—Henderson Chats of Exhibition Results—Buehn & Bro. Represented in Tradesmen's Excursion—Philadelphia Trade at Jobbers' Convention—Penn Co.'s Good Report—Weymann & Son Double Business of Last Year—Victor Expansion—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 6, 1910.

The general expression of opinion is that the May trade in talking machines was most satisfactory. All of the dealers report it to have been the best month of the year, and that it showed a gradual working upward from the very start, and the trade has entered June, the last month of the first half of the year, with only the most sanguine feeling as to the result of the year, that it will be the biggest in the history of the talking machine business in this city.

I have found no complaints whatever from any source. At the end of April there was some little complaint as to slowness of getting goods from the factories, but even this seems to have regulated itself, and shipments are coming through as fast as needed.

The Philadelphia dealers have not been buying stock very heavily, however, as they are anxious during the next three months to clean out as much as possible. They are going to be a little more wise this year than last, and they will place their orders sufficiently early so that they will not be handicapped, like last year, in getting goods when the busy fall and holiday season arrives. It would be well if the manufacturers would show a little more inclination to help the dealers out in this particular, for it comes pretty hard on them to place large orders and have to meet big bills before the money begins coming in at such a rate that they are able to meet their office and ware room expenses, as well as large factory bills.

There have been no new competitors to enter the Philadelphia field during May, but most of the Philadelphia houses have branched out considerably throughout the adjoining territory, and have established representatives in a number of the cities and larger towns. All the salesmen report that business is most encouraging throughout Pennsylvania, and this in a great measure has added to the enthusiasm shown in the Philadelphia trade.

T. K. Henderson, manager of the Columbia Phonograph Co., reports that his firm is very well satisfied with the results of their exhibition at Richmond and that they have already had some very good returns. "A great many of the dealers have made calls here," he says, "who stopped over in Philadelphia on their way home, including a number of the piano traveling fraternity." The business of the Columbia Co. in May was very good. Benjamin Feinberg, the traveling representative of the wholesale department, was in Philadelphia at the end of last week on his way South. They expect a big trade in the way of a Mignon Grafonola which will retail for \$150, and on which they are expecting splendid results.

The Philadelphia house has a fine window display this week, with a life-sized portrait of Lina Cavalieri as a feature. Mile. Cavalieri sings exclusively for the Columbia, and they have made fine records made by that artist, which are popular sellers. The records by the artists and chorus of the Boston Opera Company are all good sellers.

The local Columbia people are baseball enthusiasts and have a team of their own. They played a game on decoration Day with a West Philadelphia team and defeated them, the score standing 17 to 13. The Columbia battery was Messrs. Dorian and Woodhead, and Mr. Murphy played a brilliant game at shortstop. Dorian made the remarkable record of striking out eight men. Manager Henderson was umpire, and is accused of having called men out whenever he felt a little indisposed.

L. Buehn & Bro. will be again represented when the Tradesmen's excursion leaves this city for a trip of a week in the Cumberland Valley on Monday next. The trip will start from Mechanicsburg, and exhibitions will be given in various cities as far south as Charlestown, West Virginia. These excursions are run periodically into various sections outside of Philadelphia, and all lines of trade are represented, the Buehn firm being the only one representing the talking machine interests. Edmund Buehn will represent the firm on this trip. They were very well satisfied with the results they secured during the last trip, and expect to do even better this time. About seventy-five different firms will be represented this time.

The Philadelphia trade are very much interested in the talking machine convention to be held in Atlantic City on July 6, 7 and 8. The Philadelphia jobbers are now limbering up to play a game of baseball between the East and West. Two players from each of the cities will be selected. J. Newcomb Blackman, of New York, is captain of the eastern team and Mr. Wiswell of the western team. F. K. Dolbeer and L. J. Geissler are the umpires.

The Victor Co. are making extensive improvements in their Camden factory in the way of enlargements. They are at present adding to their cabinet factory and their machine shop. Only recently they finished their cabinet factory, but they have found it still too small, and are putting quite an extensive addition to it.

The firm of Comerer & Schnell have bought out the Edison stock of Fox, and from this on they will handle the Edison goods as well as the Victor.

The Penn Phonograph Co. report that their May business was very good, both wholesale and retail. E. J. H. Sinullen is representing the firm through the State at present, and Ralph Clarke will leave this week to cover his territory in the southern part of the State and Delaware. Among the visitors to the Penn warerooms this week were Harry Michlosky, buyer for Samuel Landon of Wilkes-Barre; William R. Mansfield, of Lebanon, Pa.; Charles Swartz, of York, Pa., as well as others. All these out-of-town dealers bring to the Penn Co. the assurance that business has never been as good in their section as at present, nor ever presented a better outlook.

H. W. Weymann & Son report that their business in talking machines is most encouraging. May has been considerably better than any of the other months of the year, and shows an increase of almost double that of last year. They are showing at present the new Amberola with the Model M combination reproducer, which is a new feature this month, and which has been very well received. It surpasses, in their opinion, any other reproducer they have yet had on

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.

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Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE  
NEW BEDFORD, MASS.



the Amberola. Norbet Whiteley is at present covering the State for the Weymann firm, and is doing very good business. Frank Madison, of the National Co., was a visitor at their warerooms this week. They have been having very good success with a display case of their own invention.

**ACQUIRE EDISON LINE.**

The American Talking Machine Co. Owing to Purchase of the Warner Business Will Handle the Edison Line—Heretofore Exclusive Victor Distributors.

The American Talking Machine Co., heretofore exclusive Victor distributors and dealers at 536 Fulton street, have recently acquired the business of Lester M. Warner, 368 Livingston street, Brooklyn, N. Y., which will be operated as a branch. By this change the American Co. will also handle the Edison line, obtained through the purchase of Mr. Warner's stock.

**MORE ROOM FOR VICTOR CO.**

To Add Three Additional Stories to Office and Laboratory Building.

The Victor Talking Machine Co. have just closed a contract with the J. S. Rogers Co., of Moorestown, N. J., for three additional stories to the office and laboratory building of the Victor Talking Machine Co., at Camden, N. J. The present building is four stories in height.

**Needles Free To Prove Quality**

"THE BEST THAT MONEY CAN BUY"

**Playrite**  
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**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.

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"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

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1910.

**MUSICAL INSTRUMENT.** Wm. H. Dessureau, Hazelhurst, Wis. Patent No. 959,318.

The invention relates to gramophones and its object is to provide an improved means for connecting the stylus with the bridge of a violin, and for supporting a violin on the casing of the gramophone. For the purpose mentioned a stylus or needle is attached to a violin or a like instrument, and the latter is held suspended, with the stylus or needle in contact with a revolving record, so that the violin forms the sound reproducer and amplifier.

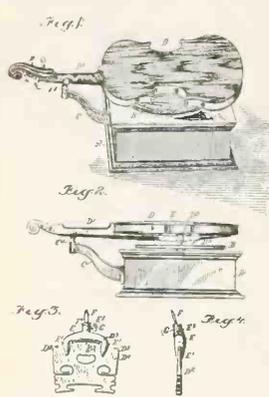


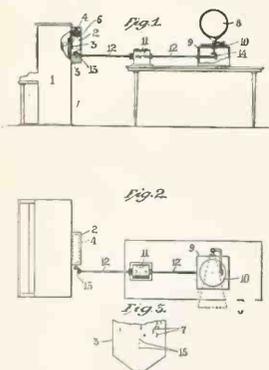
Figure 1 is a perspective view of the improved musical instrument; Fig. 2 is a side elevation of the same; Fig. 3 is an enlarged face view of the bridge of the violin and the stylus or pin in position thereon; and Fig. 4 is an edge view of the same.

lin and the stylus or pin in position thereon; and Fig. 4 is an edge view of the same.

**TALKING MACHINE AND PIANO-RECORDING DEVICE.** Walter M. Davis, New York. Patent No. 958,730.

This invention relates to a new and improved recording device for talking machines and pianos.

The object of the invention is to produce two records at the same time, one of the sounds produced by the singer or solo instrument and one for the sounds produced by the accompanying piano, the record of the voice or solo instrument being produced in the well known manner on a disk or cylinder of a talking machine or phonograph, the record of the piano tones being produced on a paper strip directly or indirectly by slots or perforations, so that this piano record can be placed into a piano-playing device, such as for example the well known "Pianola." The disk or phonograph then reproduces the vocal or instrumental solo correctly as originally produced and the piano-playing mechanism reproduces the piano accompaniment with the same force and effect as originally produced on the accompanying piano, so that the combined result in every respect is a correct copy of the original production.

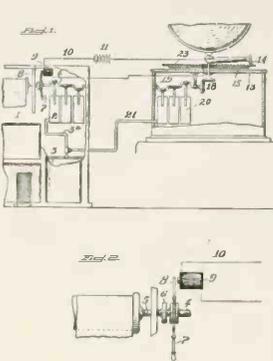


For this purpose it is necessary, when these two records are made that the speeds of both coincide, and when one blank is moved faster the other must be moved correspondingly, and when one is moved slower the other must be moved correspondingly, so that, when by means of the piano-playing record and the talking-machine record the original production is reproduced, the notes of the accompaniment will accord with the corresponding notes of the solo and will not be sounded too late or too soon.

In the accompanying drawings in which like letters of reference indicate like parts in all the figures: Figure 1 illustrates diagrammatically in elevation one embodiment of my improved talking machine and piano record-

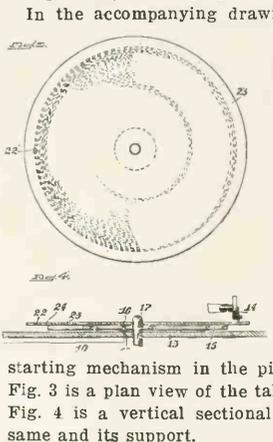
ing device. Fig. 2 is a plan view of the same. Fig. 3 is a view of part of the piano record.

**COMBINED PIANO-PLAYER AND TALKING MACHINE.** Walter M. Davis, New York. Patent No. 958,731.



This invention relates to improvements in combined piano players and talking machines and the object of the invention is to combine the playing device and the talking machine in such a manner that the notesheet sheet moving mechanism of the piano playing device is automatically started from the talking machine correctly and precisely at the proper time.

In the accompanying drawings in which like numerals of reference indicate like parts in all the figures, Figure 1 is an elevation of parts of the piano-playing device and the talking machine, parts being shown in section, parts in diagram and others broken away. Fig. 2 is an enlarged detail view of the starting mechanism in the piano-playing device. Fig. 3 is a plan view of the talking machine disc. Fig. 4 is a vertical sectional view through the same and its support.



**PROCESS OF MAKING SOUND RECORD TABLETS.** Joseph Sanders, Washington, D. C. Patents No. 956,904 and 956,905.

This invention relates to sound record tablets, such as are employed in the commercial gramophone, and the object is to produce a record tablet that contains only a minimum of resinous or similar record material, but which nevertheless yields under the pressure of the matrix to a considerable depth, and which is also very much stronger than the record tablets made altogether of the resinous compounds usually employed.

**SOUND RECORD MOLD.** Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 956,922.

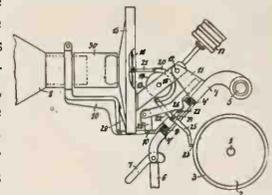
This invention relates to the molding of phonograph records and more particularly to a molding process wherein a tubular mold is caused to descend into a bath of molten material which fills the mold, a coating of which congeals on the interior surface thereof and adheres to the same when the mold is removed from the bath, after which the bore of the congealed material is reamed out before it hardens.

**PHONOGRAPH.** Reinhold Berndt, Berlin, Germany. Patent No. 956,671.

This invention relates to phonographs with a device for strengthening the sound by means of a friction disc continuously driven from the motor and arranged between the needle and the membrane, all the parts concerned in the strengthening of the sound (the needle, the friction disc, the brake band and the membrane) being mounted in a common frame.

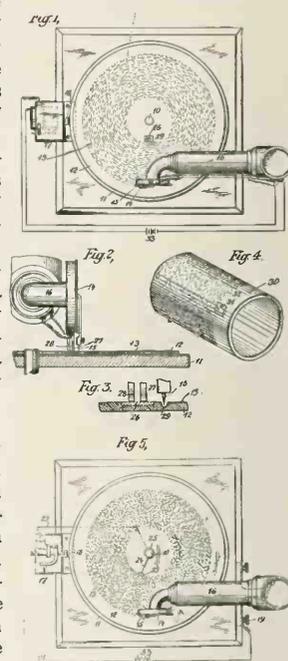
The purpose of the invention is to render the movements of the needle due to unevenness in the phonogram surface (e. g. an Edison cylinder) harmless, which movements when a frame is used which cannot follow them must cause alterations in the magnitude of the fric-

tion and therefore of the sound strengthening. The most obvious solution of this problem would be to make the whole frame oscillatory, as is usual with ordinary sound boxes, balancing the frame by means of a counter weight. If this is done, however, particularly if the trumpet is mounted upon the frame a very large mass is required to be moved. According to the invention therefore, only the friction disc and the membrane are arranged in this way, being pivoted for this purpose upon an oscillating part of the frame together with a counterweight, while the axis of the needle is left as before in an immovable part of the frame.



**SOUND RECORDING MACHINE AND RECORD THEREFOR.** Frederick H. Osborn, Garrison, N. Y. Patent No. 956,727.

The object of the invention is to automatically stop the movement of the record at a predetermined point by an electrical means, circuit for which is closed by the coaction of some portion of the traveling record itself with the sound reproducer or traveling arm while at the same time avoiding the employment of any portion for this purpose which projects above the face of the record, and also without embodying the stylus itself as a part of the electrical circuit.

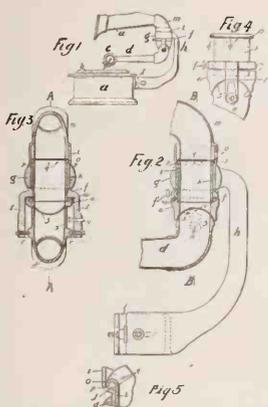


In the drawings, Figure 1 is a partial top view and partial horizontal section of a sound-producing machine having electrical stopping means embodying the invention. Fig. 2 is a detail vertical transverse section therethrough. Fig. 3 is an enlarged transverse section through the record at the circuit closing point therein. Fig. 4 is a retail perspective view, showing a portion of a cylindrical record having a circuit closing element therein. Fig. 5 is a view similar to Fig. 1 of a modified form of the machine.

**SUPPORTING DEVICE FOR SOUND-BOX, ARMS AND HORNS OF TALKING MACHINES.** Robert L. Gibson, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 958,109.

More particularly the improvements relate to the devices for supporting the hollow sound-box carrying arm and horn in the bracket secured to the case of a talking machine. It is the object to provide a simple and efficient construction by which the support of the sound-box carrying arm in proper position is assured notwithstanding irregularities in the bracket due to springing of the bracket arms or other causes. This object is accomplished by supporting the sound-box carrying arm wholly in the upper free end of the bracket on both a vertical and horizontal axis by means of a rotary sleeve supported on ball-bearings in a socket on the bracket, and carrying a ring piece at its lower end, in which the sound-box carrying arm is mounted on horizontal pivots. The arm is thus supported by the bracket wholly from the top through the rotary sleeve, which, being mounted on ball-bearings, may turn with very little fric-

tion. The ball-bearings are formed by a series of balls supported on an annular shoulder in a sleeve carried by the socket piece of the bracket, and engaged by a flange on the upper end of the rotary sleeve. The upper end of the sleeve carried by the bracket socket forms a socket-piece for the horn.



In the accompanying drawings, Figure 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 is an enlarged side elevation, partly in vertical section on line A—A of Fig. 3, of a portion of the same; Fig. 3 is a transverse vertical section on line B—B of Fig. 2; Fig. 4, an enlarged fragmentary side elevation of a portion of the same, and Fig. 5, an enlarged fragmentary sectional perspective of a portion of the same.

**TALKING MACHINE.** Robt. L. Gibson, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 957,206.

The object of the invention is to provide a construction of universal arm for the sound-box, which shall embody simplicity and capacity for movement with the least possible resistance.

In carrying out the invention, the inventor has provided a bracket having a tubular neck adapted to support the horn, and combined therewith a tubular arm carrying the sound-box at its free end and having the other end journaled in the neck of the bracket through the medium of anti-friction balls.

said balls fitting into a groove semi-circular in cross section formed in the neck of the bracket and supporting a flange secured to the pivoted end of the tubular arm whereby the arm is centralized and supported by the balls.

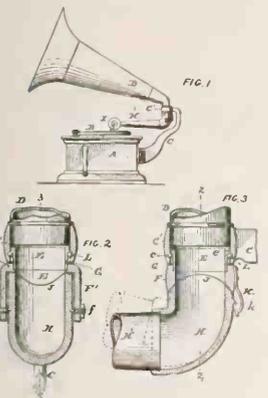


Figure 1 is a side elevation of a talking machine embodying the invention; Fig. 2 is a sectional elevation on line 2—2 of Fig. 3, showing the manner of supporting the tubular arm which carries the sound-box, and Fig. 3 is a similar view on line 3—3 of Fig. 2.

**DUPLICATE SOUND RECORD.** Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 958,210.

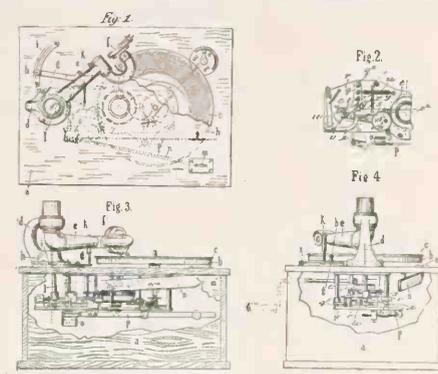
This invention relates to an improved duplicate sound record, preferably cylindrical in form, and the object is to provide a record, whose major portion shall be composed of a hard composition incapable of being accurately reamed, such as a composition employing asphalt, but which shall have a perfectly true bore for its reception on the mandrel of a talking machine.

**TALKING MACHINE MECHANISM.** Carl Lindstrom, Berlin, Germany. Patent No. 959,238.

This present invention relates to mechanisms for talking machines and a primary object is to provide an improved device for starting and stopping the sound-box containing the diaphragm. The arrangement of the driving mechanism and the means for starting of the record-plate do not form part of the subject matter of the invention.

Figure 1 is a top plan view of the mechanism and talking machine, part of the record being shown broken away and the mechanism in the

box being shown in dotted lines, whereas Fig. 2 is like view in full lines of the releasing mechanism, and Fig. 3 is a side elevation of



the machine, part of the side of the case being broken away, and Fig. 4 is a rear-end elevation, part of the case being shown broken away.

**STYLUS FOR SOUND-REPRODUCING MACHINES.** Samuel Levin, Highland Park, Ill. Patent No. 958,412.

This invention has reference to improvements in styli for sound-reproducing machines and is designed more especially for use in connection with the disc type of sound-reproducing machine.

By the present invention the styli are made with jewels for the active end and these jewels are so constructed as to no longer be fragile while practical tests have shown that the life of these styli is almost unlimited.

Figure 1 is an elevation of a stylus constructed in accordance with the present invention. Fig. 2 is a longitudinal section thereof. Fig. 3 is a bottom plan view of a somewhat modified form.

**TALKING MACHINE.** Horace Sheble and Thomas Kraemer, Philadelphia, Pa., assignors to Hawthorne & Sheble Mfg. Co., same place. Patent No. 957,004.

This invention relates to talking machines, and its object is to provide a machine of an improved form, the improvements being directed particularly to the construction of the reproducing apparatus.

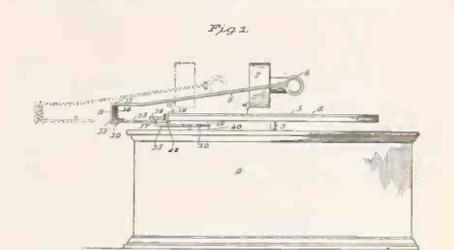
In accordance with the invention, the diaphragm of the reproducing apparatus, while being vibrated by the stylus, is located at a distance from the stylus, a rocking-bar being provided, to one end of which the stylus is connected and which adjacent to its other end is provided with an arm coacting with the diaphragm of the sound-box so as to vibrate the latter.

Figure 1 is an elevation of a portion of a talking machine; Fig. 2 is a top view of the reproducing mechanism, and Fig. 3 is an end view of the same.

**AUTOMATIC BRAKE FOR PHONOGRAPHS.** Wilber C. Mills, Denver, Colo. Patent No. 957,570.

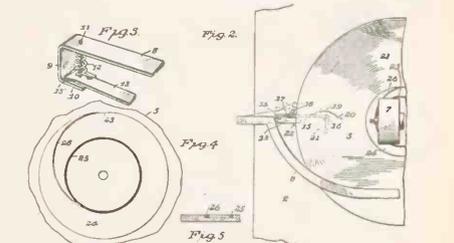
The object of this invention is to provide a brake mechanism which will be actuated when the record has been entirely played through and which will be automatically actuated no matter whether the record be long or short, and the invention includes in its general features, a brake mechanism attached to the sound-box carrying

arm and adapted as the arm moves inward to come nearer and nearer to the revolving periphery of the record-supporting table and a disc record having thereon a tangential groove located interiorly of the record grooves, which, when the record has been entirely played, will guide the



stylus inward toward the center of the record disc and will thereby carry in the same direction the sound-box arm and the brake mechanism, so as to bring it in contact with the periphery of the revolving table and there check the speed.

Figure 1 is a side elevation of a sound-repro-



ducing machine with the brake mechanism thereon; Fig. 2 is a fragmental plan view of the same; Fig. 3 is a fragmental perspective view of the outer end of arm 8 and the lever 13; Fig. 4 is an enlarged fragmental plan view of the record disc made in accordance with the invention; Fig. 5 is a fragmental section of the record disc.

**REVERBERATORY SOUND-HORN.** William A. Chapman, Smithville, Ark. Patent No. 957,654.

The invention enables the manufacture of sound-amplifiers as used in connection with talking machines, to be effected at a reduced cost; provides a new and novel means of increasing the artistic attraction of the room through the action of light, a reduction in the size of the horn heretofore required for the attainment of the given volume of sound, the control of the volume and tone of the sound commensurate with the size of the room in which it is placed, the elimination of all harsh and discordant notes, which are rendered true, full, resonant and in a natural manner; prevent the mingling of reproduced sounds with those the source of which is external, and affords a self-contained and perfectly balanced amplifying horn for sound-reproducing machines.

**TO ENLARGE VICTOR CATALOG.**

The new and enlarged Victor record catalog has been so potent a factor in the increased sale of Victor records, that beginning with July, the Victor Talking Machine Co., Camden, N. J., will make the pages of their monthly supplement of new records the same size as their present record catalog. With that issue they abandon the supplement folder and the entire edition will be in booklet form.

"When you allow quality to count you can be sure the figures are right."

RECORD BULLETINS FOR JULY, 1910

COLUMBIA 12-INCH SYMPHONY RECORDS.

- A5176 La Gioconda—Pescator affonda l'esca (Fisherman, Thy Balt Now Lower).—Baritone Solo and Chorus by Ramon Blanchart and Chorus Boston Opera Co. .... Ponchelli Faust—Soldiers' Chorus—"Desponiam il brando" (Lay Your Arms Aside)—Sung in Italian.—By Male Chorus, Boston Opera Co. .... Gounod

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5171 Dreams of Childhood.—By Prince's Orch. ... Waldteufel The Little Pierrots—March (Dance Music).—By Prince's Orch. ... Auguste Bosc A5173 My Uncle's Farm.—Vaudeville by Golden and Hughes. Orch. Accomp. ... "Linder Green" (Opening Chorus Natban Bivins; "Fly, Fly, Fly" (Principal Song).—Baritone Solo by Arthur Collins—Bob Cole; "My Rosy Rambler" (Closing Chorus).—By Minstrels. Orch. Accomp. ... A5174 Overture "1812."—By Prince's Band. ... Tschalkowsky Fackeltanz (No. 1).—By Prince's Band. ... G. Meyerbeer A5175 My Old Kentucky Home.—Contralto Solo by Mrs. A. Stewart Holt. Orch. Accomp. ... Foster Old Black Joe.—Contralto Solo by Mrs. A. Stewart Holt. Orch. Accomp. ... Foster

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A829 Stop that Rag (Keep on Playing Honey).—Baritone and Tenor Duet by Collins and Harlan. Orch. Accomp. ... Ted Snyder The Arcadians—The Girl with a Brogue.—Soprano Solo by Ada Jones, with Chorus, Orch. Accomp. ... Llonel Monckton and Howard Talbot A830 Bright Eyes.—Mrs. Casey.—Soprano Solo by Ada Jones, Orch. Accomp. ... Florence Holbrook I'm Afraid of You.—Tenor Solo by Byron G. Harlan. Orch. Accomp. ... Albert Gumble A831 Alexander and His Clarinet.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. ... Ted Snyder Nora Malone (Call Me by Phone).—Tenor Solo by Byron G. Harlan. Orch. Accomp. ... Albert Von Tilzer A832 Casino—Tanze Waltz.—By Prince's Orch. ... F. Gungl Margarita (Two-Step).—By Quinteto Jorda-Rocabrana ... Jorda A833 Looking This Way.—Tenor and Contralto Duet by John Young and Merle Tillotson, Orch. Accomp. ... J. W. Van De Venter Jerusalem.—Vocal Quartet by Columbia Mixed Quartet, Mixed Voices, Orch. Accomp. ... Henry Parker A834 Carnival Maid (Two-Step March).—Xylophone Solo by Thomas Mills, Orch. Accomp. ... Ted Snyder Pantomime Dance (A Musical Dainty).—Orch. Bells Solo by Thomas Mills, Orch. Accomp. ... Wm. Balnes A835 Silver Threads Among the Gold.—Counter-Tenor Solo by Frank Coombs, Orch. Accomp. ... H. P. Danks Nelly Was a Lady.—Counter-Tenor Solo by Frank Coombs, Orch. Accomp. ... S. C. Foster A836 The Moonlight, the Rose and You.—Baritone and Tenor Duet by Stanley and Burr, Orch. Accomp. ... Joban C. Schmid

Dear Mayme, I Love You.—Tenor Solo by Henry Burr, Orch. Accomp. ... Ted Snyder (Two sides copyrighted; additional price, 4c.)

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1357 American Republic March.—By Band. ... Thiele 1358 When He sings the Songs My Mother Sang to Me.—Soprano Solo by Ada Jones. ... Snyder 1359 America (My Country 'Tis of Thee).—Vocal Quartet by Quartet, Male Voices. ... Smith 1360 Shaky Eyes.—Baritone Solo by Arthur Collins and Armstrong and Clark 1361 Love's Dream After the Ball.—By String Quartet. ... Cizbulka 1362 He's a College Boy.—Tenor Solo with Chorus by Frederick H. Potter and Chorus. ... Morse 1363 Narcissus.—By Orchestra. ... Nevin 1364 Sweet Adeline.—Baritone Solo by Stanley Kirky. ... Armstrong 1365 Where the River Shannon Flows.—By Fritz Karl. ... Russell 1366 Red Wing—Wine and Tenor Duet by Stanley and Burr. ... Mills 1367 Medley of Buck Dances.—Accordion Solo by John Kimmel. ... Johnson 1368 I'm on My Way to Reno.—Baritone Solo by Fred Duprez. ... Schwartz 1369 Daddy.—Contralto Solo by Florence Venning. ... Behrend 1370 Way Down in Cotton Town.—Tenor Duet by Van Brunt and Hillebrand. ... Plantadosi 1371 The Bride Elect March.—By Band. ... Sousa

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3085 March from Aida.—By Band. ... Verdi 3086 You're the Queen in the Kingdom of My Heart.—Tenor Solo by Harry Anthony, Andino Alexander and His Clarinet.—Baritone and Tenor Duet by Collins and Harlan. ... Snyder 3088 (a) Scotch Sword Dance.—Accordion Solo by J. J. Kimmel. ... Kimmel (b) Whip and Spur Galop.—Banjo Solo by Vess L. Ossman. ... Allen 3089 Some Day.—Baritone Solo by James F. Harrison. ... Wellings 3090 Ballet Music from Faust.—By Orch. ... Gounod 3091 For Your Bright Eyes.—Soprano and Tenor Duet by Edith Chapman and Harry Anthony. ... Hoschna 3092 Give My Regards to Mabel.—Baritone Solo by Fred Duprez. ... Von Tilzer 3093 The Golden Wedding.—Vaudeville by Ada Jones and Len Spencer. ... Spencer 3094 Isabella (Overture).—By Band. ... Suppe 3095 Violets (Waltz).—By Band. ... Waldteufel 3096 It Happened in Nordland (Two-Step).—By Band. ... Herbert 3097 At a Georgia Camp Meeting (Two-Step).—By Band. ... Mills 3098 Language of Flowers (Waltz).—By Band. ... Roberts 3099 College Life (Two-Step).—By Band. ... Frantzen

NEW EDISON AMBEROL RECORDS.

- 453 Selection from "Old Dutch". ... Victor Herbert Orch. 454 When You and I Were Young, Maggie. ... Will Oakland and Chorus 455 Alexander and His Clarinet. ... Collins and Harlan and N. Y. Military Band 456 You Taught Me How to Love You, Now Teach Me to Forget. ... Joe Maxwell 457 Patriotic Songs of America. ... N. Y. Military Band and Premier Quartet

- 458 Hezekiah Hopkins "Comes to Town" ... Len Spencer 459 There's No Girl Like Your Old Girl. ... Manuel Romain and Chorus (canton) ... José Rocabrana 460 (a) Romance (Schubert); (b) Tarantella (Lu-canton) ... W. H. Thompson 461 When They Gather the Sheaves, Mar. Dea. ... Peerless Quartet 462 Beyond the Smiling and the Weeping. ... Sousa's Band 463 Slavonic Rhapsody. ... Billy Murray and Chorus 464 Mister Pat O'Hare. ... Edison Comic Opera Co. 466 Dream Pictures. ... American Standard Orch. 467 Savannah. ... Stella Mayhew 468 Come Along, My Mandy. ... Ada Jones and Billy Murray 469 Columbus March. ... Collins and Harlan 470 Questions; or, Things I Should Like to Know ... Edward M. Favoy 471 Mrs. Clancy's Boarding House. ... Empire Vaudeville Co. 472 True to the Flag March. ... U. S. Marine Band

NEW EDISON STANDARD RECORDS.

- 10380 Fleurette. ... Victor Herbert Orch. 10381 I'll Make a Ring Around Rosie. ... Joe Maxwell 10382 Play That Lovely Dove Waltz Some More. ... Collins and Harlan 10383 The Moose March. ... Vess L. Ossman 10384 Ob You Blondy. ... Ada Jones 10385 Holy Ghost, with Light Divine. ... Edison Mixed Quartet 10386 Think of the Girl Down Home. ... Manuel Romain 10387 Mondaine—Valse Berceuse. ... Sousa's Band 10388 Noah's Ark. ... Murry K. Hill 10389 Ogalala. ... Billy Murray and Chorus 10390 Planagan in Central Park. ... Steve Porter 10391 Chiffonnette—Entr' Acte. ... American Standard Orch. 10392 Just One Word from You. ... W. H. Thompson 10393 Mr. and Mrs. Malone. ... Ada Jones and Len Spencer 10394 The Star-Spangled Banner. ... U. S. Marine Band

EDISON GRAND OPERA AMBEROL RECORDS

- 30027 Barriere di Siviglia—Ecco ridente in cielo (Rossini)—Orch. Accomp. (Sung in Italian). ... Florencio Constantino, Tenor 30028 Huguenots—Piff Paff (Meyerbeer)—Orch. Accomp. (Sung in Italian). ... Luigi Lucenti, Bass 40015 Samson et Dailia—Mon coeur s'omre (C. Saint-Saens)—Orch. Accomp. (Sung in French). ... Marie Deha, Contralto 40016 Zaza—Dir che ci sono al mondo (Leonca-vallo)—Orch. Accomp. (Sung in Italian). ... Carmen Melis, Soprano 40017 Carmen—Seguediglia (Bizet).—Orch. Accomp. ... Margarita Sylva, Soprano

EDISON AMBEROL RECORD IN ITALIAN.

- 7502 Rigoletto—Bella figlia dell' amore (Verdi). Quartet

EDISON STANDARD RECORD IN SWEDISH.

- 20549 Klara Stjärna (H. Wetterlind).—Orch. Accomp. ... Arvid Asplund

NEW VICTOR RECORDS.

- No. ARTHUR PROR'S BAND. Size. 5778 Arcade Girl March. ... Pryor 10 3787 Flying Dutchman Overture. ... Wagner 12 ALFRED GRUNFELD, PIANIST. 5779 Etude de la Tarantella, op. 47. ... Grünfeld 10 VICTOR SORLIN, "CELLIST"; PIANO ACCOMP. BY C. H. H. BOOTH. 5773 Cradle Song. ... Hauser 10 THE FIRST ANTHONY-HARRISON DUET. HARRY ANTHONY AND JAMES F. HARRISON, WITH ORCH. 5780 See the Pale Moon. ... Campana 10 VICTOR LIGHT OPERA CO. WITH ORCH. 31788 Gems from "The Chimes of Normandy": Chorus, "Silent Heroes"; "Just Look at This, Just Look at That." "Cold Sweat Is on My Brow." "That Night I'll Ne'er Forget." "Bell Chorus." Finale. ... Planquette 12

NEW RED SEAL RECORDS.

- No. Size. ENRICO CARUSO AND ANTONIO SCOTTI, WITH ORCH.—IN ITALIAN. 89043 Madama Butterfly—Duet, Act. I. "Amore o grillo?" (Love or Fancy?). ... Puccini 12 GERALDINE FARBAR, SOPRANO, WITH ORCH.—IN ENGLISH. 87062 Ye Banks and Braes o' Bonnie Doon. ... Burns 10 88238 My Old Kentucky Home. ... Foster 12 JEANNE GERVILLE-REACHE, CONTRALTO, WITH ORCH.—IN FRENCH. 88244 Samson et Dailia—Printemps qui commence (Delib's Song of Spring). ... Saint-Saens 12 JOHN M'CORMACK, TENOR, WITH ORCH.—IN ENGLISH. 64127 When Shadows Gather. ... Marshall 10 WITH ORCH.—IN ITALIAN. 87063 Lakmé—Vieni al contento profondo (Through Forest Depths). ... Delibes 10 HERMINE KITTEL AND LEO SLEZAK, WITH ORCH.—IN GERMAN. 74165 Carmen—O Carmen, nur ein Wort! (Death Scene, Act IV). ... Bizet 12 NISCHA ELMAN, VIOLINIST; PIANO ACCOMP. BY PERCY B. KAHN. 64128 Les Farfadets. ... Emilio Pente 12 74167 Serenade (Ständchen) (Schwanengesang, No. 4). ... Schubert 10 MARCEL JOURNET, BASS, WITH ORCH.—IN ITALIAN. 64126 Meffistofele—Prologo, "Ave Signor" (Hal. Sovereign Lord). ... Holto 12 NICOLA ZEROLA, TENOR, WITH ORCH.—IN ITALIAN. 88243 Andrea Chenet—Improviso. ... Giordano 10 JOHN M'CORMACK AND G. MARIO SAMMARCO, WITH ORCH.—IN ITALIAN. 89044 Bohème—Ah Mimì, tu più non torni! (Ah, Mimì, False One!). ... Puccini 12 (Continued on page 52.)

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Record Bulletin for July—(Continued).

M.MES. LEJEUNE, DUCHENE, DUMESNIL and M.M. LEROUX AND GILBERT, WITH ORCH.—IN FRENCH.  
88237 Carmen—Quintette, Act. II. "Nous avons en tête une affaire" (We Have a Plan!)... Blzet 12

DOUBLE-FACED RECORDS.

No.	Title	Artist	Size.
16493	Happy Go Lucky Two-Step (Lampe)	Pryor's Band	10
	Naila Intermezzo (Delibes)	Accordion Grand P. Frosini	10
16494	Popular Medley, No. 4—"Remick Successes": "Put on Your Old Gray Bonnet," "My Hero," "By the Light of the Silvery Moon," "What's the Matter with Father?"	Pryor's Band	10
	Popular Medley, No. 5: "On a Monkey Honey-moon," "Beautiful Eyes," "Good Night, Dear," "Don't Take Me Home"	Pryor's Band	10
16496	Cupid's I. O. U. (Meyer)	Ada Jones-Billy Murray	10
	Only a Pansy Blossom (Howard)	Will Oakland	10
16497	Smiler Rag (Wenrich)	Victor Orch.	10
	Ogalalla (Bryan-Snyder)	American Quartet	10
16498	I'll Make a Ring Around Rosie (Jerome Schwartz)	Haydn Quartet	10
	Let Me Down Easy (Farrell)	Arthur Collins	10
16499	Yale Boola March (Hirst)	Pryor's Band	10
	What's the Matter with Father (Williams-Van Alstyne)	Billy Murray	10
16500	Beyond the Smiling and the Weeping (Stephens)	Peerless Quartet	10
	Softly Now the Light of Day (Gottschalk)	Mr. and Mrs. Wheeler	10
16502	Soldiers' Chorus from Faust (Gounod)	Pryor's Band	10
	Devil's March (Von Suppé) (Teufelsmarsch)	Pryor's Band	10
16503	My Heart Has Learned to Love You, Now Do Not Say Good-Bye (Ball)	Macdonough and Haydn Quartet	10
	Glow-Worm (Lincke)	Vienna Quartet	10
35107	Oh, Dry Those Tears (del Rio)	Walter Anderson	12
	Bid Me to Love (Barnard)	Hamilton Hill	12
35108	Alabama Minstrel—Introducing "Fly, Fly, Fly," "My Rosie Rambler" and "Linda"	Victor Minstrel Co.	12
	Old Heidelberg (A Trip Up the Rhine): Sailors' Chorus from Flying Dutchman, Steamboat Bell, The Start, "Die Wacht am Rhein," A Change to the Railroad, Merriment at the Inn, Beer Waltz, Cock Crow Announces Daybreak, "Grad aus dem Wirthshaus," Students' Chorus, "Gaudemus Igitur"	Pryor's Band	12
35109	Fra Diavolo Overture (Auber), Pryor's Band Marriage of Figaro Overture (Mozart)	Pryor's Band	12

PURPLE LABEL RECORDS.

No.	Title	Artist	Size.
70017	Lucy Isabelle Marsh, Soprano, with Orch. Sunlight Waltz	Harriet Ware	12

No.	Title	Artist	Size.
60019	Daffydils	NORA BAYES, WITH ORCH. Bayes-Norworth	10
60020	Back to My Old Home Town	JACK NORWORTH, WITH ORCH. Bayes-Norworth	10

ZONOPHONE DOUBLE RECORD DISCS.

MAY AND JUNE, 1910.			
ZONOPHONE CONCERT BAND.			
5623	(a) Spirit of Peace March		
	(b) Valse Militaire		
5624	(a) Scottish Idyl		
	(b) Introduction to Act III.—Lohengrin		
VOCAL SELECTIONS, WITH ORCH. ACCOMP.			
5625	(a) To Err Is Human, To Forgive Divine	Thomas Chalmers	
	(b) Holy City		
5626	(a) It Was Not So To Be (Young Werner's Parting Song)	Arthur Collins	
	(b) Venetian Song	Arthur Collins	
5630	(a) Cakewalk in De Sky	Byron G. Harlan	
	(b) Coleville Coon Cadets	Byron G. Harlan	
5640	(a) There's a Mother Old and Gray Who Needs Me Now	Arthur Collins and Byron G. Harlan	
	(b) When the Girl You Want, Wants You	Frank Howard	
5627	(a) Ain't Alabama Good Enough for You, Sue?		
	(b) Brown Eyes	Ada Jones	
5628	(a) I Want a Little Corner in Your Heart	William Wheeler	
	(b) I'll Do As I Please	William Wheeler	
5620	(a) Forget, Forgive		
	(b) Thine Eyes So Blue and Tender	Arthur Collins and Byron G. Harlan	
5641	(a) Boon Bungalow	Mr. and Mrs. Wheeler	
	(b) Moonlight in Jungland	Mr. and Mrs. Wheeler	
5630	(a) See the Pale Moon		
	(b) How D'ye Do?		
5631	(a) When Life Is Brightest		
	(b) I Cannot Sing the Old Songs	Metropolitan Trio	
5637	(a) Long, Long Ago		
	(b) In the Gloaming		
MISCELLANEOUS SELECTIONS, WITH ORCH. ACCOMP.			
5632	(a) Oh, Lola, Fair as Flowers	William Wheeler	
	(b) Love Abiding	Henry Burr	
5633	(a) Has Anybody Seen My Husband?	Arthur Collins and Byron G. Harlan	
	(b) Four Hundred Nursery Rhymes		
5634	(a) Big Bass Viol	Frank C. Stanley	
	(b) All I Want Is One Loving Smile from You—oo-oo	Alice C. Stevenson-F. C. Stanley	
5635	(a) Nora McNamara	Walter Van Brunt	
	(b) Betsy Ross	Hamilton Hill	
5636	(a) Flanagan's Real Estate—Monologue	Steve Porter	
	(b) Old Dog Sport (Unaccomp.)	Len Spencer and Gilbert Girard	
5638	(a) Sun of My Soul	Mendelssohn Mixed Quartet	
	(b) It Is Well with My Soul	Feeless Male Quartet	

BIG COLUMBIA TRADE IN ARKANSAS.

(Special to The Talking Machine World.)

Little Rock, Ark., May 31, 1910.

The Hollenberg Talking Machine Co., a consolidation of the Hollenberg Music Co. of this city, and the Southern Talking Machine Co., Memphis, Tenn., is one of the progressive music concerns pushing the Columbia line. For a number of years the Hollenberg Music Co. have been exclusive Columbia jobbers for the State of Arkansas, while the Southern Talking Machine Co. was incorporated about a year ago to take over the business of the Columbia Co.'s store in that city and the adjacent territory. Under the arrangement recently concluded the two companies have been brought together under one management, now being operated as a stock company. As a result of this move the business in the Columbia line has received a great impetus. A hurry order was placed with the Columbia Co. when Col. Hollenberg was in Richmond, Va., attending the convention of the National Piano Dealers' Association and the exhibition in connection therewith.

SECURE THE DICTAPHONE AGENCY.

W. M. Bird, the president of the Warren M. Bird Co., Indianapolis, has just closed a contract for the exclusive sales agency for Dictaphones in Indiana. Mr. Bird has been selling Dictaphones for several years.

ANNOUNCE MARRIAGE.

Mr. and Mrs. Mike Herro, of Floresville, Tex., announce the marriage of their son, Joseph, to Miss Nagibe Sahadie. The ceremony took place at St. Joseph's Church in that city on May 22.

The clerk who plays the hardest in his summer vacation is the one most likely to work the hardest when he comes back.

# The TALKING MACHINE SECTION

AND  
NOVELTY  
NEWS

NEW YORK, JUNE 15, 1910

## VALUE OF ACCURACY AND OPTIMISM.

Talents to be Proud of When Once Acquired, and Every "Talker" Man Should Strive Toward Their Attainment.

Accuracy means a lot in business. Taken in a broad sense it sounds paradoxical, for it stands both for conservatism and liberality, either of which, by the way, when practiced successfully, leads on to brilliant triumphs and abundant wealth.

The man who cultivates the habit of being accurate, is unique, and soon comes to be regarded as such among his fellows. He is known as the chap whose word is as good as his bond, whose every move throughout a busy day, from the time he kisses the wife and kiddies good-bye early in the morning up at Lonesomehurst, until the office door bangs behind him in the evening, has been fraught with success. Why? Because, being accurate, he has met every appointment promptly. He has kept no one waiting. Everything he contemplated doing has been done in just the right way, and he can return to his family without a care for the morrow, which means a good night's rest, and more peaceful days to come.

In the talking machine business, with its many trials and its abundance of nerve-racking ordeals with fractious customers, accuracy should be cultivated to the highest possible degree. When this is done the dealer is confident, sure of himself, and able to cope with all emergencies, no matter how trying, with coolness and precision.

The other day I happened to be calling upon just such a gentleman when a customer entered to register an energetic kick.

"Say!" he exclaimed wrathfully, banging his fist down on the innocent desk with a resounding whack, "do you know that some of the literature you fellows send out is positively inaccurate?"

"If you refer to two slight and entirely excusable errors which have occurred recently, the first in the November issue of a pamphlet dealing with a certain brand of records, and which I have right here"—he opened a drawer of his desk and taking out the pamphlet referred to, turned over the pages rapidly for a moment—"I think I will have to acknowledge the fact; listen." Giving me a wink suggestive of ill-concealed satisfaction at being on the job, he read as follows: "Lasca, a pathetic poem by F. Desprey, of love and heroism on the plains of the Rio Grande. Mr. Davenport's dramatic recitation of it will be found of great benefit to students of elocution because of the excellence of his articulation and inflection. The selection here given, comprises the entire poem, etc."

"Now, my friend," he continued, turning to the irate customer, "I presume that your ire has been roused by the statement that the entire poem was given, whereas, in reality, twenty-two lines were omitted. Am I right?"

A sheepish grin took the place of anger on the face of the man with the kick. "Say, old fellow," he remarked meekly, "you're all right; shake." They shook.

"How about the other one? Want to have me

explain that to you, too?" asked the dealer pleasantly. "No," replied the customer, now thoroughly mollified, "I'm satisfied."

"Well, all right, but just to show you that I know what you mean, I'll go a little further. In the May edition of the same pamphlet, under Questions and Answers, occurred the following misstatement:

Question:—"Who sings bass in No. 191 'Cuddle Up a Little Closer, Lovey Mine?' Is it James F. Harrison?"

Answer:—"William F. Hooley."

"The gentleman who asked the question, as you and I are aware, was correct in his presumption, and the pamphlet was wrong, and"—"That's enough. What you don't know about details in your line of business, I guess doesn't amount to much. Anyhow, I'm done kicking and want to purchase some records."

They left for the hearing booth, arm in arm, and as I sought the street the harmonious strains of Billy Murray's tenor chanting, "Has Anybody Here Seen Kelly—Kelly with the green necktie?" came softly to my ears.

The last echo of the song had scarcely died away before I reached the business abode of my friend, the optimist. He was a worshipper of the little god who stands for things as they ought to be, and I knew that even if no news was forthcoming from my prospective interview, I would at least receive an abundance of cheerfulness which would be stimulating on that raw, rainy morning.

"Go right back, Mr. Middleton; you'll find him

in the private office," cooed the dainty little stenographer with a beaming smile that disclosed a wealth of dimples.

I thanked her, and entered the sacred sanctum. I found His Majesty in a pose, which to the casual observer would not have appeared in keeping with the sign, "My Busy Day," reposing conspicuously on his Grafonola "Regent" desk. He had his office chair tilted back to the limit of its endurance, his feet elevated to a comfortable, if not dignified angle, and his clasped hands behind his head. However, knowing his habits as I did, I realized that his present attitude meant deep thought.

Hearing the door open and close, he turned languidly in greeting, but before he could utter an exclamation of welcome, the telephone tinkled.

"Hello! Is that you, Rosalie? What is the trouble this time? Baby broke a record! Which one? Marathon! Well, I'll be darned; that kid is certainly beginning his athletic career at a tender age. All right, dear; I'll bring a duplicate home with me to-night—good-bye."

He hung up the receiver and turned to me with a grin.

"How about that, Middleton? My son, aged two, has just broken a Marathon record. Isn't that an infantile achievement to make the paternal breast heave tumultuously. I'll be with you in just a minute," he added, and pressed a button. To the clerk who entered he said, "Please bring me disc record No. — 'The Marathon Two-step,' by the Metropolitan band. The clerk departed and returned almost imme-

## HAND COLORED

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NATIONAL COLORTYPE COMPANY  
Department 9  
CINCINNATI, OHIO

ately with the desired selection. This accomplished, the optimist expressed himself as being at my service.

"Well," I began, "The World wants to know if you have anything new of interest to impart that will fit into an article I am writing for the June edition, dealing with the subjects 'Accuracy and Optimism.'"

"Yes," he replied enthusiastically, "I have. We inaugurated a new system recently which is working splendidly, and, as I am sure it will prove of interest to World readers, I will be only too glad to explain it to you. A few weeks ago we organized a little society for the promotion of valuable ideas. The whole force of employees are members, and are encouraged to store up in their minds all ideas which may come to them from time to time, and seem to have some business enhancing value. Then when meeting day comes around—sessions are held weekly—they have a chance to expound their views which are carefully recorded by the secretary, and, if deemed expedient, are given a trial. In this way, I have found that in the short time we have been organized the business already shows a marked improvement.

"This, of course, makes a big hit with the employees, because, for every idea of theirs that is marketed they receive a bonus above their salaries. My idea in starting this association was to increase the interest of my workers in the business, and in that way to stimulate optimism, which in itself, according to my way of thinking, means success, and as I think I have shown you in the foregoing interview, we are 'making good,' and some money, which is equally satisfying to all concerned."

The accurate man and the optimist

Sat chatting side by side,  
And as they sat there talking,

Their thoughts ran far and wide.

Said the accurate man to the optimist,

"Mistakes are rare with me."

Said the optimist to the accurate man,

"I'm cheerful as can be."

Then each smiled at the other,

And cried, "Why, hang it, man!

We'll have to get together,"

And so the firm began.

Now you will find on Main street

The firm of Smith and Bowne,

And as might be expected

They're the richest one in town.

—Howard Taylor Middleton.

#### ADVERTISING POINTERS.

Elbert Hubbard gives the following advice in writing advertisements: In writing advertisements don't be afraid to let yourself get into the copy. Let a smile get into the ink bottle, if it will. In advertising you are dealing with very human men and you cannot mistake by letting your copy be human. In writing advertisements I first try to have an idea; then I strive to put that idea into a form that may be easily read. Cut out every superfluous word. Make what you say interesting. Literature, and that means good advertising, need not be deadly dull.

Men who have made a success have put into use some of the ideas others simply thought about.

#### HANDLING CABINETS.

How Such a Stock Should Be Taken Care of to Achieve Best Results—Cleanliness and Freshness Essential—Show Them in Actual Use

Taking care of talking machine cabinet stock is something to which the average dealer pays but little attention, but which really means a great deal when it comes to making profits out of this particular department. Well displayed goods, properly cared for, help greatly in determining a prospective purchaser's order, and the matter of care of these goods is something that really warrants careful and conscientious attention.

Cabinet furniture should never be permitted to reach the shop-worn or semi-junk stage. With a little care it is possible to keep it looking as fresh as when it came from the factory, and no pains should be spared to bring about this result.

The department manager should always see that his goods are displayed to the best possible advantage. When he first arranges his stock he should place the pieces displayed in such a manner that they will actually suggest use. It is a good idea to first figure out a systematic arrangement based upon either a known or supposed requirement. Place the cabinets in such a manner that when a customer comes in the demonstration can be made from the goods just as they would appear in use and have the use sufficiently definite so that the person investigating will recognize it as a system that might actually be adopted. Take records, both cylinder and disc, sheet music and music rolls, if you carry them, and place them in the cabinets in the proper manner.

Proper display, proper care and above all freshness and cleanliness are sure to produce results. Always give especial attention to the subject of cleanliness. Have a display that you are proud of—one that you can ask a prospective customer to look over and feel proud to show him. Above all things, do not use the samples for your work and do not pile things upon them, and remember it is better to have the new goods yourself, while your customer takes the samples.

Keep your stock up; keep it clean; keep it fresh. Treat it as though it was worthy of your most careful attention. Spend time arranging and re-arranging it. Do not crowd it. Do not try to carry too many numbers. Get a few and you will find that in almost every case you decide what your customer shall buy.

#### AMENDING TRADE-MARK LAW.

An Important Proviso to be Incorporated Which Will Interest Piano Men.

(Special to The Talking Machine World.)

Washington, D. C., June 6, 1910.

The bill (H. R. 24,749) to amend Section 5 of the Trade-Mark Law, has been reported favorably by the House Committee on Patents. This bill adds to the original Section 5 a proviso worded thus: "Provided further, That nothing herein shall prevent the registration of a trade-mark, otherwise registrable, because of its being the name of the applicant or a portion thereof."

The bill will not affect in any wise the provisions of existing law as to what trade-marks

are subject to registration, except that a "trade-mark otherwise registrable" shall not be rejected merely because of its being the name of the applicant or a portion of the applicant's name.

It appears that the Court of Appeals of the District of Columbia recently held that Section 5, as it now stands, has the effect "to prevent the registration by a corporation of its own name, whether that name be the subject of a technical trade-mark or not." The decision applies to a trade-mark that forms the name, or a part of the name, of the applicant, but it is understood that no such effect as this was intended by the Committee on Patents when Section 5 was originally reported to the House.

At the hearings had on this bill, no reason was developed for denying to the applicant the right to register a trade-mark "otherwise registrable," merely because it is the name, or a portion of the name, of the applicant. In many cases, it was stated, this construction of the statute results in inconvenience and hardship.

The bill has the approval of the commissioner and assistant commissioner of patents, to whom trade-mark cases are usually submitted, and the Committee on Patents recommended that the bill be passed by unanimous consent when it is reached upon the calendar.

#### A PROSPEROUS STORE ATTRACTS.

Buying Public More Inclined to Patronize Successful Appearing Merchant—Dirty and Disordered Store Naturally Repels.

It may be considered a peculiar fact, but people are inclined to patronize a prosperous store. The chief means that they have of sizing up the prosperity of any store is the outward appearance of it; therefore, every retailer should give special attention to the outward appearance of his place of business.

There is a way for every store to appear prosperous, and it is strictly up to each dealer to find out what it is. But do not be like the retailer who had a display card posted on his window which read, "Business is Good." He had the right idea, but he was simply on the wrong track. His windows had the appearance of not having been cleaned for weeks, and the first glance at the outward appearance of his store showed a painful lack of enterprise in not keeping it up to date.

Every dealer should make a special effort to have his store appear as if money had been spent and care had been taken in making it attractive. Mere signs will not answer. To display a cheerful sign, as did the retailer mentioned above, the appearance of the store must correspond with the idea which the sign is intended to impress upon the reader.

It may be well to remind World readers that the young man who "never had a chance" is the same young man who has been canvassed over and over again by his superiors, and found destitute of necessary qualifications, or is deemed unworthy of closer relations with the firm, owing to some objectionable act, habit, or association, of which he thought his employers ignorant.

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