The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.
Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

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

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

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

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

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

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


Fourth and Race Streets


Distributors of Zon-o-phone Goods:

MINNESOTA
St. Paul............ W. J. Dyer & Bro., 51-53 W. 6th St

MICHIGAN
Detroit............. J. E. Schmidt, 226 Grand Ave

MISSOURI
Kansas City.... Webb-Freytag Music Co., 406 Delaware St
Springfield...... Morton Line, 216 Booneville St
St. Louis.... Knight Mercantile Co., 213 N. 10th St
St. Louis.... R. E. Myers, 1880 Finney Ave

NEBRASKA
Omaha.............. Piano Player Company, 16th and Douglas St

NEW JERSEY
Hoboken............. Eloppe Phonograph Co., 208 Washington St

NEW YORK
Brooklyn............ F. W. Rous Co., 425 Fifth Ave
Brooklyn............ E. G. Warner, 1218 Bedford Ave
New York........... I. Davis, Jr., 125 West 120th St

NORTH DAKOTA
Fargo.............. Stone Piano Co., 614 First Ave. N

OHIO
Akron............. Gen. S. Dole Co., 226 S. Main St
Cincinnati........ J. E. Proctor Jr., 666 Main St
Cleveland........ The Bailey Company, Ontario St. and Prospect Ave

PENNSYLVANIA
Allentown....... H. A. Beiler, 501 Ohio St
Philadelphia........ Harmonia Talking Machine Co., 1881 Arch St
Philadelphia........ H. A. Wehmeier & Son, 1010 Chestnut

PITTTSBURGH........ C. C. Mellor Co., Ltd., 810 Fifteenth Ave

TENNESSEE
Memphis............. Geo. Hall & Co., 112-114 Main St

TEXAS
Beaumont............ J. R. Pierce Music Co., 608 Pearl St

WISCONSIN
Milwaukee........ G. H. Eichholz, 1410 Fond du Lac Ave

CANADA
Toronto............. Dominion, Royce & Co., Ltd., 154 Yonge St
Vancouver........ R. C. W. Waller & Co., Ltd., 648 Granville St

Yarmouth........... W. H. Cook Co., Ltd.

ARKANSAS
Hot Springs...... Joe Hilliard, 216 Central Ave

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

ILLINOIS
Chicago............. Ben. Alien & Co., 901 Wabash Ave
Chicago............. E. G. Lehner, 151 N. Jefferson St
Chicago............. W. B. Saylor, 1011 Wabash Ave
Chicago............. F. E. Trench, Penn Ave. & 51 Fifth Ave

IOWA
Des Moines......... Harter & Bliss, 707 Locust St
Dubuque............. Harter & Bliss, Security Bldg

KANSAS
Topeka............. Emeliner-Spiezlo Farm Co., 617-619 Kansas Ave

MARYLAND
Annapolis............. Globe House Farm Co.
Baltimore............. C. S. Smith & Co., 541 W. Baltimore St
Baltimore............. Leslie Mason, 1613 E. Pratt St

OHIO
Akron............. Gen. S. Dole Co., 226 S. Main St
Cincinnati........ J. E. Proctor Jr., 666 Main St
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Vancouver........ R. C. W. Waller & Co., Ltd., 648 Granville St

Yarmouth........... W. H. Cook Co., Ltd.
A SAFE CREDIT SYSTEM.

Some Very Novel and Interesting Ideas On This Subject Put Forth by C. E. Whitehill—Will Interest Those Who Understand and Appreciate What An Important Part of Their Business Is the Credit Department.

Ninety-nine per cent. of the business of this country being done by credit, the importance of this subject becomes at once apparent. When asked the question of whether we were getting much out-of-town business, I replied that the rapid growth of our new local business had kept the credit department too busy up to this time to pay much attention to urban fields. He asked what our credit department had to do with it, and was told that fully 90 per cent. of the homes are furnished on credit, and that it is a waste of money to lean to the classes it may be an ordinary note encumbered with a security. Another man would ask. "What do you mean by your depositors' money?" I mean just that. I mean a house furnishing banking business, in which you loan the legal 70 per cent. of your depositors' money and take for commercial paper, with good security, having a definite due period and a sound recourse for recovery on failure to pay.

What do I mean by your depositors' money? I mean the money you have borrowed from your faithful bank or your trusting friends. I mean that your faithfulness will not be required that you never will. Another man would ask. "What do you mean by a banking basis?" I mean that just. I mean a house furnishing banking business, in which you lend the legal 70 per cent. of your depositors' money and take therefor commercial paper, with good security, having a definite due period and a sound recourse for recovery on failure to pay.

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A SYSTEM OF WIRELESS TELEPHONY.

Described by Italian Scientist—Based Upon Use of Spark-Gap and High-Tension Current—Details of Experimental Equipment.

A system of wireless telephony was recently described by Professor Majorana before the Associazione Elettrotecnica Italiana. The system is based on the use of a spark-gap. For generating high-tension currents a special rotating arrangement is used by which it is claimed 10,000 single spark per second can be obtained. In wireless telephony a microphone is required that can be used with high-tension currents. It must be capable of withstand- ing a pressure of several thousand volts and of carrying a considerable current.

These conditions gave rise to the Majorana hydraulic microphone, which depends on the capillarv properties of fluid jets. A stream of liquid flowing from a suitably constructed opening divides itself into drops which follow each other at practically constant intervals. The frequency may be noticed acoustically by allowing the drops to fall on an elastic membrane, which then gives out a sound of corresponding frequency.

When mechanical oscillations are superimposed on the fluid jet periodical constrictions may be noticed which are of very nearly the same frequency as the superimposed oscillations. The drops thus formed on the membrane are conducted to an electrostatic detector which delivers the sound out of a corresponding frequency. If the drops fall on a level surface at right angles to their direction a covering of thickness varying with the frequency of the drops is formed.

Professor Majorana has constructed his microphone on this principle and has obtained telephonic currents of extraordinary clearness and strength. This microphone consists of the usual mouthpiece and of a membrane fixed to a glass tube which moves freely under the oscillations of the membrane and through which slightly aquadetered water flows.

The liquid passes out of a special opening in the glass tube and strikes the upper surface of a collector, consisting of two cylindrical pieces of plate glass. On striking the middle of the collector the fluid spreads itself over the surface and puts the two halves in permanent connection. Thus a battery whose poles are connected in circuit with a telephone and this collector, will send a constant current through it so long as the membrane is not affected by sound waves.

When the membrane vibrates the aperture begins to oscillate, and varies the flow of drops so that the fluid on the collector is continually altered. The frequency of the drops will be regulated by the spark-gap mentioned above, the intensity of the spark will correspond with the sound waves and will transmit to the receiving station the appropriate words and sounds with force enough to be heard.

DEAL PULLS IN ESPERANTO.

Brings Results to Commercial Club from All Over the World—A Chance for Talking Machine Men.

Portland, Ore., in the process of booming itself inserted an advertisement in the "América Esperanto," and the American Telephone says the Portland Telegraph, "communications from practically every country of the globe are reaching the Commercial Club. When Assistant Manager Crissay opened the morning mail to-day he found a batch of communications with the strangest aggregation of postage stamps he had ever looked upon in one day.

Upon opening these and getting the substance of the replies tabulated the following countries were recorded in Russia, Germany, Denmark, Belgium, the Philippines, France, Italy, Holland, Sweden, Austria, Canada, Mexico and other American countries are being done by credit, the importance of this subject becomes at once apparent...
TALKING MACHINE RECITALS.

Some Excellent Suggestions as to How to Secure Beatifical Results Through This Form of Publicity—Avoid Commercialism.

As has frequently been emphasized by those who have made a study of methods for bringing talking machines strongly before the public, one of the best means of accomplishing that result is through the medium of the recital. Of course, the majority of talking machine dealers have already adopted the recital form of publicity, but nevertheless the following article by O. E. Kellogg, of Cleveland, O., containing a number of valuable suggestions regarding recital work, is of timely interest, especially at the opening of the busy fall and winter season:

Beyond a doubt, public recitals wherever tried have given the business an impetus and resulted in sales. However, the number of sales depends largely, if not entirely, on how the recitals are conducted. This feature of the talking machine business, although showing some improvement, is still sadly neglected. This is an epoch of demonstration, therefore it behooves the dealer to inform the public of the great artists through the "talkers" and records. Whenever possible, give these recitals in your wareerooms. Train the public to understand that your establishment is the abode of great artists' voices. If you rent a hall, aside from the extra expense, the surroundings are only usual, and you lose a valuable asset.

My idea of this special feature is to eliminate commercialism. Don't advertise that "Smith & Brown Co. invite you to a recital; rather say the management of "Grand Opera Hall," "Victor Hall," "Edison Hall," or any other suggestive name, will present Caruso, Melba, Farrar, Sonsa's Band, etc. Do not add that the "Victrola" will do the work. You arouse curiosity by not doing so.

The program must be arranged tastefully and tastefully. If you are not educated in music and have never studied the arrangement of programs, secure the assistance of a musician to assist you, and you can also draw on local talent to aid you. In following this plan you secure gratuitous publicity through the society columns and music pages of the papers before and after the recitals. The Victor advertisement should appear on the same page, and next to, if possible, the write-up of the recital.

The attendant at the machine should describe the arrangement before the recital, and you can also draw on local talent to aid you. In following this plan you secure gratuitous publicity through the society columns and music pages of the papers before and after the recitals. The Victor advertisement should appear on the same page, and next to, if possible, the write-up of the recital.

The attendant at the machine should describe each record before it is played. Tell your audience where the number appears in the opera, or, if it is a ballad, give an outline of the composer; say when and where born, the prominent compositions of the author, and then recite the poem that you are about to demonstrate. Also, mention the artist who renders the selection. This plan is much more effective than merely mechanically playing one record after another in a sort of a mechanical manner. As to the attendance—request the presence of the leading musicians and society people, and provide them with reserved seats. You will find a fair percentage of those in attendance, although they may have attended from curiosity, will have developed into good customers.

One evening an old gentleman sat near the Victrola, very much interested. He shook hands with me on retiring, and remarked he hadn't expected to hear anything so grand. A few days later his daughter presented him with a Victrola, remarking to me that he all be could think of since hearing the recital was grand opera.

Ascertain the attitude of the public schools and secure the catalogs for compositions by the authors they are studying, then invite the teachers to demonstration. By so doing you will receive free announcements in the schools, with the request that pupils attend. I invited the professor of music of the public schools of Dayton to spend an evening with me hearing grand opera. He grasped the possibilities of the talking machine as an educator and induced the superintendent to secure the purchase of a machine by the school board.

Three other schools have since been supplied, and soon all of the schools of that city will possess a Victor.

A lady came in the other day and asked to see and hear a machine. She had been invited to the school, remarking that her children were becoming so familiar with classical music that she had herself become interested, and wanted a machine at home, so as further to develop her children's minds in good music.

Excellent results will be obtained in giving well devised recitals. David Elijah is on record as saying that a talking machine and player-piano should be used in every school. Other prominent educators are getting in line, and the question is, Will you be the dealer to profit in your locality?

WANAMAKER'S ADVERTISING ADVICE.

If there is one enterprise on earth that a "quilter" should leave severely alone it is advertising.

To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

Advertising does not jerk; it pulls, said John Wanamaker on one occasion. It begins very gently at first, but the pull is steady. It increases day by day, month by month, and year by year, until it exerts an irresistible power.

TO RECORD INDIAN SONGS.

Miss Densmore Visits Leech Lake Reservation—Will Transcribe Music for Piano and Scientifically Analyze It.

As agent of the Bureau of Ethnology at Washington, Miss Frances Densmore has gone to the Leech Lake Indian reservation, in Minnesota, where she will make a special study of the music of the Chippewas, submitting her report on the Chippewas after having visited the Red Lake, Mille Lacs and other reservations.

Several hundred of the tribal songs have been recorded on the phonograph and sent to the Smithsonian Institute for preservation and reference.

Miss Densmore has taken these records, transcribed them in piano score and analyzed scientifically. She has also made a study of Filipino music, and thinks the Chippewa music is of a high grade and most excellent, occupying a higher plane than the few tones embraced in the music originating in our island possessions.

One of the features of the school of the northern Chippewas, Gemi-Urince, is preserved in a phonograph record at Washington.

Of special interest to Miss Densmore will be the Indian celebration at the Leech Lake Agency. One of the features, furnishing her with rich material for study, will be the war and squaw dances of the Chippewas. One volume of Miss Densmore's researches is now in press, and will soon be ready for distribution. The second volume will appear in the near future.

FOR THE "MAN IN CHARGE."

I say to the man in charge, whether you're over two or a hundred and two, get together once a week and talk things over. It will simply amaze you the points that you and the rest will get by coming together. Away from the counter, men; loosen up! And this mutual loosening up is the very thing the business needs. Clerks keep things under their hats; there is no doubt about that. Can you blame them when they don't get a chance to shoot off? It isn't that they're sore; it isn't that they have—"It's ideas," and you cannot afford to run your business without them.

You, yourself, have your plans, your ideas, your selling system, your scheme of organization, and you ought to know that the most effective way to put these into operation is to have a heart-to-heart talk.

NO STANDING STILL.

There is no such thing as standing still. We are either going up the ladder or going down. In which class are you? The man who has not the courage to ask himself this question and to seek a correct answer is on dangerous ground. It is not necessary to be a genius to be. Patience, diligence, perseverance, regularity and economy of time will always win. These are qualities which all can possess, and the acquiring of them is a small price to pay for success.—Gage E. Turbell.

JOINING THE COMMERCIAL FAMILY.

A trade paper, at a recent convention of the industry, it was exploited, started serious competition and friendship, hitch them side by side to the charter of Commercial Progress and drive them in a spirited manner on the Road to Success." The manufacturer, the jobber and the dealer are all one large commercial family, and among them should always exist the best of feeling and a genuine interest in the welfare of all. The possibilities of a united effort either for good or evil of an organization are wonderful and far reaching.

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

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES
The popularity of the Victrola means a greater business for you

Victor dealers everywhere are realizing as never before the splendid opportunities the Victrola offers them. The Victrola is the greatest and most popular of all musical instruments. Music-lovers the country over have greeted it with unbounded enthusiasm and approval—and its popularity is increasing every day.

It is one of the greatest successes we have ever had. There is absolutely no other instrument like it—not anything else to compare with it in any way.

And Victrola buyers are good customers for Victor Red Seal Records, too.

If you haven't added the Victrola to your Victor line, by all means write to your distributor for one to-day.

VICTOR DISTRIBUTORS:

Elmina, N. Y. ....... Elmina Arms Co.
El Paso, Tex. ......... W. G. Wald Co.
Galveston, Tex. ......... Theo. Guggen & Bros.
Hoboken, N. J. ......... Bayonne Music Co., Ltd.
Indianapolis, Ind. ......... Musical Echo Co.
Jacksonville, Fla. .......... Carter & Logan Brothers.
Kansas City, Mo. ........ J. W. Jenkins Sons Music Co.
Knoxville, Tenn. ........ Knoxville Typewriter & Phonograph Co.
Lincoln, Neb. ............. Ross P. Currier Co.
Los Angeles, Calif. ......... Sherman, Clay & Co.
Louisville, Ky. ......... Montenegro-Rich Music Co.
Memphis, Tenn. ........... E. E. Forbes Piano Co.
Newark, N. J. ......... O. K. Houck Piano Co.
Milwaukee, Wis. ........... Lawrence McGreal.
Minn, Minn. ........... Clarence H. Luckler.
Mobile, Ala. .......... Wm. H. Reynolds.
Montreal, Canada ........ Berliner Gramophone Co., Ltd.
Nashville, Tenn. ......... O. K. Houck Piano Co.
Newark, N. J. ........... Eilers Talking Machine Co.
New Haven, Conn. ........... Harry Reis.
New Orleans, La. ........... Harry Arms, Fire Alarm Co.

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


Berliner Gramophone Co., Montreal, Canadian Distributors.

To best get results, only Victrola Needles on Victrola Records
Don't be an ostrich. Keep your head out of the sand and make comparisons for the good of your Accounts Receivable, as per pages 32 and 33 of this issue.


MILWAUKEE'S NEWS BUDGET.

Trade Shows Improvement and Dealers Are Optimistic Regarding Fall Prospects—Victor Machines for Public Schools—Mrs. L. E. Clark, Supervisor of Music, Enthused Over the Use of Talking Machines as an Aid to Teaching—Chas. H. Scheff & Sons Co. with Capital of $5,000 Succeed Eichholz & Scheff—What the Leading Dealers Report.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 8, 1910.

Milwaukee talking machine dealers are decid-

edly optimistic regarding the coming fall and win-
ter trade and predictions are being made that business will reach a new mark. Wisconsin crops are turning out to be much better than was antici-
pated earlier in the season and this is expected to help business in all lines. The widespread drought was broken by many rains during the past two or three weeks and hopes are entertained that the corn crop, which is all important in Wisconsin, will be almost normal.

The local retail trade is showing more life now that the hot weather is past and people are re-
turning to the city. Dealers say that it is re-
markable how the demand for the higher priced machines is maintained in Milwaukee. The Sep-
tember records in all lines are selling well. Whole-
salers say that dealers about the state are show-

ing considerable interest in the coming fall and win-
ter trade by placing some very satisfactory or-
ders in machines and records.

Collections are reported as somewhat quiet in both retail and jobbing lines, but this is a condi-
tion which is expected to be remedied with the general revival which is taking place in all lines of trade.

Lawrence McGregor, well-known talking machine jobber, accompanied by his wife and family and Miss Gannon, owner of the McGregor store, has returned from an automobile trip about Wiscon-
sin. Mr. McGregor is well pleased with the pros-
pects of a lively fall business.

William Hope, Wisconsin and Upper Michigan traveling representative of the National Phonog-
raph Co. accompanied by his wife, was a recent Milwaukee visitor. Mr. Hope is now making his headquartes at Marinette instead of at Milwaukee.

A big increase in business is reported by Alfred Hill, manager of the talking machine and musical merchandise departments of the Joseph Flanner music house. The Flanner store is located on the east side of the river, generally regarded as a poor sales district in the talking machine line, but Mr. Hill is overcoming the disadvantages of location and is setting a new mark for his house.

During a recent competitive test, with twenty-
two teachers as judges, the Victor talking machine was selected for use in the Twenty-second district school of Milwaukee. The contest was an exhaust-

ive one.

L. C. Parker, manager of the talking machine department of Gimbel Bros., one of the Milwaukee representatives of the Victor, is meeting with ex-

cellent success in placing the Victor in the public schools of the city, the Twenty-second district school being only one of the many which have been so equipped. The machines will be used in teaching music, for aid in chorus work and for concerts and other entertainments, which have be-

come a part of the present day school life. Mr. Parker has been successful in placing the Victor in a majority of the seventy-five public schools of the city.

No appropriation has been made for talking ma-

chines by the central school commissioners, but the money is raised by the teachers and pupils, who have come to see the advantage of having a talking machine in the building. Various ways were taken in raising the funds, for raising the necessary funds for the machine and records. In some cases popular subscriptions were taken up, while in the majority of cases the money was ob-
tained by giving entertainments for which an ad-
mission fee ranging from five to twenty-five cents was charged.

Mrs. Frances E. Clark, supervisor of music in the Milwaukee public schools and a prominent-

member of the music teachers' national organiza-
tion, is enthusiastic over the results being obtained with the talking machine as an aid in music teach-

ing. She says:

"The results obtained by using the Victor have convinced me that it is the most successful method to follow in teaching and developing musical appreci-
tion, tone and voice culture, and in chorus sing-
ing. It gives an exact interpretation of all sele-
ctions as rendered by grand opera stars."

"Business is picking up in excellent shape," said L. C. Parker, manager of the talking machine de-
partment of Gimbel Bros. "Although the summer months were difficult we are now getting along so fine that we feel the business we can have. It has been necessary for us to increase our working force and we will double the size of our stock during the next month." Plans are being made to have the Milwaukee county board to commence legal proceedings against Joseph M. Carney, court reporter in Judge W. J. Turner's branch of the circuit court, to com-
pel him to return to the county a phonograph and cylinder scraper, which he is using. This action will be taken as a result of a movement recently started to compel the court reporters to furnish their own material, the phonograph and scraper being among the apparatus necessary to carry on the work in that office.

The Charles H. Scheff & Sons Co., recently organized and incorporated, will carry on the talk-

ing machine business formerly conducted by Eich-
holz & Scheff, at 889 Third street. The building is being remodeled and redecorated throughout and will be enlarged so that a larger stock may be carried. The company is capitalized at $5,000, with Charles H. Scheff, of the Ross, Scheff & Wein-
man Piano Co., and his two sons, O. C. and Ernest, as incorporators. The business will be in charge of the two younger members of the con-

cern, both of whom have had considerable ex-

perience in this line.

Milwaukee and the larger cities of Wisconsin will prove a good field for the business phono-
graph during the next few months, according to the statements of W. W. Quantrell, of the Edison Business Phonograph Co. of New Jersey, and J. H. Becker, Jr., of the Hoeffer Manufacturing Co. of Milwaukee. These men recently started a cam-
paign in behalf of this machine and report excel-

lent results.

A practical demonstration was given before each person that was called upon and as a result, a number of trials and prospects have been secured. "Prospects for the business phonograph are 200 per cent better at the present time than ever be-
fore," said Mr. Becker. "Taking the machine in his office for a direct demonstration is the most satisfactory manner of interesting the busy busi-
ness man." Large crowds are being attracted to the store of the Hoeffer Manufacturing Co. every Sat-

day evening to hear the concerts given on the Vic-
tor Auxetophone. The comic mirrors, which have been placed in the display windows of the store, are also attracting attention, with good results.

The September list of Victor records is an ex-

ceptionally popular one, according to the state-
ments of the local dealers. Number 31794 is the greatest favorite, but the entire list is selling well.

Roy J. Keel, of the Talking Machine Co. of Chi-

cago, called upon the Milwaukee trade recently.

The force at A. G. Kunde's Columbia store, 516 Grand avenue, will take over the business as the con-

tract of the recent arrival of Miss Dorothy Kunde at the Kunde home, who will, no doubt, be taking full charge of the business before many years have passed.

The new B Z disc model Columbia will soon appear on the local market and Mr. Kunde is pre-
paring for a good trade on the new design. Many inquiries have been received, but he expects the first shipment to be sufficient for immediate needs. "The store with the revolving records in the window," is the name that is being applied to the Columbia store as a result of the A. G. Kunde's novel window display. Two indestruct-
ible records are attached with wires to an upright box, shaped like a 7. This is kept revolving con-

tinually and as the records are whirled about they strike against two bricks. The bricks are rapidly worn away, while the records show few signs of their hard usage.

Mr. Gibbs, of the Rudolf Wurlitzer Co., Chi-
cago, visited in Milwaukee recently.

The plant of the New Idea Cabinet Co., recently opened in the McGregor building, is now in full operation. The New Idea disc record cabinet, in-
vented by William Schmidt, traveling representa-

tive for Lawrence McGregor, the well-known talk-
ing machine jobber of Milwaukee, is finding a ready market, and a steadily increasing flow of orders is being received.

An Irish woman was in the store buying some sheet music for her daughter, and after she had bought what she wanted she started to leave the store, a subscription agent of The Philadelphia Record met her coming out of the store as she was about to enter it, and he said: "I beg your pardon, madam, but do you take the Philadelphia Record. The woman replied: 'What the devil would I do with that record when I don't have a phonograph to play it on.'"
Of Interest to the Talking Machine Trade
Throughout the World, Particularly Those Handling Espinosa Cases.
Also, the Suit Brought Against J. Espinosa Who Represented the Columbia Phonograph Co.
Lawsuits Resulting from RCA's Demand for Credit for Sweeping Victory Secured and Which Reverses Ruling of Appellate Court Which Set Aside Sentence of 60 Days Imprisonment.

As the American manufacturers of record reproductions, and the organizations to which they are subjected, witness from year to year the growth and activity of the talking machine trade, it becomes increasingly evident that as this trade grows, so do the complications arising out of the interpretation and enforcement of the laws relating to that industry. The record trade is a matter of daily occupation to the courts of the various States in the Union, and, in cases of local or even national importance, to the Federal courts.

The growing interest of the record trade in the discussions of the courts with regard to copyright and the protection thereof, is evidenced by the frequency of decisions that are of importance to those engaged in the trade. Such is the case of the recent decision in the Espinosa case, in which the appellant, J. Espinosa, was fined $750 and sentenced to 60 days' imprisonment, unless the fine was promptly paid or an appeal taken. There is no appeal from the decision of the Court of Cassation, and thus the criminal proceedings are brought to an end.

The opinion of the court is very sweeping, reversing the Trial and Appellate Courts, which had fined Espinosa $750 and sentenced him to 60 days' imprisonment, unless the fine was promptly paid or an appeal taken. There is no appeal from the decision of the Court of Cassation, and thus the criminal proceedings are brought to an end.

Statement of Facts.

The I. C. S. system of language instruction by means of the phonograph makes it possible to teach languages, and embodies a method that has won the warmest praise of educators. The Spanish, French, and German Language Outfit of the I. C. S. is a marvel. It represents a combination of the best teaching methods and embodies a language outfit that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially endorsed the I. C. S. method of teaching languages.

Won't You Have A Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes it possible to teach languages, and embodies a method that has won the warmest praise of educators. The Spanish, French, and German Language Outfit of the I. C. S. is a marvel. It represents a combination of the best teaching methods and embodies a language outfit that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially endorsed the I. C. S. method of teaching languages.
Your customers want

the instrument that renders the best of every character of entertainment from Grand Opera to Vaudeville, as it is rendered on the stage—the instrument that plays both Edison Standard and Amberol Records—the instrument that has the permanent reproducing point that does not scratch or wear out the record and never needs changing—the instrument on which they can make their own records at home—the instrument that Thomas A. Edison invented and improved and brought to its present perfection as the greatest entertainer of any age—the Edison Phonograph.

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

is the complete sound-reproducing instrument. An instrument that only reproduces sound and on which records can not be made at home is only half an Edison.

The Edison offers your customers all that any other sound-reproducing instrument can offer, besides its own great features—Amberol Records, sapphire reproducing point and home recording.

It offers you all these big selling features that you have to fight against when you handle other lines—with the Edison all the arguments are on your side. Write your Edison jobber today.

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

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

New York, September 15, 1910.

There are a good many buyers in New York—buyers who to-day practically fill every hotel in New York, and, by their presence, a new impetus is given to the business and there is no reason why they should interest the people.

There are in this broad land millions of homes which it is possible to equip with talking machines, and, therefore, tremendous educational work should be carried on to interest people and acquaint them with the marvelous powers of the modern talking machine.

These wonderful creations have been admitted powerful educators, in that they have carried a knowledge of classical music into the homes of people where such music would have been unprocurable save through the mediumship of the talking machine.

But the talking machine requires intelligent treatment just as the same as any other special product.

In other words, there must be constant activity on the part of those interested to interest the people.

The small talking machine man must wake up and inject a little ginger into his business methods, or he will lose the game.

The talking machine man in the small town should not permit his local clients to get away from him and gravitate to the big cities, where they are won over by the glamour of some of the great talking machine emporiums, but the small merchant will surely lose a lot of trade which should naturally come to him if he does not become keenly alive to the demands of the local situation.

The home merchant is entitled to special consideration, and there is no reason why residents in the small towns should not patronize the home dealers for everything, and they will, but the small dealer must be just as active as the larger merchant.

The big houses have made fortunes by their up-to-date policy, and the small dealers can largely increase their income by studying the methods adopted by some of the big men of the country.

Men all the time are appreciating more and more the value of publicity.

In truth, the growth of publicity in all forms indicates a high standard of social being and brings about ethical and moral progress as well as material advancement.

To desire better clothes, better houses, better food, is to improve our ethical condition and our moral standing as a nation.

To want the luxuries of yesterday—the necessities of to-day—is simply raising the standard of our moral and ethical being, so that intelligent publicity is a good investment not materially alone, but morally and ethically.

But the average business man, however, does not always view it in this way. He makes an investment, and publicity is an investment, with the object in view of securing direct returns.

In most cases he has direct returns. If it were not so the enormous avenues of publicity would have been clogged up with the fleas and jetsams of the business world long ago.

There are many ways in which the small merchant can secure a much-needed local publicity.

If he does no more than get out a few invitations to people asking them to come and see the up-to-date talking machine on such a date he will be doing something, and the probability is, if he will try out this entertainment from two or three times, he will be surprised at the results won.

There are so many people who do not understand the modern talking machine—people who have not the remotest idea of its wonderful powers, who might be interested sufficiently to drop into the local warerooms just to satisfy their curiosity.

If the men and women in the great cities are interested sufficiently to oftentimes crowd the exhibition rooms when special entertainments are given, then certainly there should be enough people in the small towns who would respond to the invitation sent them by the local dealers in a sufficient number to make the proposition interesting at least.

ONE of the very excellent reasons why the financial showing made by certain stores compares poorly with that of their competitors is the lack of intelligence and training exhibited by sales people in those stores.

Inasmuch as the salesmen or saleswomen are a direct link between the firm and the public it is understood that the concerns in question devote little attention to the instruction and development of this important branch of the store's personnel.

We have seen salesmen in some stores exhibiting talking machines and records in the most unattractive and indifferent manner.

They were not doing justice to themselves or to their employers.

In fact, they were repelling trade rather than encouraging it.

Some of the great concerns have awakened sufficiently to their needs in this particular line and they give special instructions to their salesmen.

They hold more or less frequent meetings with the staff at which talks are given by members of the firm, heads of departments, etc.

They combine in the maintenance of a school of salesmanship.

Now, systematic training is a good thing and will help everyone in the business.

There is unquestionably a great future for merchants who recognize the important part which tactful salesmen play in their business.

Tactful salesmen mean an increase in sales—a growth of business—an augmentation in profits—all of which is most desirable in the talking machine business.
Trade on the Pacific Coast.

Business Has Shown a Marked Improvement During the Past Few Weeks, Particularly in San Francisco—Convention of Native Sons Will Bring Large Crowd to the City. Dealers Buying Conservatively—Pacific Phonograph Co. Developing Plans—Big Shipments Including a Very Large Number of American Phonographs Expected Within the Next Three Months. Arrangements for Wholesale Advertising of the Columbia Phonograph Co., Left a Couple of Weeks Ago for the North to Meet George W. Lytle, General Manager of the Company. The Company's Local Distributing Office is Now Being Opened, as There Has Been Quite a Rush in the Local Retail Business, which Was Very Quiet for a Time, But Is Now Going to Be Decidedly Active. The Company Are Keeping Up Its Efforts with the Victrola, and Is Highly Gratified with the Manner in Which the Season Is Opening, as There Has Been Quite a Rush in Both Wholesale and Retail Departments Most of the Month. Sherman, Clay & Co.'s Retail Department Is Keeping Up Its Efforts with the Victrola, and Is Expected to Sell More of These Machines This Fall Than Ever Before.

Walter S. Gray, Pacific Coast Manager for the Columbia Phonograph Co., Left a Couple of Weeks Ago for the North to Meet George W. Lytle, General Manager of the Company. In Company with Mr. Lytle He Is Now Making a Tour of Inspection Through Oregon and Washington, but Is Expected at the San Francisco Office Early Next Month. They Will Probably Continue the Trip Through Southern California. The Company's Local Distributing Office Is Well Supplied With Goods at the Moment, and Is Not Likely to Remain So Very Long, as Heavy Orders Are Coming In From the Retail Agents All Over the State.

Mr. Steidham, Who Has Had Charge of the Company's Business at Los Angeles for Some Time, Made a Visit to the San Francisco Office Last Month. He Is Enthusiastic Over the Progress Which Columbia Phonographs Is Making In the Southern Part of the State. The Company Looks Forward to an Increase in Demand for Its Goods in Southern California Than Ever Before.

The Pacific Phonograph Co. Have Been Extremely Busy Lately, and Are Preparing to Handle an Enormous Volume of Business, But From the Way the Season Is Opening, Stocks Are Likely to Be Badly Depleted Before the End of the Year. The Pacific Phonograph Co. Have Been Extremely Busy Receiving and Arranging Their New Stock, Including a Very Large Number of American Phonographs. The Company Are Having Great Success With This Machine, Which Mr. Pommer Says Is Now Being Placed in Many Parts of the Coast Where High-Priced Machines Have Never Before Been Sold. It Is Evident That It Will Be Difficult to Keep These Machines in Stock, as Most of Those Recently Received Were Required to Fill Orders. The Company Have Already Taken A Decidedly Active Line in Wholesale Business, and Are Preparing to Handle an Enormous Volume of Business, But From the Way the Season Is Opening, Stocks Are Likely to Be Badly Depleted Before the End of the Year.

The Columbia Talking Machine Department of Kohler & Chase Is Now Covering the Local Retail Business in Good Style, and Has Had a Good Run for the Past Month. This Company's Branch at Sacramento Has Been Discontinued. A New Member of the Selling Force at the Local Store Is T. W. Hindley, Who Was Formerly with the Columbia Phonograph Co. in New York.

Influence of the World.

Remarkable What Value Lies in Advertising in a Good Trade Paper

That The World Wields a Tremendous Influence in All Countries Is Well Known to Advertisers and We Have on File Many Letters Which We Have Received From Clients in Different Parts of the Country Telling Us of the Splendid Returns Which They Have Received Through the Exploitation of Their Specialties in the Columns of This Publication. The Subjoined Shows the Way a Temporary Advertiser Has Been Benefited by This Publication:


Edward Lyman Bill, Esq.,
New York City.

Dear Sir:

Regarding Our Ad. in The March Issue of the Talking Machine World, We Take Pleasure to State That the One Ad. Has Brought Us Orders From All Parts of the Country. Even From New Zealand, From Dunedin We Had an Order This Morning. It Is Remarkable What Value Lies in Advertising in a Good Trade Paper.

We Are Going to Have Another Ad. On a Still Bigger Scale in the October Issue, and Trust To Receive the Same Fair Treatment As Previous.

Wishing You Success for Your Paper, We Beg to Remain,

Yours respectfully,

(Signed)

The Int. Record Program Co.,
Maurice Lange.

Advertising Aphiromis.

Any one can write an advertisement—but will the other fellow read it? That's the test. Your business story is of interest to no one but yourself until you make it so—by interesting copy, by salesmanship, but by service, will the advertising agent finally win.

Don't chuck your advertising into a hopper. There's a better way. Good taste does not make advertising cost more—it makes it worth more.

Advertising—of the right sort—should reduce not increase—your selling costs—Printer's Ink.

When in need of Talking Machine Needles go to FR. RENGRUBER Schwabach, Bavaria who manufactures every kind, without exception, at prices that will surprise you, and of the Best Quality only.
A Chance For Every Phonograph Dealer to Grow BIG

If you are looking for the RIGHT phonograph proposition, with the RIGHT co-operation, investigate at once the

U-S Combination Phonograph

During the past four months we have proved that a particularly opportune time has arrived for the introduction of a practical and genuinely musical phonograph. Our proof comes in the shape of letters from representative dealers in all parts of the country, who, after their experience with the ordinary phonographs now on the market, are not only interested, but really enthusiastic over the U-S Combination Phonograph and U-S Everlasting Records.

This enthusiasm results not only from the mechanical excellence of the line, but from the big sales and increased profits in plain sight of every dealer who handles the U-S.

These dealers—and they are, many of them, big dealers already—are interested in the mechanical points of superiority which the U-S maintains over any other line.

They speak with enthusiasm about the AUTOMATIC CHANGE REPRODUCER CARRIAGE by which a change is instantly and automatically made from a two-minute to a four-minute record, or vice versa, by a twist of a shift key.

They endorse without qualification our claims for the enlarged and sensitive diaphragm, which gives the greatest possible musical detail, and the Mandrel Pulley Balance-Wheel, which keeps the reproduction always true to pitch.

They are enthusiastic, and rightly so. They are recognizing the possibilities for profit in this new line, and from this fact alone it would be obvious that the innovations we have introduced into the phonographic field are BIG IMPROVEMENTS—the very ones you and your customers have been waiting for.

IMPORTANT ANNOUNCEMENT ON THE NEXT PAGE
The New Flexible Tone-Arm Which Makes the U-S Still Better

Again the U-S scores—with an improvement which surpasses anything yet accomplished since the invention of the U-S Automatic Reproducer Carriage.

All U-S machines, from the lowest priced to the magnificent Peerless, are regularly equipped with the U-S Flexible Tone-Arm. By means of this device the reproducer carriage is given a free range of travel, and the bell of the horn may be turned to any desired angle while the machine is in operation. Not only this, but the Flexible Tone-Arm secures a Greater Amplifying Radius for the sound waves, and brings out the detail in a way that is truly remarkable. The U-S is the only phonograph which can be equipped with this device.

U-S Phonograph Company
Cleveland, Ohio, U. S. A.

Taking this in connection with other U-S improvements, is there any doubt left in your mind that this is the proposition for you? Make the most of it by getting in touch with us at once. Understand that we are back of you at all times with the fairest and heartiest kind of co-operation—and with goods the like of which were never offered you before. Our plans are fully matured, and based on long experience. We are growing fast—this is a magnificent opportunity for the best dealers everywhere to grow with us. The U-S offers bigger profits than any other phonograph line.

Fill out the coupon and mail to-day.
One Policy of the Columbia Phonograph Company to take as much interest in filling orders as in getting them. We notice that the retail dealer is somewhat interested in that end of the business, too.

Cleveland's Budget of News.

Following Close of Vacation Season Dealers Are Now Perfecting Plans for a Large Fall Trade—Activity with the U. S. Phonograph Co.—Their New Machines, of Which a Catalog Is Now in Printer's Hands, Continue to Grow in Favor—A. W. Robertson's Canadian Trade—De Luxe Grafonolas Used by the D. & C. Navigation Co.—Good Victrola Sales at Buescher & Sons—Anderson succeeds Kellogg at McMillins—Other Comments.

(Special to The Talking Machine World.)

Cleveland, O., September 8, 1910

The vacation season and the weather were responsible for a somewhat inactive talking machine trade during August, but in the aggregate a large volume of business was done. Dealers are now turning their attention to the fall trade, and a decided improvement is already manifest, as indicated in their optimistic talk. Distributors report orders are becoming more numerous from the outlying villages and cities, and September has opened up in the most satisfying manner. Reports locally and from outside territory are all of a general tenor regarding a favorable fall trade, and preparations are being made generally to meet it.

Mention was made of the Hays Stop in last month's World. It is an ingenious invention, intended to automatically stop any disc machine. It is being sold by the Cleveland dealers and is highly commended. The manufacturers announce in this issue they are ready to supply the trade.

Mr. Friedlander, of the Bailey Co., is nursing a talking machine invention which he says will be a winner when placed on the market.

O. E. Kellogg, for the past year manager of the piano and talking machine department of McMillin's music store, has resigned and accepted a position in the adjoining and talking machine department of the Meiklejohn Co., of Pawtucket, R. I. He has left many friends in musical circles in Cleveland.

Rev. A. F. Houser, known as the "fighting parson," of Erie, Pa., has accepted a call to Cleveland. Among other things Erie at first considered startling, Mr. Houser started a motion picture show of his own for the children of his church. He expects to start one here.

H. E. McMillin has returned from his vacation at his summer home up in Michigan, much improved in health.

E. E. Houshey, for the past three years in the piano department at McMillin's, has accepted a position with the Wilkinson-Bedmond Co., at Columbus, O.

Activity prevails at the headquarters of the U. S. Phonograph Co., and everybody connected with the concern is optimistic and grows more enthusiastic as time goes on. "We believe that our machines as they stood four months ago were the best on the market," said an officer of the company. "Equipped with the automatic shifting reproducer carriage and the mandrel pulley balance wheel, we got results from them which were astonishing. It seemed that we had reached the goal of perfection in phonograph construction. But now we have added yet another improvement in the U. S. flexible tone arm, which insures a sound-proof flexible connection from the reproducer to the horn, yet allows the horn bell to be moved at will without interfering in any way with the music. Moreover, we get a greater amplifying radius than is possible with any other connection, and the quality of tone is still further improved.

We are going to strive in the future regarding price to offer all styles of U. S. machines, and are confident that it will prove an important feature in our campaign."

A new catalog of U. S. machines is under way, and the company promises that it will be one of the finest phonograph catalogs ever issued. In its forty pages it will show the complete line of U. S. machines requested in preferred colors, and will present in forceful detailed form the various points of superiority the company claims for its products.

A. W. Robertson, of the G. J. Probeck Co., enjoyed his vacation amid scenes of his earlier days. He has returned browned and invigorated, and says he enjoyed every hour and breath of air while away. "On my little trip into Canada," he said, "there was no getting away from Columbia grafonolas and records. In all the little country towns, and in the large ones, the graphophone was in evidence. In the smaller towns they are very much appreciated and help to fill in many an hour that otherwise would be dull and unprofitable owing to the lack of means and methods for entertainment. I was pleased, and with the other passengers delightfully entertained, on the steamer coming down the lakes, with the music furnished. The D & C Navigation Co. are using the De Luxe Grafonolas on board their fine passenger vessels for the entertainment of their patrons. Our August business shows a substantial increase over that of the same month of last year. Record sales are very satisfactory, both of the disc and cylinder product. Grafonolas are moving well, especially the new 'Mignon' type selling at $150."

Business was reported to have been rather quiet at McMillin's during August, but from the favorable increase in trade in the past few days a very optimistic feeling regarding the future was expressed.

The Eclipse Musical Co. report conditions very satisfactory. "Business is picking up," said Mr. Towell, "and we are laying in a large stock for the fall trade. Sales of machines and records are good and daily increasing, and I judge from all indications that we are going to have an extraordinarily large fall trade. At any rate, I am making arrangements to meet any demand in the wholesale line, and shall be disappointed if the talking machine business is not exceptionally good from now on.

The past month has been a fairly busy one with W. H. Buescher & Sons. They report sales of a number of Victrolas, including the Victrola XVI and Viertola XX, whose perfection of finish and mellowness of tone at once captivated the would-be purchaser. They state the call is for the higher priced machines, and that they have a selling, large, steady trade in Red Seal and the other higher grade records. Mr. Buescher expressed himself well satisfied with present conditions in the trade, and that the steeply improvement since the first of September foretells a prosperous fall season.

Business was said to be fair all around at the Bailey Co.'s. Mr. Friedlander, manager of the talking machine department, talks very optimistically regarding machine business. It is said that the Victrolas were selling well and that the demand for Red Seal records was exceptionally good. He thinks the future has great things in store for talking machine dealers.

Brown Bros. have an attractive and well-arranged talking machine department, in their large furniture establishment, and give more than usual attention to it. The stated business was fair for Columbia graphophones and double disc records, both native and foreign.

H. L. Tinker, manager of the talking machine department of the May Co., is a very busy man these days in preparation for the removal to new and enlarged quarters now being fitted up. Mr. Tinker said: "Our trade for the month of August averaged about normal. Business is now perceptibly improving. The demand for Victrolas and Victor Vs is very good, as it is also for the Edison machines. There is an excellent and increasing demand for Zeonophones and records, which we have just added to our stock, and are well pleased with results so far. We are having a fine record trade, and the Edison Foster horns are selling readily to all discriminating purchasers."

Anthony Samson, a jeweler at 6309 St. Clair avenue, states he is doing a most satisfactory business in Columbia machines and records.

Charles I. Davis, centrally located on Euclid avenue, is securing a large and increasing business in sheet music and novelties, and is well pleased with Co success of his talking machine department. He handles the Victor and Edison goods, and states that sales of both machines and records are good. T. J. Anderson has accepted the position at McMillin's music store vacated by Mr. Kellogg. Mr. Anderson has been with a local piano company for the past three years, and prior to that was for several years with A. C. Stiner at Johnstown, Pa. He has made many friends in Cleveland who will be glad to greet him in his new position.

The talking machine business at Colliester & Sable, during August, was said to have been very slow, but that it was now improving, and that sales of both machines and records in both the retail and wholesale departments are more satisfactory. Manager Dorn anticipates a large fall trade.

"We are doing very well in our talking machine department," said Mr. Goodman, of the Goodman Piano Co., "and are garnering a great piano trade." It was stated trade hadn't been so lively, but that it had considerably improved since the 1st, and the prospects very encouraging.

John Belling states that trade is fair and that the Columbia machines and records are growing in favor with West Siders. Robbins & Co., Fleshman & Smith, Gottsdiner & Wicht, Adirond-Harvey Co. and Collette Bros. all report trade fair with good prospects.
The Needle of To-day—The Needle of the Future

An all-British Needle of the finest tone-reproducing quality, discovered after exhaustive laboratory tests in combining the correct extreme in hardness and flexibility. The whole product is British Sheffield Steel throughout.

LOCKWOOD'S
Largest English Talking Machine and Record Factors
43 City Road, LONDON, ENGLAND
SOLE SHIPPERS
CULLUM & BEST
91 Finsbury Pavement
London, E.C.

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An all-British Needle of the finest tone-reproducing quality, discovered after exhaustive laboratory tests in combining the correct extreme in hardness and flexibility. The whole product is British Sheffield Steel throughout.

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CULLUM & BEST
91 Finsbury Pavement
London, E.C.
The talking machine world.

FROM OUR LONDON HEADQUARTERS—(Continued)

Messrs. John Harrison and Robert Radford; "Gems from The Belle of Brittany" (Howard Talbot), The Light Opera Company; "No News; or, What Killed the Dog?" (Talking), N. M. Wells; "Merry Widow" Waltz (Lehar), (Ocarina), Sig. Mosé Tapiero; and "Air From Concerto" (Goldmark), (Violin), Francis Macmillen and The New Symphony Orchestra.

New Radiaphone Catalog.

An effectively printed catalog, containing nice illustrations of the various Radiaphone models, reaches me from the British Pallas Manufacturing Co., Ltd., of 38 Goldhawk road, Shepherd's Bush, W. Against each instrument illustrated every particular as to dimensions, style of cabinet, motor and wire is tabulated, thus ensuring a convenient and quick means of reference. It will be sent to any reputable dealer for the asking. Another little interesting booklet entitled "Appreciations" contains, as the name implies, a selection of testimonials from all parts of the world. The Radiaphone sound box appears to have given universal satisfaction, not only to the regular user, but to many also who have hitherto regarded any kind of talking machine with great prejudice.

The Pope and the Phonograph.

His Holiness the Pope is evidently well pleased with the Idelia Phonograph presented to him on Mr. Edison's behalf, for he has commanded a further supply of records to be sent on. His Holiness also recognizes the advantages of the machine for correspondence uses.

Hough Co.'s New 10" Double-Disc.

Messrs. J. E. Hough, Ltd., will shortly have a new 10-inch double-disc ready. By reason of its beautiful surface it will be known as the Edison-Bell Velvet-Face record. The cut is said to be slightly finer than the standard thread, which enables 15 per cent. more music to be put on. From samples heard I would say that both the vocal and instrumental reproductions are excellent, and I certainly advise dealers to investigate the big business possibilities the V-F undoubtedly offers.

Grenadier Guards Band in Canada.

For the second time (previously in 1904) the famous band of the Grenadier Guards is visiting Canada. Their tour will last five weeks—up to Sept. 15, upon which day they expect to embark for London. In Montreal, Canadian National Exhibition, and other chief centers throughout the Dominion, a series of concerts have been given and their advent has naturally created quite a furor. Canadian dealers will be glad to learn that Messrs. Barnett Samuel & Sons, Ltd., have no less than ninety-nine double Odeon records listed of selections by the Grenadier Band, and it is a certainty that wherever they perform those records will reach unprecedented sales. There is an opportunity, then, that you will be wise not to miss.

A Most Ingenious Mechanism.

Perhaps the most ingenious mechanism ever put into a talking machine is the box air motor, a patent controlled by Messrs. Crazes & Stavridis, of this city. It is quite as silent as if not more so than the ordinary clockwork pattern, and there appears to be not the slightest risk of damage by fire or heat, since the whole of the case is lined with asbestos, thus ensuring perfect safety. Indeed, so excellently arranged are the works and the position of the spirit reservoir that the introduction of asbestos would almost seem to be but a concession to nervous people. One filling of spirit will keep this motor going continuously for 14 hours. Think of the possibilities and advantages of this time-saving invention for traders who are demonstrating records all the day. No longer will you need to keep customers waiting while you wind up the machine; all that is required to connect the turntable with a clutch on the revolving spindle being simply a touch on the connecting rod, and instantaneously you have the required speed for playing the record. Perhaps next month I shall be in a position to give particulars of this wonderful instrument, which, undoubtedly, signals an upward trend in the development of talking machines.

Royal Appreciation of the Gramophone.

To H. M. the KING OF ITALY
To H. H. the KHEDIVE OF EGYPT
To H. M. the QUEEN MOTHER
To T. M. the KING and QUEEN OF SPAIN

By Appointment

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

FRANCE . Cie. Franzaiene du Gramophone, 15 Rue Bleue, Paris
GERMANY . Deutsche Grammophon Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . Compagnia Italiana del Gramofono, Via S. Prospero 3, Milão
SCANDINAVIA . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen
EGYPT . Appellbergstrasse 52, Stockholm
RUSSIA . The Gramophone Co., Ltd., Krasnaja Ploschjad, Mittlere Handels-Reihe 312-322, Moscow
FAR EAST . Offices at Riga, Kharkoef, Rastof, Omsk, Tiflis
SPAIN . Cie. Franzaiene du Gramophone, 56 Balmas, Barcelona
INDIA . The Gramophone Co., Ltd., 139 Bellaghatta Road, Calcutta

His Master's Voice

Beka Co.'s Latest Impressions.

Following upon the issue of a splendid list of titles in August, the Beka Co.'s September impressions would appear to be even better, but let it be said right here that there is a noticeable advance...
in the all round quality of Bela records all the time. Here are some of the selections: "La Cinquantaine" and "Mosquito Parade," by the Bela London Orchestra; "Meeting of the Waters," Irish song, and "Believe Me If All Those Endearing Young Charms," by Philip Ritte, tenor; "Will o' the Wisp" and "The Yarn of the Fiddler's Ghost," Harry Chesterton, baritone; "Beauty's Eyes" and "The Bellringer," Alan Turner; "My Moon" and "Bobby, Dear," Miss Violet Essex; "Archibald! Certainly Not" (Geo. Robey), and "Oh, Joe! I Want to Go to the Picture Show," by Harry Pike; and last but not least, two lovely violin solos, "Beneditius" and Mendelssohn's "Spring Song," by J. Jacobs.

Awards at Japan-British Exhibition.

At the Japan-British Exhibition, the examining committee have now completed their rounds and have made the following awards to talking machine exhibitors in the Palace of Music: Diploma for gold medal, the British Pallas Manufacturing Co., Ltd., 33 Goldhawk road, Shepherd's Bush. This company, by the way, had a separate pavilion in the grounds, where they displayed a series of their popular Radiaphones. Daily demonstrations were given, the audience at times extending far beyond the confines of the pavilion itself. Phonogrand, Ltd., of Oxford street, also secured a similar award. Ho! Les & Co., Cheapside, were awarded diploma for silver medal.

Will Embody in One Supplement.

From the commencement of October the National Phonograph Co. announce that they will embody their monthly lists of records all in one supplement, instead of separate lists for Standard, Amberol and Grand Opera, as heretofore. The first of the Amberol records by Mme. Sarah Bernhardt—"L'Aiglon—La Plaine de Wagram"—appears with the October supplement and the balance will be listed one each month so as to extend over the period covered by her coming American tour, which begins in Chicago Oct. 3. This is said to be the divine Sarah's farewell tour.

The advance list of Edison Records for October, just to hand, is as follows: "The Girl in the Train" (Fall), and "Invitation to the Waltz" (Weber), National Military Band; "Overture, the Deep," Frederick Gunster; "Saw Ye My Saviour?" (Brockett), Edison Mixed Quartette; and—Standard—"Eternal Mind the Potter Is" (Sphor), Edison Mixed Quartette. Edison Standard Records—"A Sergeant of the Line," March (Squire and Trottereau), and "Kismet"—Hindoo Intermezzo (Markey), National Military Band; "Do What You Like with Me" (Rule and McGee), George D'Albert; "Long Live the King" (Brower Andrews), Peter Dawson; "Chanson Trieste" (Tschalkowsky), (Cello Solo); John Schwiller; "She's a Brave Lass" (Mill and Scott), Jack Lorimer; "I Wish I Were a Tiny Bird" (Lohr), Miss Amy Evans; "A Little Bit Here and There" (Conner), Ben Albert; "A Girl Who Was Never Used to It" (Harrington and Powell), Miss Florrie Ford; "May I Be Allowed to Suggest?" (St. John and Warwick), Arthur Osmond; "Strenuous Life March" (J. C. Boehme), United States Marine Band; "The Bright Forever" (H. P. Main), Edison Mixed Quartette; "Camen Polka" (D Miller), (Xylophone Solo), Charles Daub; "I'll Awaite My Love" (F. Howard), Will Oakland; "The Mocking Bird" (Harp Solo), Rosy P. La Rocca; and "Oft in the Stilly Night," an eddermooker Quartette.

Some Unique Songs.

There is evidently going to be a boom in animal-effect songs, for we observe that the Columbia Co., who always appear to take time by the forelock, are issuing sundry records of this certainly unique type of song. Last month there was a jungle duet, "Underneath the Monkey Moon." This month there is a Columbia-Rena ten-inch double record of two such songs—"Moonlight in Jungleland" and "Zoo-Lon," sung by those inimitable comedians, Collins and Harlan.

Higher Mission of the Phonograph.

When we hear of the adoption of "record" language study in the curriculum of our universities and public schools, it almost seems that the highest mission of the phonograph has been achieved. Yet it is not so. In many other directions the phon-
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued.)

graph has proved a useful friend to humanity, as no doubt the experiences of some of my readers can testify. I have before me an instance of a somewhat pathetic nature, but which nevertheless is evidence of the power of the phonograph to even span the dark abyss between life and death. The recent destructive fire at the Kelvin Hotel, Belfast, claimed many victims, and among those who succumbed to their injuries were the Rev. W. J. McCaughan and his wife. 

For many years pastor of the Third Presbyterian Church at Chicago, they returned in the autumn of 1897 to take charge of one of the largest congregations in Belfast. At the time Mr. McCaughan conceived the happy idea of sending a last message to his Chicago adherents, and with this object visited Thomas E. Osborne’s salon, at Donegall square, Belfast, where he dictated a suitable message into an Edison phonograph. The pleasure and interest with which the records were received by his old congregation in Chicago needs little imagination to picture. Commenting upon the matter the Chicago "Welcome" says: "It was interesting to note with what eager anticipation the crowds went in to hear the voices of our dear former pastor and his wife, and to see the intense expressions of longing that came over these faces as they left the room. Both records were good, etc." After painstaking experiments, Mr. Osborne has succeeded in successfully duplicating these records, and the editorial announcement in some of the Belfast newspapers has induced many of the late pastor’s friends to see the intense interest shown in question to be played in court, and as Schwarz’ own voice was recognizable, he was mulcted in damages of twenty shillings.

From Hungary comes the report of an amusing case in which a Mr. Schwarz was sued for slander uttered by one of his gramophones. It appears that Schwarz’s afternoon sleep had been disturbed by the singing of girls in a dressmaker’s workshop situated just opposite. He protested to the manageress, but in vain. One morning the girls were horrified to hear the most violent abuse and the strangest oaths of which the Hungarian language is capable uttered at them from the mouth of a gramophone. Neighbors of course heard it, too, so there was a demand for "swearing" selections to amuse parties! The judge, however, ordered the record to be played in court, and as Schwarz’ voice was recognizable, he was mulcted in damages of twenty shillings.

Right in Line with "Hits.

The Columbia Co. are actively pursuing a policy which must commend itself to all who like to be up-to-date. We refer to their obvious determination to be one of the first in the field with as large a number of the "latest hits" as possible. Their record in this direction during the past ten or twelve months has been a particularly striking one.

The new supplement of Columbia Zonophone records is no exception to the rule, the company pointing to no less than six popular "hits" which figure on records for the first time this month. These selections include Ella Shubel’s songs "Come By the Drum" and "I Don’t Admire the Girl in White," sung by Molly Gray; "Chanteleur," the big song from the Empire’s "Revue," and Lashwood’s latest, "Mister Pat O’Hare," sung by Harry Fay; Hal Forde’s latest, "It’s My Night Out Tonight," and Winifred Ward’s "I Can’t Keep Away From the Girls," sung by Fred Mayne. It will be noticed that in this half-dozen songs the names of the original singers are quoted, a precaution taken to bear out the claim of the company that these are known "hits."

Tunes by Wireless.

A new system of telegraphy has been invented by Baron Von Lepel, which, according to the "Daily Mail," is capable of transmitting musical notes and wireless bugle calls, etc. Some very interesting experiments of a successful nature have just been conducted between Slough (near Windsor Castle) and Brussels and Paris. Two remarkable features of this new wireless system are that much less power is required to send messages over a long distance, and that the intense electric spark, so important but so noisy a feature of many other systems, is entirely absent. Many readers will be familiar with the dull buzz, buzz of the ordinary wireless telephonic signals, but Baron Lepel uses a clear musical note, which note can be changed at an instant’s notice by merely depressing a key on what looks like a small piano keyboard. The simple transmitter sends an almost continuous train of small waves to the receiver, thus keeping up electrical disturbance with a minimum of power. This musical code is quite a novelty in wireless, and just by pressing the correct notes on the keyboard the tune "God Save the King" was sent to Brussels.

A moment later came the reply: "Bien entendu;
THE TALKING MACHINE WORLD:
FROM OUR LONDON HEADQUARTERS—(Continued.)

vive l'entente cordiale!" The manner in which these musical notes is caused is very ingenious. The continuous train of waves is harnessed by means of a controlling effect produced when a key is depressed on the keyboard, the waves being alternately brought to great strength and diminished until quite feeble. Messages can be sent on eight notes, set to a true octave. The rate of transmission through the ether is said to be equal to 18,000 miles a second.

Trade with Argentina.

The report of Consul Mallet on the trade and commerce of Rosario in 1909 states that up to the present the United Kingdom has held first place in furnishing supplies to this district of Argentina, but a careful perusal of the tables shows that foreign competitors are gradually increasing the trade in some branches. For the information of British exporting firms who may desire to trade in this district (and the country certainly offers a splendid market) the consul states that the more important firms (there are several whose sales amount to several millions of dollars annually) have no time to attend to the large number of trade letters and circulars they receive from abroad. Therefore the description "Polyphon," applied to our new record, is now altered to "Klingsor," this being the protected trade mark in all the principal countries in the world. The high value and good quality of our Klingsor products will be extended to the records and we have no doubt that our colonial and foreign customers will appreciate the change of name.

The Trade of Odessa.

Consul Smith's report is much on the same lines. Referring to the trade of Odessa in 1909, he points out that the success of the Germans and Americans is not to be put down to the superior quality of their goods, but simply to their enterprise; the old way of doing business is played out, and they know it. They hunt up the buyer, try to meet him in all matters and strive to keep in touch with him, and they study his requirements, his prejudices and his idiosyncrasies. German commercial travelers are to be found everywhere and in all branches of trade, whereas anyone traveling here in the interests of British firms is quite a rara avis. It is this failure to keep in touch with the buyer that has been the cause of British firms losing the market.

An Important Klingsor Letter.

The Klingsor Works write us as follows under recent date: "Owing to the world wide value now attached to the name of Klingsor, we shall be glad if you will have noted in your next issue the fact that this name will now be associated with all our products. Therefore the description "Polyphon," applied to our new record, is now altered to "Klingsor," this being the protected trade mark in all the principal countries in the world. The high value and good quality of our Klingsor products will be extended to the records and we have no doubt that our colonial and foreign customers will appreciate the change of name.

With reference to the price of 2s., which you advertised in your last issue, we shall be glad if you will kindly advise readers that this was a printer's mistake; the correct price being the standard figure of 2s. 6d.

PROVINCIAL NOTES.

There is a strong current of optimism in the reports to hand this month from the centers of activity. Dealers and factors would seem to be finding things exceedingly satisfactory, time of year considered, and judging by the amount of machine and record sales during the month of August, their optimism is more than justified. General business is in an improving condition, employment is good and there appears little to disturb our expectations of a really booming season. Around Manchester and Liverpool trade shows distinct signs of revival, and factors are now placing big orders for the season. In this connection the new portable Zonophone machine, the "Cinch," has evoked an enormous demand in Lancashire from both dealers and wholesalers. Other Zono instruments and records, Twins, Beka, Columbia and Edison, are selling well, while the advent of the "Favorite" new issues is eagerly looked for. In Lancashire, as also in Yorkshire, the new Klingsor models are gaining in popularity. Richardson's, the big Manchester factors, announce their determination to devote practically their whole resources to the development of the talking machine trade this season, specializing on the same lines as last year. Yorkshire traders advise a general improvement in sales and look forward to a big season. Newton of Newcastle, has made extensive preparations for the handling of extra trade, and is making quite a specialty of this season of the renowned "Cinch" and other Zonophone lines. In Newcastle, too, both Edison, Bell and Columbia-Renas are going well, and Edison phonograph goods sell freely.

By the way, Yorkshire dealers have a good selling line in the new Edison Bell records made by Tom Foy, the "Yorkshire Lad," as he is pleased to call himself. New to the talking machine, Mr. Foy will no doubt appear as an old friend to many, for he has won his spurs as a humorist on the London music hall stage. His first records are certainly very good.

The university officials of Aberdeen have installed a complete outfit of the Edison language records with excellent results.

In Ireland the talking machine trade, according to advices received, is not so satisfactory as it should be. Possibly the result of certain exciting moonlight rambles more interesting to the Irish provincials than wasting time playing over records. Such would my informant have me believe! In Belfast, though, things are really much improved.

Mr. Osborne making an excellent report.

The British Pallas Manufacturing Co., Ltd.

THE RADIAPHONE

IS THE WORLD'S

Finest Talking Machine

GREAT MUSICIANS say it is

A MUSICAL INSTRUMENT

GREAT SINGERS say it reproduces their voices in a natural manner

OTHER TALKING MACHINES DON'T

GOLD MEDAL, Japan-British Exhibition, London, 1910

British Pallas Manufacturing Co., Ltd.
33 GOLD HAWK ROAD, LONDON, W.
Changes in Territorial Assignments.

The meetings were attended by the various officials and department heads, going over matters generally. The men started for their respective territories on the 10th.

At their daily sessions they were addressed by the officials on matters of moment and given instruction in regard to present and future policies and intentions of the company. Not all the time was spent in business discussions, however, for the travelers-and a jolly lot of hustlers they are-took advantage of the attractions of the nearby metropolis. Coney Island was a favorite point of interest, especially for the Western contingent, most of whom could be found there most any evening. On September 7 the entire staff visited the Polo Grounds en masse, and rooted successfully for the New York Giants. One and all they are enthusiastic at the prospect of good business in the Edison line this fall and winter.

THE NATIONAL CO. IN AUSTRALIA.

Rapidly Growing Business in That Part of the World Necessitates Enlarged Quarters—Their New Building in Sydney, N. S. W.

An idea of the great trade of the National Phonograph Co., of Australia, Ltd., may be gained from the accompanying photograph. This building, now nearly completed, will shortly be occupied by the company. It is situated at 364 to 368 Kent street, Sydney, N. S. W., in one of the busiest centers of Australia.

The steadily increasing business of the National Phonograph Co. in that part of the world has necessitated their acquiring additional buildings from time to time, and they now occupy four. But in order to handle their present enormous business to best advantage, the new building was erected. It measures sixty-eight by eighty feet, is six stories high, and will be devoted entirely to the handling of Edison phonographs, records and other Edison products.

The enormous record stock will be stored in bins supported by a series of galleries, every record being within easy reach of the average sized individual. The offices, needless to say, leave nothing to be desired so far as light, ventilation and convenience are concerned, nor has the comfort of the office staff been overlooked. To cap it all, the flat roof will be used for recreation purposes during the noon hour, and is provided with lunch tables.

W. W. Wyper, manager, who took charge some five years ago, is a man of very remarkable ability, and no little of the wonderful success of the National Phonograph Co of Australia, Ltd., is due to his tireless efforts, tact and good judgment.

THE TALKING MACHINE AND INDIAN RECORD COMPANY

HOMEJI STREET, CIRCLE, FORT, BOMBAY
TRADE NEWS FROM BOSTON.


(Special To The Talking Machine World.)


The improvement noted by talking machine men since the advent of September offers any possible thoughts other than a "bull market" for the fall season. Wholesale trade with the jobbers has made a marked jump, and there has been some gain in retail trade. Wholesale trade through the summer has held up very well, which is responsible for the small percentage of gain during the past week or two, in proportion to the wholesale increase.

Jobbers are laying in a stock of the higher priced machines, taking about all they can get of the popular styles, as they are confident that a widespread demand will deplete manufacturers' stocks and they will not be in the best position for the proper filling of orders.

Instalment Collections have not been any too bright; nor has there been a generous response to jobbers from the dealers during the past eight weeks, but collections in all branches are gaining substantially and there will not be in the best position for the collection department next time, Max!

C. F. Spooner, the piano dealer of New Bedford, has an excellent Edison display.

G. P. Connolly is the new New Bedford Victor headquarters of M. Steinert & Sons Co.

H. E. Romain of the National Phonograph Co., Orange, N. J., was in Boston recently, as was F. E. Madison, of the "agreement department." It is understood that Mr. Madison had to inspect our dealers for him.

Thomas A. Edison has taken an extensive space at the Mechanics' Exposition to be held here Oct. 3d to 29th, and will have a magnificent exhibit together with the jobbers of the city.

Smith Bros., of 1211 Washington street, report a good talking machine business. This is one of the big furniture houses. G. P. Connolly holds the reins of the Victor department of the C. F. Winger Co., New Bedford, the largest department store there.

Henry Winkleman, the Victor manager of the Oliver Ditson Co., has returned from a brief reative jaunt to Swam's Island, Maine.

COMMITTEES APPOINTED.

By President Whitall to Act for the ENSURING YEAR—Many Western Men Represented.

President Perry B. Whitall, of the National Association of Talking Jobbers announces the appointment of the following committees to act for the ensuing year.

Canadian Membership Committee—R. Shaw, Western Talking Machine Co., Winnipeg, Manitoba.

Membership Committee—Chairman, Mr. Michela, Nebraska Cycle Co., Omaha, Neb.


Registration Committee—Chairman, F. B. Bowers, Lyon & Healy, Chicago; L. McGrail, Milwaukee; W. B. Pierce, J. W. Jenkins Sons Co., Kansas City.

Grievance Committee—Chairman, H. H. Blish, Harger & Blash, Dubuque, Iowa; I. S. Cohen, Cohen & Hughes, Belfast, Maine; W. J. Oyer, Bound Brook, New Jersey.


THOS. A. EDISON COMPLIMENTED.

By Fellow Townsman of Milan, Ohio, During the Recent Home Coming Celebration.

The feature of the Milan (Ohio) Home Coming celebration on Aug. 17 and 18 was by popular consent the exhibit of the Norwalk Piano Co., Edison dealers of that city. In their exhibit they displayed every type of Edison phonograph, as well as a full line of accessories and Edison records. It was probably as fine and comprehensive a display of Edison goods as has ever been shown anywhere. The large tent in which the exhibit was shown was at all times the center of interest for the crowds which poured into Milan during the celebration.

Milan, as is well known, is the birthplace of Thomas A. Edison, and the exhibit of the Norwalk Piano Co. was conceived and arranged by the manager, A. A. Tröstler, as a source of pride to the Vermont citizen of the city, who it was expected would be present during the celebration. Though prevented by business matters at the factory from attending, Mr. Edison fully appreciated the neatness of the compliment paid him by his Milan representative.

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Will Be Sold Outright or Granted On a Company Basis.


For Full Information Address

L. P. Valiquet

135 North 14th Street

East Orange, New Jersey, U. S. A.
THE TALKING MACHINE WORLD.

NEW COLUMBIA DISC MACHINE.

New Type "BZ," a Perfect Columbia Machine in Every Detail—Has Columbia Tone-Arm and Plays Any Size Record—Some of the Chief Features.

A new disc Columbia graphophone, type "BZ," recently placed on the market by the Columbia Phonograph Co., General, to sell at $17.50 list, is described as follows in their literature:

"The "BZ" is an absolutely perfect Columbia's graphophone, complete in every detail. Its reproduction is as scientifically correct, and as carefully assembled, as those used on the highest priced instruments. It insures a loud, clear and remarkably brilliant and lifelike tone. The instrument is equipped with the famous Columbia tone-arm; its spring motor is silent and powerful and can be revolved while running. It plays the largest size disc records. The "BZ" has a beautiful malogany-finished cabinet, brilliantly varnished, measuring 35 inches high and 12 inches wide. The turntable has a nicked edge.

"The instrument is equipped with a red-shaded floral horn, of seven petals, gold trimmed, 20 inches long and 16 inches in diameter. This horn is swiveled at its connection with the tone-arm like all the highest grade Columbia graphophones, so that it can be swung around in any direction."

BERLINER PATENT AGAIN IN COURT.

Judge Lacombe Denies Application for Temporary Restraining Order on "Mechanical Feed" Machine.

In denying Aug. 15 the application of the Victor Talking Machine Co., Camden, N. J., to restrain a pronounced tendency to avoirdupois. No improvement, however, is as yet noticeable, but there is still hope.

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ELDRIDGE R. JOHNSON.

A Real Captain of Industry.

From a little shop 17 feet square to an establishment covering 15 acres of floor space; from an income of $10 a week—when there happened to be $10 in the firm—to the control of a company that does a business of $30,000,000 a year: that is something of a record for twelve years’ work. The man who made it is Eldridge Reeves Johnson, inventor and largely owner of the Victor talking machine.

Twelve or fifteen years ago the talking machine was a joke—a toy—but innocuous. To the greatest inventors of the world it drew a large part of its income from these same machines. This year Caruso will get royalties amounting to about $70,000 from the Victor Co. All languages and every country’s music is represented, and at the great works in Camden they can send out a machine a minute. The Victor’s growth is the story of an idea believed in persistently in the face of ridicule, of unceasing work that for years spelled failure; then success, financial, artistic, beyond even the dreamer’s wildest dreams.

Eldridge Johnson is a Delaware man. Like most Delaware men born forty-three years ago, he found the times hard. His father could do nothing for him in the way of a college education, and the young man, having a gift for mechanics, went to Camden, N. J., put on overalls and went to work at a bench. Fate took him to a phonograph shop. The invention was new then, and it was the joy of tourists at Coney Island and similar resorts to listen to the thing speaking out the “Star-Spangled Banner” or “A Hit Time in the Old Town Tonight.” It was wonderful to find the music even imperfectly reproduced, and it was funny to hear the wheezing and stammering that accompanied it. Everybody said it was an amusing and astonishing toy.

To young Johnson, however, it was not a toy. He made motors for his employer in the phonograph shop, and he improved on them. The firm said casually that his invention was good, and they would take him up if they had the money to do it. He reached his gun and the young mechanic saw a good deal more than financial success in it.

Johnson went West—to Seattle or some such place in the wilds of the Far West. Later he returned. He never looked back. He had $50 in his pocket and the bill for freight unpaid. Penniless and tool-less he called on a friend, the kind of friend to whom a man can safely turn when he is down in the dumps. He reached his gun and his partner sold them.

Fame took him to a new laboratory, of a square foot of shop in Camden, being too poor to rent it. He reached his gun and the firm listened to those foolish words. That was the kind of partnership it was, you see. But there was still money in the treasury and away to London went partner, who had come in the rain without an umbrella. She had a long feather and gave him a large hat.

The inventor worked day and night. He had $10 a week—if possible—and the financial troubles seemed as if they would never end. He worked well for a short time, but it was no good. He left on one trip to New York and they took the shop out from under him. But twelve years ago things were otherwise. Not that he didn’t need money—he usually has, so the senior member shared the inventor’s excitement. Together they turned to the machine, so often changed, so persistently and bafflingly inscrutable. Johnson put on a record and lo, from the thing came clear and almost speechless. “I guess I’ll go and telephone my baby—” he said casually that his invention was good, and it was the realization of a dream, it meant wealth, everything. Johnson had “arrived.”

The inventor worked day and night and the songs and folk tales of fifty-nine a lifetime were put on record. The gramophone people in London listened to the thing and the Victor people said, “It’s the thing.” Since then the Victor people and the Gramophone Co. have controlled Mr. Johnson’s inventions—two separate companies, allied for business purposes, so that even the great Victor success does not show all that Mr. Johnson has done in the talking-machine world.

That, briefly, is the story of how a man created an industry that sends its products all over the globe, that has recorded all the great voices of the day, and the songs and folk tales of fifty-nine different languages and dialects.

It is one of the greatest success stories of this generation. It is the story of a real captain of industry.

Perhaps he felt that $10 a week had been too large a percentage of the net receipts for him to draw. He retired. But the firm didn’t die. Perhaps he felt that $10 a week had been too good a thing, and if any idea would record and sometimes we would have trouble getting them to record. And partner “guessed he’d go and cable” John to delay. Since then the Victor people have made $90,000 annually from the talking-machine company, and this year it looks as if he would get in the neighborhood of $70,000.

But twelve years ago things were otherwise. Not a singer of any reputation would touch the talking-machine business. You were scratched off the guest list if you looked at one. Besides, the firm had little to offer in the way of remuneration.

“I remember,” said one who worked with the inventor in the early days, “that we had no place for the singers to record in except a loft that you got to with a ladder. I would scurry around and get some poor devil to come and sing for a dollar or two for real money and then I’d push him up the ladder and try to get a record. Sometimes the voice would record and sometimes we would have no record at all.”

Sometimes I think, as I watch Melba and Tetzlaff and Farrar singing in our laboratory, of a woman I got to sing for us once in the beginning. I can see her now, a stout, good-natured creature who had come in the rain without an umbrella to sing for a dollar or two. She had a long feather in her hat and it hung over one ear and dripped water on the floor of the loft. I don’t think she would have enjoyed singing into the machine so much that she wanted to
SOLID WOOD (NOT VENEERED)

Mr. Dealer!

You could not sell a piano with a Tin or Veneered Wood Sounding Board! A Talking Machine Horn is nothing more or less than a Sounding Board.

Why not show your machines at their best by equipping them with

MUSIC MASTER HORNS

which are built of solid wood on Sounding Board principles. In September we start our Fall Campaign of National Advertising in order to help educate Talking Machine Buyers in this principle.

Are you prepared to take care of the inquiries that will come to your store?

Should your Jobber be unable to supply you, write us and we will send you a sample line of Oak, Mahogany, or Spruce, Disc or Cylinder Horns, on approval, and if you are not entirely satisfied with the merits of the MUSIC MASTER you can return them to us for credit.

SHEP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

come back every day and work with us. And then there was a vaudeville chap, down and out, who wore a frock coat and a slouch hat on one side—he used to sing for us. Those were great days.

"There were times when everything went wrong. We could not rely on our machinery to give the proper effects unfailingly. We had to try and try again. Many a time it seemed as if I could not stand another thing. I would report failure to Mr. Johnson, and often if he had said not even a sharp word but something like, 'Well, it's your business to get the thing right.'

One thing has of course boomed the Victor machine tremendously. That is the trade mark, the little dog with his head on one side listening to "his master's voice" and wondering why the beloved presence delays to come out of the horn.

Everybody knows the dog, and we all, when he first came out, stopped long enough before shop windows to give him a sympathetic smile and incidentally to read what was said about the Victor. The story of the way in which the dog came into the Victor family is odd. The drawing was offered by a young artist to a great firm in London. The manager looked at it and observed something waurily, that he didn't think much of it, but he would show it at the directors' meeting. The directors also eyed it in a bored fashion and said wearily, that he didn't think much of it.

The directors' meeting was a very important one. There were many resolutions put forward and the resolution to put down the dog in the Victor family was resolved. But before the three stories were up it was decided to build four. The four were no sooner completed than it seemed wise to put on a one-story addition the next year.

The one-story was not finished before it was seen that the addition would have to run up the entire four stories. But even as this was going up orders kept pouring in to such an extent that the management found it wisest to make both original building and addition not four but six stories. It is not yet finished, and that the six stories are needed is made manifest to anyone who has tried to worm a way through the piles of lumber.

The business has jumped this way: In 1901 the sales were $3,000,000. In 1903 they had doubled. In 1905 they were again double, that is, $12,000,000. In 1907 they were $27,000,000. During the panic times they dropped 25 per cent, but in 1909 were back at $27,000,000. This year will far surpass that mark. The factory, they say, has a capacity of a machine a minute, and it is working full blast every day.

The Victor company does everything in its own shops, except make the horns for their machines. At present some cabinet work is done outside, pending the completion of the large shop. Apart from this every screw is made under the eyes of the management at Camden. Such a forest of workshops takes three hours to see in even the most casual fashion.

When the writer was taken through the shop chance brought about a quaint little incident. First there was the room where the shellac mixture, which is to be the disk, is made. The Victor company is the largest buyer of shellac in the world, which is easily believed when one sees the yards and yards of doughy stuff being kneaded in the cauldrons. It is pliant, salt and thick, and is passed over the rollers just exactly as if it were a particularly black sort of dough.

When it has been kneaded enough it is put through a machine which flattens it out and cuts it into squares just large enough to make a record disk. It lies smoking and cooling, on a big rolling board for all the world like a singularly uninviting kind of cake. In a couple of minutes it is cooled enough to be touched and taken up to the room above.

There stand men before a heated copper table. The black cake is put on the table for a few seconds to get warm and plant again (it is as hard as a rock when cold); then it is folded into a mold and put in a hydraulic press, with a pressure of 3,000 pounds to the square inch. In half a minute it is taken out, all ready except for a little trimming of the edges.

We took the little square we had followed, slipped it in a talking machine and the ugly black thing that five minutes before had been smoking in a cauldron had become "The Spring Song." It takes about five minutes, not more, to work this modern miracle.

To prepare for it, however, takes the skill of some two thousand men. In the machine shops quarter before the little engines that do the impossible, "The Spring Song," were the shops of a cabinet factory where a combination of machinery and skilled hand work puts together and smooths and carves rows of cabinets a mile long, more or less. There are engines and machines to run the
other engines and machines. There are the testing rooms, where every record and every part of the machinery has to be tested before it is sent out. There are acres of offices where the accounting is done, and then there is the heart of it all, the center of interest and mystery—the recording laboratory.

Here followed a most interesting description of the making of Victor records. Continuing, the article says:

"All over the globe the traveling recorders carry the apparatus and induce the Chinese, the Japanese, the Africans to sing into it. There is a great demand just now for Arabian records in Argentina. There are Arabs working there, and they want the songs of home. In the Orient wealthy Chinese and Japanese buy their native music as sung by their greatest singers. They do not yet, say the Victor people, buy the Western music, for our finest productions mean nothing to them, but they want their own, and are willing to pay for them.

"Many have been the adventures of these traveling recorders. In Japan, for instance, music is taught especially to the blind, and they were the persons most wanted by the agents. They consented to sing, but it was found that they would not allow an "unclean white man" to touch them, and being blind they wandered all over the room, singing everywhere except into the horn, while the agents fumed furious and importuned. When half a dozen records had been spoiled a Japanese friend came to their assistance, and the proud singers gently by the arm drew them within range.

"Then why keep him?"

"As it is not uncommon now to find in camps of Italian laborers a talking machine with records of Scarlatti, he concluded."

"But were he not made with his own hands and the most delicate parts he has himself created."

"The talking machine business is not a great concern built by rich men's capital on poor men's brains. Johnson made it, with the help of his loyal friends, out of nothing. And throughout the buildings they say, "Don't mention my name. This is Johnson's business. He made it and his is the only name that should be connected with it."

DYER & BRO. ANNIVERSARY.

St. Paul House Celebrate Fortieth Year in Business During Lively Week in That City.

(Special to The Talking Machine World.)


W. J. Dyer & Bro., prominent in the talking machine trade as distributors of Edison and Victor talking machines and records, took occasion this week during the period of the National Conservation Congress, and the State Fair, to celebrate the fortieth anniversary of their store. This is Johnson's business.

"It's the Man Who Does Not Falter When Load of Responsibility Is Placed on His Shoulders Who Advances—Save Reserve Energy for Emergencies."

"A man with great mental reserve, with a finely balanced judgment, with pedagogic patience, does not waver or falter in great panic or emergencies where superficial men lose their heads, says a writer in Success.

"Great merchants know very well that many men in their employ could probably run the business when times are flush and money easy, but that it takes a financial genius, a long, shrewd, hard, level head to guide a great business through hard times or a panic, when men without great reserves go down.

"It is not so much the knowledge, experience or power actually used in the transaction of business that distinguishes a great business man as the subtle reserve power which those who know him and deal with him feel he might exert in some great business stress or panic. This reserve power is to the man what money surplus, not usually drawn upon or used, is to a great banking institution.

"One reason why so many men do such little things all their lives, when they might do greater things, is because they often lack this surplus force, this reserve power. They do not take time to prepare for anything very great or anything outside the usual routine."

"The result is that they use all their resources as they go along in the ordinary transaction of business, and they have no great reserve of mental training, discipline or experience for emergencies, so that when anything uncommon occurs, when a machine, hard times or a panic comes, they go to the wall."

EMERGENCIES TEST OF ABILITY.

The report that the Columbia Phonograph Co., General, New York, had practically discarded its cylinder records is without the slightest foundation in fact. When H. A. Yerkes, manager of the wholesale department, was asked as to its truth or falsity, he said: "We are pushing the sale of our cylinder records with all our energy."

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HANDLE VICTORS EXCLUSIVELY.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 5, 1910.

The A. F. Mengel Music Co. opened their new store at 4100 Olive street on September 1. A feature of their store is the handsome talking machine department, which handles the Victor line exclusively.

"Many a lazy, careless clerk retains his position from the mere fact that the employer will not take the trouble to put him out. But were he once out, would he be put back again? Never! Then why keep him?"
ANNOUNCEMENT

We take this means of announcing, to all concerned, that the Victor Talking Machine Company, of Camden, N. J., have acquired and will hereafter control exclusively the Fibre Needle, formerly manufactured by us and known as the "B. & H." Fibre Needle.

All orders should be placed with the said Victor Talking Machine Co., Camden, N. J., who will notify you as to methods and policy to be adopted in the premises.

Respectfully

"B. & H." FIBRE MANUFACTURING CO.

CHICAGO, ILLINOIS
THE TALKING MACHINE WORLD.

27

THE VICTROLA WITH AN AEOLIAN ORGAN

The accompanying photograph is that of the Victrola shown in connection with an Aeolian organ in the auditorium of Miami University, Oxford, Ohio. The occasion was a Victrola concert, attended by nearly a thousand students and professors of the university, July 26. Harry C. Meek, manager of the Aeolian Co.'s talking machine department in their branch house in Cincinnati, O., had charge of this pleasing musical event, declared that he never saw an audience so delighted and enthusiastic over the Victrola grand opera records. The program was carefully arranged, and through Mr. Meek's judicious selection of records he subsequently received an order for a Victrola to be used in the music study of the college. This is a suggestion that other dealers should follow.

J. H. DODIN WITH GIMBEL BROS.

J. H. Dodin, an experienced and practical talking machine man, will be the assistant of C. P. Calderhead in Gimbel Bros.' department in their New York store.

An hour employed in brightening up your store is worth nine months cursing your hard luck and light sales.

SAVE THE LIFE OF YOUR RECORDS

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear reproduction and prevents the record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

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

MANUFACTURED BY BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN

President

"The White Blackman"
Announcement

Victor Fibre Needles

The Victor Company announces having taken over the B. & H. Fibre Needle, formerly manufactured by the B. & H. Fibre Mfg. Co., of Chicago, Ill., the needle to be known in the future as the “Victor” Fibre Needle.

PRICE, $5.00 per 1,000, subject to regular Victor discounts.

Manufactured in two styles
No. 1 Standard length and thickness
No. 2 Special—slightly shorter and heavier (more powerful)

Packing—for each style:
100 in envelope, with instructions and
250 in a carton, with instructions.

Ready for shipment on October 1st.

Old Sound Boxes will be altered, at a minimum charge, to accommodate the Victor Fibre Needle (thereby playing both fibre and steel).

Shipments from the factory of new Victor Machines and Sound Boxes equipped for Fibre Needles, will commence about Nov. 1st.

The qualities and advantages of the Victor Fibre Needle are already apparent to all who have used them.

Improved Victor Fibre Needle Cutter, for re-pointing fibre needles, price $2.00. Ready for the market with the needles.


To get best results, use only Victor Needles on Victor Records.
TIMELY TALKS ON TIMELY TOPICS

After a search extending over two years Thomas A. Edison has almost given up hope of finding a collection of talking machine records of the voices of some of the most illustrious men of the nineteenth century. One of the missing records was a short message by the late King Edward. Another voice was a message to posterity given by Tolstoi and other famous men were represented in the collection. The records had been made by one of the National Phonograph Co.'s recorders during a European trip. He was killed in a railroad accident in New Jersey. After his death a search was made for the records, but they have disappeared so mysteriously that not a trace of them can be found. Of course, coming from a daily newspaper, the foregoing may be questioned as to its truthfulness. Perhaps Walter H. Miller, manager of the National Co.'s recording laboratory, could throw some light on the story.

Reports regarding business conditions in the European talking machine trade vary greatly, though the preponderance of testimony was of an optimistic tenor. The appended from the Music Trade Review would lead one to believe the situation is not so rosy as some travelers have said, at least in Germany, to wit, "A number of amalgamations have recently taken place in the talking machine business. First of all the Puppel machine factory and the Beko Record Co. joined hands, and now the Lindstrom Co., the largest German machine factory, has joined them. An amalgamation has also taken place in Leipzig, where the Kalliope, which manufactures automatic instruments and discs, has bought up the Sachsen Holzwarenfabrik Max Boehme & Co., a firm which builds only machines and was at the point of breaking down. The capital of the Boehme company was 1,200,000 marks, but the Kalliope Musikwerke A. G. were able to purchase the entire business for only 60,000 marks."

The improvements in record cabinets multiply, and each new design and method of storage seemingly adds to the convenience of handling, and ease of finding what is wanted. This means greater enjoyment of the marvelous entertaining qualities of all talking machines. The Victor record album is a sample of what is referred to in this remark. Of this mode of keeping disc records they say, "The owner of a Victor who takes care of Victor records by stacking them in a 'bunch' on a table, or on a window sill, is depriving himself of one of the real joys of a Victor, which is the satisfaction of hearing any one particular record just when you are in the mood for it. This is possible only when you have a place for every record and every record in its place." The progressive dealer knows this, or ought to; but the talking machine owner should also be familiar with this fact, and it is the seller of such goods whose duty it is to bring it to his attention that such an appliance will add to his comfort and pleasure. The rest will follow.

Elsewhere is printed the complete text of the Mexican Court of Cassation, the highest tribunal in the republic, reversing the sentence imposed by the lower court for an alleged infringement of the copyright law. The court of last resort in Mexico recognizes to the fullest extent the vast and marvelous progress made in the beautiful art of reproducing sound by means of the talking machine. In this opinion, which is unanimous, is displayed a spirit of legal interpretation worthy the highest standard of modern civilization. And by the way, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who was in the City of Mexico for a month or more has been given his personal attention to the subject, is entitled to no small measure of praise for this important victory.

"In selling records," observed a particularly active dealer, "if more enthusiasm were displayed by a salesman larger sales would be made. I have gone into stores and looked on and listened while such a transaction was under way. To me, in a great many instances it has been disappointing. In the first place the salesman is not familiar with his stock, nor is he sufficiently informed as to the real character of the records he is running off trying to interest his customer. I do not pretend to know about every member in the catalog, especially of the latest popular songs; but I do know the standard favorites, and when I play them the performance has some snap and ginger in it. I have found, in my experience, that it takes very little to get a person interested or 'wound up,' if you please, and sales are doubled and often trebled by such tactics. My place is not so large, nor is it gorgeously furnished or equipped, but for my facilities I am willing to wager I sell twice the number of records of any of my competitors."

Strange as it may seem, a German trade paper says the concealed horn cabinet is disappointing, to express it mildly. But it is just as well to reproduce the exact language of the trade paper, which is apropos of the yearly fair at Leipzig: "The hornless apparatus have not fulfilled what they promised. At the last fair an extremely large variety of hornless apparatus were exhibited and it was generally expected that they would completely oust the horn-apparatus. It is true, the hornless-apparatus have many great advantages. These advantages, however, do not seem great enough to be able to entirely beat those of the horn-apparatus. At the present fair the new with horn greatly outnumber the hornless-apparatus and, contrary to the last fair, the manufacturers consider the trade in horn-apparatus better than that in hornless-apparatus."

When exaggerated or false statements are made about goods it is a human tongue that talks or a human hand that writes; it is not the merchant that speaks—therefore it is not advertising.

SUCCESS OF BLUE LABEL RECORDS.

The recently announced blue label records of the Columbia Phonograph Co., General, have made a hit with Columbia dealers, and with other goods in equal active demand a number of the factory departments at Bridgeport, Conn., are working overtime.

The call for the Mignon Grafonola on order, according to headquarters reports, is running away from the company.

The form of the blue label series appeared in the October list that goes on sale September 28. November selections have also been sent the trade, and include the following titles: "(Ten-inch, double disc) "I Need You This Evening," and "I Love to Tell the Story," "Constantly" and "I'll Tend You Everything But My Wife" (Bert Williams); "The Soldier's Farewell" and "The Hunter's Farewell." (Twelve-inch double disc): "Paris and Hellen" and "Hummoresque," "Anna's Dance,"" and "In the Hall of the Mountain King" (Grieg); "The Gypsy" and "O, Susanna," "The Mikado"—vocal gems and orchestra selections. The twelve-inch numbers are chiefly instrumental.

Owing to their popularity the following October records have been placed on sale immediately: (Ten-inch) No. A875, "Any Little Girl That's a Nice Little Girl is the Right Little Girl for Me," and "I've Got the Time, I've Got the Place, but It's Hard to Find the Girl." Also the two-minute disc "Meet Me To-night in Dreamland" and "Tickle Toes." A906, "Kiss Me" and "Come Along, My Handy." A891, "Every Little Movement" and "Heigh-Ho." (Ten-inch blue label) A904, "Clap Hands" and "Does Anybody Here Know Nancy?"

AEOLIAN CO. DEPARTMENT READY.

Eighth Floor of Aeolian Hall Handsomely Fitted Up and Decorated—Large Stock Now on the Floor—O. A. Gressing's Good Work.

Work has been going steadily forward for weeks transforming the eighth floor of the Aeolian Co., New York, into their talking machine department. Since the arrival of O. A. Gressing, the manager, on the scene of action something of an entirely new activity has been displayed in order to have everything in readiness for the opening after Labor Day. Painters, decorators, carpenters, and electricians have been trying their utmost to get through, and while the demonstrating booths, record cabinets and other essentials have been finished by that time, complete of the display cannot be put in place until Sept. 8. The new stock is on floor, the handsome rugs adorn the place, and Mr. Gressing may be congratulated upon presiding over one of the most elegant departments of its kind in the country. Everything is right up to the minute and the most approved selling methods will prevail.

JUST OUT Electric REGINA Pneumatic Cleaner

(Also furnished as a hand-operating cleaner) Talking machine dealers can make a big profit pushing Regina Cleaners; it is a business that is growing rapidly. Regina Cleaners are the most efficient vacuum cleaners in the world; very simple in construction. Send us your talking machine and make a proposition that will be decidedly interesting. Why not write us now?

BOSTON CYCLE & SUNDAY CO.

J. M. LINSCHOT, Manager

"Exclusive Edison Jobbers," Regina Vacuum Cleaner Distributors

48 HANOVER STREET

BOSTON, MASS.
THE SALTER LINE EXCELS ALL OTHERS

It is not only the outside of a cabinet that should be made and finished right, but the interior as well. Our new style of SALTER CABINETS which for the past two years have been the favorite among dealers on account of their superior quality to all makes, has kept our factory working overtime.

Our patent interior arrangement stands out in a class by itself.

The interiors of Salter Disc Cabinets have an individual compartment for each record. The wood shelves are lined with soft green felt to prevent records from scratching. Each shelf or record has a number which corresponds with index cards on door, so any record in cabinet may be located instantly.

The Disc Records lie flat on the shelves, preventing them from warping.

The interiors of our Cylinder Record Cabinets are so arranged as to hold the records in their original carton boxes, thus protecting them from dust or from breakage in handling, or the records can be placed on the pegs in the old way, if desired.

All our makes of cabinets are artistic in design and highly finished in any color, and securely packed.

Our latest catalogue will be mailed you free on application.

Salter Mfg. Co., 329-343 N. Oakley Avenue CHICAGO, ILL.
DEATH OF WILLIAM F. NYE.

Veteran Manufacturer of Fine Oils Dies in Fair Haven, Mass., in His 82d Year.

William F. Nye, a prominent citizen of Fair Haven, Mass., near New Bedford, died in that city on August 12th in his 82d year. In the business world Mr. Nye is chiefly known as the manufacturer of the well-known product, Nyoil. The output of his factory on Fish Island went to practically every country in the civilized world, and the business continued to increase steadily. Up to within a few weeks of his death Mr. Nye was remarkably active for one of his years and took a personal interest in his business affairs. While no complete products had been made for continuing the manufacture of Nyoil and allied products, it is considered practically certain that Mr. Nye's son, Joseph K., who survives him, will look after the business.

NEW STYLE!  JUST OUT

Mr. W. H. F. Nye, of 635 Jersey Ave., New York, announces the introduction of a new style Gun Cabinet filled with sixteen Gratolofone albums.

In a recent letter to the editors of The Talking Machine World, Mr. Nye says: "This is a big, a serious thing, and I'm going to take it over the property on the 15th. I'm going to put Metropolitan grand opera into the cabinets of the prairies with his campaign speeches. Edison said afterward. The machine from which the pictures were projected was at the other end of the room, yet the synchronism was flawless. In a fraction of a second between the sight and sound was heard instantly from the floor. The man dropped on the screen upon which the pictures are thrown.

The picture producing part of the machine is, depicted on the screen, although as a matter of fact with the words that couldn't have come from them, and yet couldn't have come from any place else, it seemed.

The man dropped a croquet ball, its impact sounding instantly from the floor. He pounded the table with a little hammer, and there wasn't the fraction of a second between the sight and sound of the blow. He dropped a plate, and as the pieces flew the crack resounded. Finally an automobile horn was sounded, and the demonstration was at an end. The phonograph from which the sound of the voice and that of the "business" came was behind the screen. The machine from which the pictures were projected was at the other end of the room, yet the synchronism was flawless. Wires were attached to the projecting mechanism controlled the two, and their unity was as perfect as that with which the record of the one and the film of the other had been made.

"I'm going to put Metropolitan grand opera into the hamlets of Illinois in a couple of years," Mr. Edison said afterward. "I'm going to take John Drew into parts of Iowa he be never heard of. Finally, I'm going to take Col. Roosevelt to the cabins of the prairies with his campaign speeches. We're almost there now."

Two years have been spent in perfecting these talking pictures. The old devices of having actors talk behind the screens or of taking phonograph records after the pictures have been made have been done away with entirely. The records for eye and ear are made at the same time.

The great obstacle that Mr. Edison had to overcome was in getting a phonograph that could "hear" far enough. At the beginning of the experiments the actor had to talk directly into the horn, but the right kind of pictures impossible to get. Bit by bit, however, a machine was perfected which could "hear" so well that the actor could move at his pleasure within a radius of twenty feet. That is the machine that is being used now.

A complete drama has already been "made" in these pictures, but only for experimental purposes. It will not be shown; nothing will be shown until the talking pictures can carry a Broadway production out with them.

"This isn't for nickelodeons," Mr. Edison explained. "This is a big, a serious thing, and I'm not going to put it out until I can put it out the way I want to. It's important enough, I think, to deserve to be put out in just that way." There are really two machines, but they are so interrelated through electrical connection that they act as one in producing before the spectator both the sight and the sound of the people who are depicted on the screen, although as a matter of fact the picture producing part of the machine is, usual, behind the spectators, while the sound producing portion of the apparatus is placed behind the screen upon which the pictures are thrown.

WILL DISPOSE OF FOREIGN RIGHTS.

L. P. Valiquet, the inventor of the Riverside, the new reproducing device for talking machines which was introduced to the trade at the Atlantic City convention, and which aroused a great amount of interest at that time, announces on another page of this issue his desire to dispose of the foreign patent rights for this device. The patent rights will either be sold outright, or will be released upon a working agreement suitable to paries concerned. It might be added that Mr. Valiquet already has several propositions under consideration.

"ECHO" DOUBLE FACE RECORD ALBUMS

"Echo" Record Albums are being used by hundreds of Talking Machine owners, many of whom have classified their collections into groups—one or more albums to each group. The "Congo" and "Tetrax" Albums, "Siren's Song" and "April Showers," are but two of those which have proved successful. The records are played over and over, and the stereo effect of "Echo," which has never been duplicated by any other firm, is appreciated by all who have used the album.

"The New Way"

Echo Record Albums contain the name of the artist on the first needle of each side of each album. To indicate how the Volumes can be made up into a "Library of Music," the following two albums offer a standpoint. Album No. 33 is an album of the best songs of "Caruso" and "Melotone" needles. Album No. 32 is an album of "Sousa's Marches" and "Religious Songs." The labels on the needle are of great importance. They indicate how the volumes can be made up into a "Library of Music."

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THE TALKING MACHINE WORLD.
Do you ever stop to really consider whether or not you are drawing from the Columbia product every item of the immense profit and advantage it holds for every wide-awake and progressive dealer, no matter what his location or circumstances? Does it ever occur to you how immeasurably superior is the Columbia proposition to all others in the talking machine field, not only in essentials, but also in the finer points of the game? A half-hour's real undivided consideration of the matter will pay you, and pay you well.

Are you aware and do you exploit the fact that we have the greatest orchestra and the greatest band ever gotten together and trained for talking machine work? We rely on no names or traditions or superstitions. Our orchestra and band records rest on quality of playing and recording alone, and no others of the same class made anywhere in the world can compare with them. Similarly, the orchestral parts of our vocal records are unmatched by those of any other company in existence. Columbia orchestra accompaniments round out a vocal performance in a way that renders Columbia vocal records the most thoroughly musical of any so far issued.

There are well-defined reasons why the Columbia process of recording produces the greatest results in the finished product of any system now in use. For one thing, it is the first and original process, which fact would mean little, however, if it were not that the best and cleverest minds the industry has produced are everlastingly intent upon ways and means of improving this process to the last detail of perfection—even greater perfection than at present attained. The remarkable improvement during the past few months, due to the installation of new methods, commented upon by dealers and public everywhere, is sufficient proof of this.

The Columbia reproducer is the greatest piece of musical mechanism on earth, reproducing the human voice and instrumental tones with a faithfulness to the original such as it is impossible to find elsewhere. The Columbia reproducer is made upon the same principle as Columbia records; that is, the idea that people want to hear the voice or instrument as it is in nature, with every musical quality preserved as it originally went into the horn, without any tinkering or doctoring of the original tone. The music of Columbia Records and Columbia reproducers is the music itself, not our idea of what we can make the people think music ought to be.
But, after all, one of the main sources, if not the principal source of our strength is found in the Columbia catalogue. Have you ever made a real investigation of its resources? Do you appreciate the care that was given in selecting it in such a manner that you have practically everything in music your customers can desire or ask for, contemplated in the smallest possible number of records for you to carry in stock?

To take one instance, do you realize what an asset you have in the violin, flute and harp trios issued from time to time during the past two years? Compare the “Herd Girl’s Dream” (A587) and “Scenes That Are Brightest” (A5159) with any instrumental combination ever put out by any other company.

Where can you find an orchestra record to compare with “Idilio” (A5130) or the “Barcarolle” from the “Tales of Hoffman” (A5116)? The only other orchestra records that can class with these are made by the Columbia.

Can you find greater band recordings than “Colt’s Armory March” (A821), “Selections from Tannhauser” (A5139), or, in lines of popular music, than “Temptation Rag,” included in our September list?

Compare our flute record of the Russian Carnival by Marchall Lufsky (A841) in our August list. No flute solo ever before recorded by any company can approach it.

To be still more specific, why not compare “Fraidy Cat” (A797) by Ada Jones with the same selection by the same singer on a competitive list, and “Zoo Lou” (A797) by Collins and Harlan, with competitive product also by the same singers? No one not hopelessly prejudiced could admit that competitive recordings of these selections can stand up for a minute beside the Columbia.

Then take a look over our new operatic recordings lately announced; compare our record of “Caro Nome” from “Rigoletto,” by Bronskaja, with any other record of the same selection; our “Soldiers’ Chorus” from “Faust” with any other chorus on the market. Try our “Suoni la tromba” from “I Puritana,” by Blanchart and Mardones, against any other of the same selection, or our “Sous le dome epais” from “Lakme,” by Bronskaja and Freeman, with competitive recordings of the same. The difference in favor of the Columbia is too obvious for comment.

COMPANY, Gen’l,

Tribune Building,

NEW YORK

and Where We Are Not Actively Represented
TRADE NEWS FROM CINCINNATI.

Changes Among the Managers—August Business Rather Light—Busy Fall in Prospect—Wurlitzer Co. Very Active—Pushing the Victor Line—Aeolian Co. Exhibit at Ohio Valley Exposition—New Columbia Machines Attract Much Attention—Other Items.

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

Several changes in the factors of the Cincinnati trade have taken place recently, Manager S. H. Nichols, of the Cincinnati office of the Columbia Phonograph Co. having been transferred to a similar position at Pittsburg. He was succeeded by R. J. Whelen, the former local assistant manager, whose promotion was the cause of Ben L. Brown being elevated to a similar position at Pittsburg.

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Manager Stever, of the Lyric Piano Co., who is about to install his "Talking Machine Shop" with Victor goods, is in receipt of a number of applications from persons anxious to take charge of this new department, which will be ready for operation before October 1.

The enterprise of the Columbia Phonograph Co. has been again notably displayed in their recent engagement of the Lira Antioquena, a native orchestral organization of the Republic of Colombia, to make a series of records for the Columbia Phonograph Co.'s trade in South America—more particularly, of course, in the Colombian Republic. The engagement involved such difficulties as are seldom met with even in the talking machine business.

Their business as a whole for the month of August will be 50 per cent. over the business of the corresponding month last year, and also shows a substantial increase over the past month. Retail and installment business is good, and the same strong demand continues for the high grade Graffonola and records.

The new grand opera records put on the market recently, consisting of over 100 different selections, have met with an enthusiastic reception from listeners of high-class music, and the daily grand opera concerts are enjoyed by many of their friends and customers.

The outlook for the wholesale business this fall is better than for years, and they predict that one of the largest businesses in the history of the Cincinnati office will be done this fall. The dealers are optimistic and are putting in a liberal stock, anticipating this large demand, of both machines and records.

The force of wholesale travelling salesmen will be increased to-morrow in order properly to take care of the territory of the Cincinnati office, which has been enlarged.

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Walter G. King, manager of the talking machine department of J. E. Poorman, Jr., on Main, near seventh street, is back on deck after a two months' siege in a hospital. He was hurt while engaged in a game of baseball, and for a time it was thought the injury would result seriously. King is as good as ever, after having gone through three operations.

THE GREAT LIRA ANTIOQUEANA.


The Lira Antioquena is a native orchestral organization of the Republic of Colombia, to make a series of records for the Columbia Phonograph Co.'s trade in South America—more particularly, of course, in the Colombian Republic. The engagement involved such difficulties as are seldom met with even in the talking machine business.

At the outset, it took a representative of the company thirty days, traveling on mule back and by canoes from the nearest port, to locate the orchestra; following that came negotiations for the work to be done, after which arrangements had to be made for the transportation of the men and their instruments to New York, where in the general laboratory of the Columbia Phonograph Co. all recording work was done.

The name "Antioquena" is derived from the Antioquena Indians, aborigines of Colombia, found in occupation of the territory between the Spanish colonists and the time of their first conquests in South America centuries ago. While the infusion of Spanish blood has changed the characteristics of the race to some extent, the people of the country in general still retain the type of the original Antioquena.

THE LIRA ANTIOQUEANA.
THREE NEW VICTROLAS.

Victrolas X, XI, and XIV, Selling at $75, $100 and $150 Respectively Will Be Ready for Trade Next Month—Victrola XII is Discontinued—Good Pre-Holiday News for Victor Dealers—Should Order Early.

Under date of September 10 the Victor Talking Machine Co. announce the placing on the market of their new styles of Victrolas, namely, X, XI and XIV, to sell at $75, $100 and $150 respectively.

Since the Victrola was first introduced to the trade it has been the ambition of the Victor Co. to present to the dealers modified forms of the original style, which could be offered at a lower price than the original machine, and would appeal to those who could not afford to purchase the more expensive styles. The three new Victrolas enable the Victor dealer to cater to practically every class of trade with the Victrola and to profit by the reputation enjoyed by that truly wonderful instrument. The announcement is especially welcome at this time, as the trade will thus be able to have suitable stocks on hand for the holiday trade.

Shipments in limited quantities of the Victrola X and XI will commence about October 1, and of the Victrola XIV about October 15, and as usual, orders for the new styles as substitutes for the Victrola XII.

There can be no doubt that the introduction of the three new types of Victrolas marks a new step in the progress of the Victor Co. and makes for the still further elevation of the talking machine trade in general. That there is a field for the new instruments goes without saying, and there is much cause for congratulation.

CONDITIONS IN SOUTH AMERICA.

Chas. F. Lightner, Who Represents the Victor Co. in Buenos Ayres, Reports Rapidly Growing Business in That Section.

Charles Perree Lightner, who represents the Victor Talking Machine Co., Camden, N. J., with headquarters in Buenos Ayres, Argentina, S. A., last month arrived in this country. Of his trip he said:

"Yes, I got back home early in the month, going directly to Camden, and while here will probably divide my time between Philadelphia and New York. I am feeling much better now than at first, the climate here having a pronounced beneficial effect. The Victor business is growing rapidly in South America, and it is fairly good now. To be sure, trade there depends almost entirely upon the crops, the same as here, only more so. With our main offices in Buenos Ayres we can cover the South American countries with a corps of men traveling from that point. I shall remain in the States a couple of months, probably longer, and then again something may require my departure at an earlier date. "Our Mr. Terry left for Mexico only about a week ago, and will hereafter devote his time to that country and the West Indies. At one time he traveled the west coast of South America, but I shall continue to cover that territory as I have been doing for some time."

CHANGE OF COLUMBIA CO. MANAGERS.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 30, 1910. A change has taken place in the management of the Middle West headquarters of the Columbia Phonograph Co., S. H. Nichols having been transferred to Pittsburgh. His successor is R. J. Whelen, formerly the assistant manager, who is thoroughly familiar with local conditions. The latter's place has been taken by Ben L. Brown, who has been connected with the local agency some time.

The Last Word
In Talking Machine DEVELOPMENT

Enthusiastically Received
AT JOBBERS CONVENTION AT ATLANTIC CITY BY ALL WHO HEARD IT THERE, AND WHEREVER EXHIBITED

The SOUNDBOARD is constructed in accordance with recognized acoustic principles, and does away with the barrel or megaphone tone of a horn, and has adopted the correct principles, old as the hills and applied in the finer musical instruments, such as Violin and Piano.

THAT which JARS is entirely ELIMINATED

In the case of orchestral music, the mass tone, echo or barrel sound of the horn is eliminated by a free radiation of soundwaves.

CUT SHOWS APPEARANCE ON MACHINE

It is ornamental, out of the way when not in use. Does not interfere with changing records and needles.

PRICED TO COMPETE WITH BETTER GRADE HORNS
REGULAR TRADE DISCOUNTS

ENQUIRE OF YOUR JOBBER OR
THE TALKING MACHINE SOUNDBOARD CO.
110 West 34th Street NEW YORK

PROFIT FOR YOU!

The Hays Stop For Disc Playing Talking Machines JUST WHAT YOU'VE BEEN LOOKING FOR SIMPLE - PRACTICAL - DURABLE Your Jobber has them or write to List $1.50 each The HAYS SPECIALTY CO. Dept. B Cleveland, O.
RECORDS BY TABERNACLE CHOIR.

The Columbia Phonograph Co. Make a Number of Successful Records of the Choir and Organ of the Great Mormon Tabernacle.

(Special to The Talking Machine World.) Salt Lake City, Utah, Sept. 8, 1910.

After many trials to make acceptable records of large bodies of singers, the Columbia Phonograph Co., General, New York, have been successful. In the most effective display and sale of records, etc., the Tabernacle choir of 300, were secured within two hours by Expert Hausmann and his assistant experimented in the location of the horns. Finally they were suspended from a rope stretched across from gallery to gallery, the flaring bells of the two horns covering, one the soprano and alto, and the other the tenors and basses. All the accompaniments on the grand organ were played double forte. Of course fine shading was out of the question, as massive efforts were desired.

The list of the numbers sung, with time occupying follow: "We Thank Thee, O God, For a Prophet," Mrs. Norton's hymn, 2 minutes; anthem, "Let the Mountains Shout For Joy!" by Prof. Evan Stephens, 3 minutes 5 seconds; "Soldiers' Chorus," "Faurst," 8 minutes 55 seconds; "Hallelujah Chorus," Handel, two plates, 2 minutes and 1 minute 50 seconds respectively; "Inflammatus," Rossini, 3 minutes 15 seconds, Mrs. Edward, soloist; "Gypsy Sweetheart," Horace Ensign, soloist, 2 minutes 43 seconds; "Hosannah!" temple dedication anthem, by Prof. Evan Stephens, 3 minutes; "Pilgrim's Chorus," "Ti Lombardi," 2 minutes 50 seconds; "Light and Truth," famous Welsh march, 2 minutes 7 seconds; "America," "Star Spangled Banner," 2 minutes 3 seconds; hymn, "O My Father," 3 minutes 40 seconds; "Unfold Ye Portals," from Gounod's "Redemption," 3 minutes 35 seconds.

A DELICATE MISSION FOR NATIONAL CO.

In addition to furnishing its dealers with literature, electro, practical suggestions and advice for the conduct of "the new business" and "the new invention," the National Phonograph Co., Orange, N. J., are occasionally called upon for assistance in more serious matters, as the following letter from a far western dealer proved. This particular epistle, from a California dealer, made the officials sit up and take notice and wonder for the moment whether they were conducting the biggest phonograph factory in the world or a plain matrimonial agency. It is quite evident that the dealer's confidence in the "wizard's" powers is so complete that he even believes him capable of furnishing a helpmate who will measure up to the rather sweeping specifications named in his letter:

"Dear Friends—I received your kind letter Sunday inquiring about my stock of machines and records, and I delayed answering you for a day or so in order that I might take stock and give you the exact figures as per reply sheet enclosed herewith. Now, I desire to ask a favor of you and that is for you to send me a wife. I want one about 5 feet 3 inches in height; blonde; about 24 years old; a good Christian; a good cook; a neat housekeeper; must have a sweet and loving disposition; one who has a desire to make her home the pleasantest place on earth for her husband and family; one who will go to church and Sunday school regularly and be just as good as she can be.

"Now about myself: I am 46 years old; have blue eyes and gray hair; weigh 240 pounds; was married but am single now; am trying to be good, and if I had the right kind of a wife I know that I could be still better. I enclose stamp for a reply. N. B.—Would prefer an orphan as I am an orphan myself."

VICTOR CO.'S GREAT SUCCESS.

First Six Months of Present Year Best in Company's History—A Record Breaking July—Rush of Orders Necessitate Increased Facilities—Some Personal Items.

(Special to The Talking Machine World.)

C. M. Harding Co., Topeka, Kans.

CHANCE FOR EXPERIENCED MAN.

WANTED:—A cabinet of the type made by the International Correspondence School a few years ago, for the accommodation of an Edison machine and language records. Must be in first-class condition. Address "Cabinet," care The Talking Machine World, 1 Madison avenue, New York City.

LEARN WIRELESS AND R.R. TELEGRAPHY.

Shortage of fully 10,000 operators on account of eight-hour law and extensive "wireless" developments. We operate under direct supervision of Telegraph Officials, and positively place all students, when qualified. Write for catalog. Nat'l Telegraph Inst., Cincinnati, Philadelphia, Memphis, Dayton, Ia.; Columbia, S. C.; Portland, Ore.

DISCS FOR SALE


WANTED MAN TO TAKE CHARGE OF WHOLESALE TALKING MACHINE DEPARTMENT.

Must be a hustler; one who is willing to invest some money in the business preferred. Address "Wholesale Manager," care The Talking Machine World, 1 Madison avenue, New York City.

GREAT OPPORTUNITY.

Liberals terms to hustler. A high-class Victor and Edison business; photo department separate store; reasonable rent in best block manufacturing city of wealth; best machines and Red Seal customers; your chance if personal attention given. Address "G.O.," care The Talking Machine World, 1 Madison avenue, New York City.

AN EXCEPTIONAL OPPORTUNITY FOR AN OUTSIDE WHOLESALE SALESMAN.

To a man who now controls first class trade adjacent to Greater New York, we will offer a most liberal proposition. We are now prepared to materially increase our business, as we have one of the largest Victor, Edison and talking machine supply stocks in the United States.

S. B. DAVEGA CO., 126 University Place, NEW YORK CITY.
THE SUCTION CLEANER SENSATION

Only Practical and Successful "One-Person" Suction Cleaner Ever Devised
New, Unique, Original, Efficient, Substantial, Strong Suction, Cleans Quickly and Thoroughly, and Easy to Operate

SELLS ON SIGHT
BIG PROFITS FOR JOBBERS AND DEALERS
WRITE FOR OUR PROPOSITION TO-DAY

Peerless Suction Cleaner Company
89 CHAMBERS STREET - - - - - - NEW YORK
THE PEERLESS VACUUM CLEANER.

The New Peerless "Gem" Finds Instant Favor with Trade—A "One Person" Machine—Looks Like Busy Fall.

The absolutely new vacuum cleaner—the Peerless Gem—illustrated in the advertisement of the Peerless Vacuum Cleaner Co., 89 Chambers street, New York, appearing on another page, is creating a sensation. The jobbers who have seen a sample pronounce it the very cleverest device yet conceived in the vacuum cleaner field. Without exception they have declared it will have the biggest sale of any cleaner ever placed on the market. The market is ripe for a successful "One Person" machine and the Peerless Gem is the first and only practical and successful one-person machine ever devised.

In presenting this proposition to talking machine jobbers an unusual opportunity is offered. The company want jobbers only. Their policy in this respect is well defined. They do not want the dealer nor will they accept retail business. In setting the list price on the new model Gem they have declared it will have the biggest sale of any cleaner ever placed on the market. The market is ripe for a successful "One Person" machine and the Peerless Gem is the first and only practical and successful one-person machine ever devised.

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NEEDLES

are now made by an "IMPROVED PROCESS" which cannot be excelled, representing 100 per cent. quality in tonal power and record saving—a new standard for talking machine needles. ¶ "PURITONE" means just what it says—an absolutely PURE TONE whether you play voice or instrument music, or comedy specialties.

**SOME OF OUR STYLES**

**PURITONE**

LOUD TONE

**PURITONE**

EXHIBITION

**PURITONE**

IDEAL

**PURITONE**

SPEAR POINT

**SOME OF OUR STYLES**

**PURITONE**

OPERA

**PURITONE**

SYMPHONY

**PURITONE**

SOFT TONE

**PURITONE**

MEDIUM

JOBBERS: Let us send you a special proposition covering your needle business, either in PURITONE envelopes or packed in envelopes with your own name, address, etc.

Prices for this service are very low on account of our modern manufacturing facilities.

DEALERS: Order a small quantity of PURITONE Needles from your jobber, and you will be surprised at their fast selling merit. PURITONE Needles actually create business for you.

JOHN M. DEAN

PUTNAM, CONNECTICUT

OUR NEW FACTORY

Daily Capacity —— 2,000,000 Needles

WE SELL TO JOBBERS AND DISTRIBUTORS ONLY
Sit down a minute and compare prices and discounts: advantages all under the "Columbia" column, you notice?

QUAKER CITY TRADE NEWS.


(Special to The Talking Machine World.)


The talking machine business in Philadelphia is in a most flourishing condition with the beginning of September, the first fall month. Business in August was very good—it was considerably better than the dealers had expected, and it was the best August the trade has ever had. With the beginning of fall the prospects are very promising. All the dealers are in the best kind of spirits, and if hopes and enthusiasm could count for anything, the talking machine trade will round out the most satisfactory year.

The Philadelphia dealers, as much as possible, have been working off all their old stock, not only in machines, but in cabinets, etc. They started the fall campaign with everything new and they have made unusually heavy orders on the manufacturers. Improvements in the jobbing houses are to be noticed everywhere, and all available space will be utilized to make as much room as possible to conveniently handle the business.

The Penn Phonograph Co. are making extensive changes. They have doubled the size of their offices, and have entirely rearranged their booths, giving them at least one-third more working space. They are also going to have the entire first floor repapered and repainted and have rearranged their racks.

The Heppe firm reports that their business in August was very good, and exceptionally so for August. Marion Dorian, treasurer of the company, was in Philadelphia last week, and Hayward Cleveland, manager of the Twentieth street store, was in Philadelphia for a short visit on Saturday. G. L. Funnell, manager of the London factory of the company, was in Philadelphia for several days last week.

The Columbia Co. are having quite a number of demonstrations of the Grafonola Mignon of the new grand opera records. This Grafonola Mignon is a very good seller, and among the best of the records are the new grand opera selections made by Boninsegna, Bardouine, Bronskaja, Freeman, Blanchard and Constantino. They are going to have their lighting system of the store improved this fall. Mr. Henderson just came back from trip up the state, and will take a little vacation this week and then start out again. They will give a fine series of concerts at their Philadelphia store this winter. They have a very able concert master in E. H. Bishop.

Louis Buehn & Bro. report that their business in August has surpassed all their expectations. "I have the August of last year skinned to death," is the way Louis Buehn is pleased to put it. The firm have been living in a very heavy stock, and have placed large advance orders with both companies for machines. "I anticipate now," says Mr. Buehn, "closing up the biggest year's business we ever had." The firm have just closed up some very nice orders, and they were getting ready on Monday for shipment an order for $1,000 worth of goods to one firm, one of the biggest orders the firm have ever taken. Edward Buehn returned on Monday from a very successful trip through the Cumberland Valley.

There is much annoying delay in the Wanamaker building operation and it looks as if it would be several months before the talking machine department of that house would be moved into its permanent quarters. They have been finding the August business most satisfactory, and feel very badly the need of room, but they will do nothing to relieve this congestion until they get in their new quarters, which they expect will be in good time for the holiday trade. When they do move, they expect to have the finest department for talking machines that has ever been operated in this city.

It is reported that John J. O'Neill, manager of the talking machine department of the Heppe house, has resigned his position with that firm, to take effect almost immediately.

STANDS SALT WATER TEST.

High Quality of Material Used in Edison Machines and Records Proven by Experience of Dredge Engineer of Vancouver, B. C.

It has always been the proud boast of the National Phonograph Co., Orange, N. J., that none of the very best materials obtainable enter into the construction of Edison phonographs. If evidence were needed to substantiate that claim it is to be found in the experience of Jack McLaughlin, of the dredge "Three Sisters," of Vancouver, B. C., as related by him in a recent letter, as follows:

"I have in my possession one of your phonographs (No. 65304 D) which had the misfortune to be among the cargo of baggage of the S. S. "Ohio," passenger and cargo boat running from Seattle to Alaska, and which was wrecked in Carter Bay, off the British Columbia coast a little over a year ago. This machine was in the salt water for about eight months before being brought to the surface by one of the divers working on the wreck. We cleaned and dried it in our spare moments, and to our surprise succeeded in getting it to run first-class and without any repairs.

"We fished up a bunch of records and had some very good music. Some of the records were as good as new, and with one or two exceptions the balance were in very good condition. Now, I thought that perhaps you would like to have this phonograph to use as an advertisement, and if so, would ship it to you, to be replaced by you with a new one."

SOL. BLOOM'S LATEST VENTURE.

Sol. Bloom, who is well known in the talking machine field in this city, and who handles Victor machines and records at his two establishments, 336 Fifth avenue and 49 West 34th street, has leased the property at 336-342 West 42nd street, adjoining the Liberty Theater, for twenty-one years, with renewal privileges. The rental agreed upon for the term of the lease is said to be $500,000, and if Mr. Bloom erects the twelve-story building as planned the entire deal involves an expenditure of about a million dollars. The plot fronts 80 feet on 42d street, 68 feet 9 inches deep. Mr. Bloom expects to have the new building ready for occupancy by May 1, 1911.
Emilio Murillo, who recently has been making records of his entire repertoire for the Columbia Phonograph Co., is one of the world's most gifted pianist-composers and a unique figure in the musical world of South America.

Señor Murillo is a native of the United States of Colombia and has undoubtedly done more for the cause of music in the Colombian republic than any other man in the history of the country, able as he has been to add many other native exponents of Colombian music.

Murillo's career would seem to have been ideally planned for the development of his best gifts as a player and composer. Of independent fortune and inspired with a high patriotic zeal to extend the scope and knowledge of the music of his native country, he has given practically all of his tireless energy and the immense enthusiasm of his nature to the furtherance of this object. Murillo is first of all a composer, and one of marvelous fertility to the furtherance of this object.

In Bogota, Murillo has done magnificent work in the cause of Colombian national music, and his present visit to the United States is a direct outcome of decrees and efforts to give the music of his native country a place of prominence in the music of the world. The importance of his mission is attested by the fact that on his departure from Colombia he was tended an official banquet by the government of his country, in the course of which he was warmly commended by the President of the Republic.

Murillo's success in America has been phenomenal so far and the successful result of his mission has never been in doubt. Apart from his exclusive engagement with the Columbia Phonograph Co., he has already appeared in several important concerts with most notable success, prominent among these being the great function recently arranged in Washington for the benefit of the Costa Rican earthquake sufferers. At this concert Murillo's playing was the event of the evening. While his fame as a composer is such as in general to overbalance his interpretative reputation, Murillo is equally good in execution and in composition, his playing of the piano being remarkable for its fire and brilliancy and the absolutely perfect technic displayed.

Murillo has spent in all several weeks in the Columbia laboratory, in that time recording practically every important work composed by him, all his piano, flute and vocal works, and the band numbers being played by the Banda Espaola under Murillo's supervision. The piano solos in particular are said to be remarkable reproductions, a number of which will probably be listed by the Columbia Co. for its American trade.

Murillo is most highly enthusiastic over the Columbia process of recording and has listened to the records already through with the keenest delight. His feelings are expressed in the following letter to the Columbia Co. giving them the exclusive right to record his compositions, and granting them also the sole right to all future recordings by himself:

May 28, 1910.
Columbia Phonograph Co., General, Tribune Building, New York City:

Gentlemen—After listening to the Columbia records of my own compositions recently made by me in your New York laboratory, I am convinced that your process of record making is unequalled by that of any other company. My flute solos are magnificently recorded, as are also my piano solos and vocal numbers. The original natural tone of the instrument is reproduced with absolutely perfect fidelity and with remarkable accuracy. Your recording of my band compositions played by the Banda Espaola under my supervision are also splendid in every way. I have no hesitation in giving your company the exclusive right to record my compositions and shall confine my own record making exclusively to Columbia records.

With congratulations and best wishes, I remain,

Sincerely yours,

Emilio Murillo

EDISON-BELL PROPERTY SOLD

At Auction on Sept. 1 to Satisfy Judgment of Foreclosure and Sale—Does Not Affect Edison Interests in United States.

The sale in New York, September 1, at public auction, of the mortgaged property and all rights and franchises covered by a judgment of foreclosure and sale obtained by the Guaranty Trust Co. of that city, against the Edison-Bell Consolidated Phonograph Co., London, England, in no wise affects the National Phonograph Co., Orange, N. J., or any of the Edison interests in this country.

The property consisted of 65 per cent. debentures, having a par value of $27,586.50; 20 per cent. cumulative preference shares, having a par value of $4,332; ordinary shares with a par value of $1,621, and five deferred dividend warrants, each having a par value of $681 10.4.

The Guaranty Trust Co. were the plaintiffs in the action, which was brought to satisfy a lien against the company for $449,006, with interest at 6 per cent. from June 27, 1910, together with costs and allowances of $350.

Included in the sale was the right, title and interest of the Edison United Phonograph Co. in the German company in Cologne, Germany, and to the proceeds of the sale of phonographs stored in the bunks for the next gathering.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF ELECTRIC-PLAYERS

MADE BY

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

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.
THE TRADE IN ST. LOUIS.

Business During August Very Good for Season of Year—Some Interesting Personal Items—Jobbers and Dealers Optimistic—Cabinet Machines Have the Call—News Summary.

(Special to The Talking Machine World.)

St. Louis, Mo., August 30, 1910.

Trade for the last month has been very fair for this season of the year, and the dealers seem to be well pleased with the results for that period.

C. L. Byars, assistant manager of the Columbia Phonograph Co., accompanied by his wife, returned recently from a two weeks' trip to Chicago and a trip on the Great Lakes.

W. C. Fahri, district manager of the Columbia Phonograph Co., was a visitor here recently on his way to Chicago from Kansas City.

H. O. Hutton has accepted a position as salesman in the retail department of the Columbia Phonograph Co.

The following Columbia dealers were recent visitors here: W. W. Fisher, Murphysboro, Ill.; C. N. Lenhart, Mattoon, Ill.; M. F. Havlin, East St. Louis, Ill.; J. H. Lynch, Edwardsville, Ill.; George R. Long, Belleville, Ill.

The talking machine department of the Aeolian Co. reports that both the wholesale and retail business for the month of August was exceptionally great. The demand for Victorolas and grand opera records has been exceptionally great for this season of the year.

All the talking machine staff of the Aeolian Co. have returned from their vacations and say that they are prepared to make the fall months "record-breakers."

L. A. Cummins, traveler for the talking machine department of the Aeolian Co., reports that the dealers throughout Missouri and Illinois are enthusiastic over the outlook for the coming fall.

Visiting dealers at Aeolian Co. during the past month were Mr. Peacock, of the Tiptonville Hardware and Furniture Co., Tiptonville, Tenn.; J. T. Welling, Germantown, Ill.; A. F. Davis Farmington, Mo.; L. E. Wittenfield, Collinsville, Ill.; J. A. Kieselhorst, Alton, Ill.

F. Coleman, proprietor of the Wellston Talking Machine Co., one of St. Louis' most progressive talking machine dealers, reports that he has experienced the best August business in the history of the firm.

The Silverstone Talking Machine Co. report a good business on Amberola machines. Miss Elizabeth Vandeventer returned on August 20 from a three weeks' vacation, which was spent at the Eastern resorts.

D. K. Myers, the Zonophone jobber, reports his trade fair for the last month with good indications of an improvement from now on.

The Thibies Piano Co. report their talking machine business to be fair with an excellent trade on records.

The talking machine department of the J. H. Boettner Furniture and Carpet Co. report a fair business with a good trade in records.

The Koerber-Brenner Music Co. report having had an active August, and look for a good fall business. H. G. Koerber, president of this concern, returned September 3 from a month's sojourn at the Wisconsin lake resorts.

STICK TO FAMILIAR BUSINESS.

Rarely Good Judgment to Change on Chance of Quick Advancement—Lack of Success Due to the Man, Not the Job.

Rarely is it good judgment for a man to change his business. It has been done successfully, but occasionally a lottery ticket wins, and then we forget the millions of dollars spent by the poor people that there might be that occasional winner.

We have yet to know the man who has been unsuccessful in one line of business to change into another line and succeed, although we have known many who failed utterly at first to win success later in the same business, profits by that experience which constitutes life's lessons.

When a man doesn't succeed it is rarely due to conditions; many men would have won out under the same and worse conditions. It is always up to the man. He can't be blamed. He has done his best, and "angels can do no more"; but it is time and labor lost to keep shifting one's business, as the fault that caused failure in the first business is with him in the second, and also a lack of knowledge that adds to the chances against him.

When a man has served several years in a business he must have attained some little knowledge of it, else his case is hopeless. That knowledge is capital, and for a man to change into another line is to throw away the capital he has accumulated.

We often hear men say: "I'm going to get out of the furniture business; there isn't any money in it." Admitting there are less returns than many other lines produce for the same expenditure of work, judgment and gray matter, yet it is unwise to destroy the accumulated capital and commence anew.

It is a good rule to hold that the man who is a successful furniture man can change his business with fairly good prospects of succeeding, but the man who hasn't accumulated capital in his business will be pursued by the same "hard luck" in any line.

One man said: "In spite of your assertions to the contrary, there is such a thing as 'hard luck.' I sold a factory to a standstill, and when the factory owed me two thousand dollars it failed. Don't you call that hard luck?" It wasn't hard luck; it was foolish. Rarely does a bolt of lightning come from a clear sky, and there should be some admonitions of danger before the blow, and had the man heeded the danger signals he would have "stepped from under," at least partially, before the crash. Neither would a wise man allow a concern to owe him such a considerable sum of money except it were strong as the Bank of England.

In like manner, whatever the hard luck, we are mostly to blame for it ourselves, through lack of judgment or ability, or both.

If you don't put in a good word for some people they feel put out.
Filling initial orders from 112 newly-signed Columbia dealers every month. Re-orders from the same trade increasing all the time. Quality of the product, and fairness of the policy!

Columbia Phonograph Co., Genl., Tribune Building, New York.

GEO. W. LYLE'S COAST TRIP.
General Manager of Columbia Phonograph Co. on Four Weeks' Road Trip—Predicts Excellent Fall Business—Based Opinion on Reliable Reports—H. A. Yerkes Speaks of Great Increase in Columbia Co. Business.

George W. Lyle, general manager of the Columbia Phonograph Co., General, started Thursday, August 18, for his trip to the Coast. He will be away from New York four weeks. Before going, in a chat about business, he said:

"I have no reason to change my views about the excellent business we shall have this fall. The advice we have been receiving from our jobbers, dealers and managers bears this out, and I feel confident my trip to the Coast will also confirm these reports."

Following and in support of General Manager Lyle's optimistic opinion H. A. Yerkes, in charge of the company's wholesale department, said: "I have been in consultation with our managers in New Orleans, Chicago, St. Louis, Cincinnati, Atlanta, Philadelphia, Providence, Detroit and Boston, and, judging from what they say, the sales of the Columbia Co. will make a new high record. As a matter of fact our business during the past year has gained, not 50, but 300 per cent. with all our products. Our Grafonola lines are the great hits with the trade, and this is especially true with the Miegoo Grafonola. This covers not orders booked and the goods still awaiting delivery, but instruments actually sold. The factory has caught up pretty well with the demand, and our shipments are now going out on time, or with little delay."

MASTER'S REPORT CONFIRMED.
American Graphophone Co. Awarded Heavy Damages Against the Leeds & Catlin Co.

Judge Lacombe, Circuit Court of the United States, New York City, has confirmed the report of John A. Shields, special master, appointed to make usual accounting of profits and damages following the final decree against the Leeds & Catlin Co., bankrupts, New York, in the suit of the American Graphophone Co. The case involved the infringement of the Jones patent, controlling the present method of making disc records. The amount awarded by the master was $81,250.85. On July 27 a motion was argued to confirm the report, the defense taking exceptions and leave was given them to file briefs until August 3. This supplemental effort proved unavailing, and Judge Lacombe took final action.

RECORDING STAFF ENJOY OUTING.
During the week of Aug. 8 the entire recording department staff of the National Photograph Co., with the exception of one or two left in the studio to attend to urgent matters, took a well-earned rest. Because of the volume of work this summer it had been impracticable to follow the usual custom of allotting two weeks' vacations during the summer months, and as the staff was beginning to show the effects of the hard grind Manager Miller decided to suspend all work for a week and get his force in good physical trim for the strenuous work of the fall and winter months.

GEO. METZGER AS A YACHTSMAN.
Aug. 15 George P. Metzger, manager of the Columbia Phonograph Co.'s advertising department, returned to business after two weeks of delightful cruising in his boat in Long Island Sound, with Block Island as his home harbor. Mr. Metzger's trim craft is not called Columbia, nor does it bear the inseparable double music notes on the stern. Considering the effective use the clever publicity manager has made of the insignia it would not have been amiss if they had appeared on the masthead flag.

TO HANDLE TALKERS EXCLUSIVELY.
The W. G. Walz Co., El Paso, Tex., have closed out their line of pianos and organs and will in future devote themselves entirely to the sale of talking machines.

SIMPLEX NEEDLE BOX

"FILLS A LONG-FELT WANT"
THE MOST USEFUL, CONVENIENT, NECESSARY ATTACHMENT MADE
OAK OR MAHOGANY FINISH TO MATCH ALL MACHINES

Attaches to any machine by a turn of the bracket arm screw.

RETAIL PRICE

50c.

A handy place for loud, soft and used needles.

Impossible to use old needles and ruin valuable records.

RETAIL PRICE

50c.

Only necessary to show—it sells itself.

MAGNETIC NEEDLES—OTHER DAVECA SPECIALTIES—VICTROLA PROTECTORS

S. B. DAVECA CO.

VICTOR DISTRIBUTORS EDISON JOBBERS

126 UNIVERSITY PLACE, NEW YORK, N. Y.

Fill out and mail now

S. B. DAVECA CO., 126 University Place.

Enclosed herewith find 30c. in stamps, for which you may send me a sample of your new Simplex Needle Box to finish. To identify myself as a Talking Machine Dealer, I am enclosing my card or letterhead.

YOUR NAME

ADDRESS

YOUR DISTRIBUTOR'S NAME
Fall Trade as Far as Jobbers are Concerned

The fall trade, so far as the jobbers are concerned, may really be considered under way. September has opened up in a manner that is highly encouraging to the local jobbers and similar reports come from those in other western cities.

Last month, while quiet, yet made a rather stronger showing than July. Possibly the reason for this was that most of the salesmen of the Chicago jobbing houses took their vacations during July but were actively in the field during August. It was hard, uphill work, however, of the kind that is usually the case in August, but the finish was strong, and the first ten days of September have shown a very material improvement. Orders are coming in from practically all sections covered by Chicago jobbers in good number and are beginning to show a stocking up tendency. August is generally reported as showing an improvement over the corresponding month of last year.

Generally, too, expectations of any dropping off of business because of crop shortage this fall have disappeared and a large and steady improvement in trade and the fall business of the year will more than maintain the corresponding month of last year. Jobbers in good number and energy all along the line.

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Mr. Traveling Man: Good Morning, Mr. Retail Dealer, allow me to introduce our mutual friend, Mrs. Prospect.

Mr. Retail Dealer: Good Morning, I am pleased to meet you, Madam.

Mrs. Prospect: Thank you. Yes, I think I want an Early English Victrola and Mr. Traveling Man says that you have one on your sales floor, so we ran out to see it.

Mr. Retail Dealer: That's good, here it is, right here.

Mrs. Prospect: I can't understand for the life of me why Mr. Traveling Man would not sell me one of these Machines when they have so many of them right in their Chicago stock. I answered a letter direct from his house in which they offered to put one of them in my home on a few days trial, through you as his local dealer, so we just ran out to select one.

Mr. Retail Dealer: Well, you see, he figures that the interests of his Retail Dealers are his own interests. The more business his Retail Dealers do, the more wholesale business he does with them. Isn't that right, Mr. Traveling Man?

Mr. Traveling Man: Just right. That is our strongest argument to our retail dealers in soliciting their trade—that we Wholesale Exclusively. Our best efforts are in creating retail prospects for our dealers. Besides being positive that they will get all their Victor goods in factory condition, it is a great consolation to them to know that when we are out, it is working for them.

Mrs. Prospect: Yes, I see very readily now how that is true.

Mr. Retail Dealer: Besides being "true", it is very practical. Since I have been giving Mr. Traveling Man my entire Victor business, my retail sales have increased as a result of the schemes his house has invented to get the people of my community interested in my Victor stock and getting them in my store.

Mrs. Prospect: Well, you can send that Victrola up to my house, and I suppose you will both be pleased with your respective profits on the sale.

Mr. Retail Dealer: Yes, I am pleased, of course, to make my retail profit.

Mr. Traveling Man: And we are satisfied with our wholesale profit.

Mrs. Prospect: Then, it seems that we are all well pleased and satisfied. When do I get my Victrola?

Mr. Retail Dealer: This afternoon, and I thank you very much. Come in and select your records from time to time; you will always find a complete stock.

Mrs. Prospect: All right, I shall. Well, good day. (Exit Mrs. Prospect.)

Mr. Retail Dealer (to Mr. Traveling Man): When you first explained to me the advantages of doing business with an Exclusive Wholesaler I was more or less incredulous, but from now on my entire Victor business goes to

The Talking Machine Company
72-74 Wabash Avenue, Chicago, Ill.
Cook won the prize for the largest individual sales in August.

The Chicago office showed a good increase last month in both wholesale and retail as compared with the corresponding month of last year. H. A. Schaeffer, exclusive Columbia dealer at Bur-lington, Iowa, was a recent visitor.

A. D. Herriman, retail manager, went up in Wisconsin early and cleaned up the Mountaineer crop. He started Friday on the second half of his vacation, which will be spent in Michigan cornering the pine market. Herriman is very en-thusiastic over the new Symphony records made by the Boston Opera Co. forces and says that they are having excellent sales on them.

Among the Visitors.

A merry automobile party pounced upon town Monday. It consisted of Lawrence McGeel, of Milwaukee, Miss Gertrude Gannon, in charge of the McGeel retail, her father and George Ornstein, manager of the Victor travelers, who had been spending his vacation with his brother at Green Bay but joined the McGeel party at Milwaukee. Ornstein left immediately for the East, but the rest of the party took in the ball game at the Sox park before returning home.

Among the recent visiting dealers were Mr. Clayton of the Talking Machine Co., Salt Lake City, Utah; H. T. Kim too, Bloomington, Ind.; Mr. Fickens, of the Join Hoyt Piano Co., Dav-enport, Iowa; T. Williams, Burlington, Iowa, and A. V. Lyle, Janesville, Wis. James H. Jones, Boston talking machine jobber of this city, has the sympathy of the trade in the death of his father. The deceased was eighty-four years of age. He was a veteran of the civil war.

Richard S. Prybil, general representative for the Zonophone Co., was called suddenly from the road early in the month on account of the death of his father. The senior Mr. Prybil was a large real estate owner and leaves a considerable estate. He is survived by three children, two sons and a daughter.

VACATION NOTES.

Ashby Park and Ocean Grove, N. J., have been favorite vacation resorts for National Phonograph Co. officials and departmental heads this season. Among those who have enjoyed the pleasures of the two beaches during the month of August are:

Sales Manager F. K. Dolbeer and Assistant Ad-vertising Manager I. W. McChesney, Credit Man-ager, E. H. Philips, and Traffic manager, J. T. Rogers, Walter H. Miller, manager of the recording laboratory, and family occupied their cottage at Bradley Beach, N. J., as usual this summer. Mr. Miller was a daily commuter to New York during June, July and August.

THE SALTER RECORD CABINETS.

How the Product of the Well-Known Chicago Company Has Leaped Associated Business to New Heights—Increased Facilities to Handle Fall Trade—The New Line of Disc Cabinets—An Extensive Showing.

(Special to The Talking Machine World.)

Chicago, Sept. 10, 1910.

The Salter Mfg. Co. of this city, are one of the pioneer manufacturers of record cabinets of the country. They have always kept pace with the development of the industry and the product, from year to year, has shown constant improvement both in design and interior arrange-ment. The new line of Salter cabinets brought out a couple of years ago showed such a radical de-parture from former types as to mark a distinct epoch in this department of the extensive cabinet business of the company. Last season, in fact, the Improved Salter cabinets had gained such a strong hold on the trade that the demand was far beyond the company's expectations, and although the fac- tory worked overtime all during the winter and spring months it was impossible to fill orders promptly.

During the summer months, however, arrange-ments have been made to remedy this condition. Space formerly occupied by other departments has been devoted to the record cabinet business, addi-tional machinery has been added and extra storage space provided, and capacity for the production of Salter record cabinets has been increased fully forty per cent. Although the demand for cabinets during the summer months has been excellent, the company have been able to accumulate a fair stock and with the increased capacity are ready at the beginning of the active fall season to assure their trade prompt service.

The new Salter disc cabinet which appeared almost simultaneously with the advent of the double face record, was a distinct innovation in that it provided a separate horizontal compartment for each record, allowing the record to lie flat on the shelf, thus, it is claimed, preventing the record from warping. Each shelf is provided with soft green felt, which prevents the scratching of the face or faces of the record, and also presents an exceptionally attractive appearance when the cabinet is open. Another advantage claimed for the single record, felt lined compartment is that it makes it totally unnecessary to carry even the most expensive rec-ords in envelopes. Since the new line has been placed on the market, it has been augmented by ad-ditional designs and all of the cabinets this season show many improvements in matters of detail which will no doubt be appreciated by the company's customers. Several of the leading styles of the line are shown in the company's advertisement else-where in this issue. Style 777 is made for either the Victorola XII or the Columbia Elite machine and dealers ordering should specify for which ma-chine it is desired.

The line of cylinder cabinets made by the company is also an excellent one. The latest style cab-inet is so arranged that the records may be placed on the shelves either in the original cartons or on the stereotype, and dealers ordering should specify for which ma-chine it is desired.

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Put One on Your Show Room Floor

AND WATCH THE INTERESTDISPLAYED IN THE

Monarch Midget

Jobbers can interest their dealers, and dealers their customers.

Talk Wire Racks and show them.

You can't sell a customer a rack if you don't have any.

SEND AN ORDER TO-DAY

A NEW DISC RACK IS READY. ASK ABOUT IT.

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co.,

TORONTO AND WINNIPEG

SYRACUSE, N. Y.
Lyon & Healy Offer Dealers

A Perfect Cabinet for Disc Records

Every Dealer Should Have One

Made to Match Your Store Fixtures

The Result of Long Experience

The many years that we have been wholesaling and retailing talking machine records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved The Lyon & Healy Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.

Description

The Lyon & Healy Dealers' Disc Record Cabinet is 38" high, 43" wide and 13" deep, holding 45 drawers, each drawer having a capacity of twelve 10 and 12" records. The drawers are numbered consecutively from 1 to 45, these numbers corresponding with records listed in the alphabetically arranged index book which is furnished with each cabinet. A sufficient number of special record envelopes are also provided, which keep accurate account of stock on hand and orders for stock to take the place of that sold. Two large drawers in base of cabinet make excellent receptacles for needle supplies, sound boxes and other small equipmnet.

Convenient

The Lyon & Healy Dealers' Disc Record Cabinet may be placed in any convenient location, back of or on top of a counter—indeed, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

Economical

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Lyon & Healy Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of unwanted records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.

Labor Saving

The Lyon & Healy Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute. The Cabinet is easily cleaned, and your records are kept in perfect condition. No warping, scratching, cracking or breaking.

An Inexpensive Necessity—Price $20.00 Net.

The Lyon & Healy Dealers' Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought them within reach of all when we price them at $20, complete, with special index and record envelopes. We have made these cabinets of the best material obtainable. We finish them as ordered by dealer, and every cabinet carries our quality guaranty.

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

Wabash Avenue and Adams Street CHICAGO

Write to-day for our Special Terms to Dealers on Machines and Equipments
TWO MORE SPECIAL RECORD "HITS"

Issued by National Phonograph Co. on September 1.

About the first of September the National Co. began to ship to their jobbers Amberola records Nos. 348, "Any Little Girl That's a Nice Little Girl," etc., and 350, "Lucy Anna Lou," as special records "hits." These records appear in the November supplement, but following the recently adopted plan of the company the sale date has been advanced in order that the trade may take early advantage of the popularity of the songs. Instead of shipping to western jobbers first, as has previously been the practice of the company, in this instance shipment will be made to all jobbers in any one territory at the same time, the eastern, however, being served first, and after them, in the order named, central, southern and western jobbers. The reversal of the order is occasioned by the fact that the songs are popular now in the East, and shipments to western and southern points can very well be delayed in plenty of time to catch the drift of popularity in those directions. Those records are to go on sale as soon as received. These two songs are the real "hits" of the summer season, and are now at the very height of their popularity. Special literature consisting of an attractive window hanger and a neat four-page folder will be shipped with the records.

This scheme of handling popular vocal and instrumental numbers by the National Phonograph Co. has met with universal approbation from the trade.

WIN BOWLING CHAMPIONSHIP.

(Special to The Talking Machine World.)

Sherman, Clay & Co., bowling team won the Wiley B. Allen Club twice in succession. The following players took part in the contest:

W. B. A. Co.-Black, Houseman, Miller, Lindsay.

NEW EDISON REPRODUCER.

Model "0" a Combination Reproducer for Both Two and Four Minute Records—Replaces Models "C" and "H"—Some of the Special Features.

The Model "0" Edison Reproducer, recently put on the market by the National Phonograph Co., has met with instant success, and is considered by experts to be one of the most perfect reproducers on the market. The new reproducer is designed for use with the Triumph and Idelia machines, and takes the place of the Model "C" and "H" reproducers formerly supplied with those machines, being furnished with those types at no increased cost.

The new Model "0" is a combination reproducer and was evolved from the Model "M" designed for the Amberola, and produces a full, rich and natural speaking tone, entirely eliminating the metallic tone often found in other reproducers. The new model will be supplied separately for Triumph and Idelia equipment on machines now playing both two and four minute records for $10.00 in the United States and $13.00 in Canada, while an allowance of $4.00 is made on the exchange of the Model "C" and "H" reproducers.

The Model "0" will be supplied when so ordered with Triumph and Idelia attachments in place of the Model "C" reproducer now being supplied, the prices for the attachment, complete with the Model "0" reproducer being $16.50 in the United States and $20.00 in Canada. These same prices prevail on the exchange with an allowance of $2.00 for the return of the Model "C" reproducer.

The diaphragm of the new reproducer is of larger diameter than that of the standard reproducers and consequently the sound-box is larger, making it necessary for the purchasers of this new reproducer to also have the new reproducer arm with an elbow connection in place of the former straight connection. The new reproducer arm is included in the price of the reproducer. Slight changes are also necessary when using the new reproducer with the Cygnet horn.

With the Model "0" reproducer it is only necessary to turn an index screw to throw either the two or four minute reproducer into position, the feeding being changed as heretofore.

VISITORS FROM THE SOUTH.

Among the recent visitors at the executive offices of the Columbia Phonograph Co., General, New York, was C. A. Ragan, manager of the New Orleans store, who was here for a week, when he started for the Crescent City. Westervelt Terhune, manager of the Atlanta Co., establishment, was also in New York at the same time. Mr. Terhune is considered one of the "live wires" of the company's staff.

VELVA-TONA

A New Word with Two Meanings

To you, Mr. Dealer, it means PROFITS

To the public, SATISFACTION

THE VELVA-TONA

Is a device which is attached to the Victor Sound Box, redesigning the sound and modifying the tone to a beautiful soft, velvet quality. And, Mr. Dealer, remember it is not a muffler, but a modifier, a scientific device which enables you to keep on making a profit on sales of exceptionally high quality. The Velva-Tona at the point of contact, thereby saving the softer tones, not reproduction.

Order to-day. Now! It is a Wonder, sells at sight.

The big selling feature of this modifier is that it can be modified from the most delicate to the very loudest tone and is adjustable while the machine is in motion. Arranged on artistic display cards of one dozen. Price, 75 cents each; $4.50 per dozen wholesale; 5% less in lots of 24; 10% less in lots of 1 gross.

Address M. & M. NOVELTY CO., 472 11th St., Oakland, Cal. For Chicle and men write. Exceptional deductions offered.

Hermann Thorens, St. Croix (Switzerland)

Talking Machine Works

Motors and Sound-Boxes a Specialty

Conceded to be the best manufactured.

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

First Quality Only

Novelties in Hornless Machines

Noiseless Motors

Highest Recommendations

Write for descriptive Booklet
SUCCESS OF THE ECHO ALBUM.

Has Solved the Problem of Keeping Collections of Disc Records in the Best Possible Manner—Heavy Demand for the Albums.

One of the bothersome problems confronting the owners of disc machines and records has been that of keeping the records in order at all times and out of the way. Various means have been adopted in an effort to solve the problem, but it was not until the "Echo" album was put on the market that a really satisfactory solution was at hand.

Up-to-date, progressive dealers who have adopted the "Echo" album declare that it is a "money saver" to the record business. This does not mean that it keeps the records hidden away in bags where the owner does not see them. On the contrary, this method, he is enabled to put his hand on any particular record that he wants at any particular time. His record collection looms up to him as an asset of real worth and consequence. It partakes of the library idea, and can be likened into a classified collection of musical numbers toward which he is adding records in the endeavor to standardize his collection.

The "Echo" album fulfils this very purpose, and the idea is illustrated in the advertisement appearing on page 31. The Echo album is strongly and neatly made of brown linen cloth and cardboard, so that there is practically no wear to them, and they will give complete satisfaction for a lifetime. The 12-inch size Echo album will accommodate both 10 and 12-inch disc records, and for uniformity's sake it is better to use the 12-inch exclusively if both sizes of records are in the collection.

These new style Echo albums fit both double-face as well as single-face records, and the label can be read from both sides of the perforated pocket. The new Echo albums also are collapsible, when not filled, and therefore occupy much less space in shipping and packing. A simple 12-inch, new style record album will be sent to any dealer on receipt of $1.00 to cover the extra space in shipping and packing charges.

Enough orders have been received from John Wanamaker and other large talking machine distributors to keep the factory busy for the next sixty days. Jobbers will be wise to place their orders early, to insure delivery before the holidays.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)


Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

AUGUST 22.

Berlin—20 pkgs., $346; Buenos Ayres, 104 pkgs., $7,260; 20 pkgs., $2,544; Carigua, 3 pkgs., $138; Colon, 13 pkgs., $305; 25 pkgs., $305; Demerara, 6 pkgs., $302; Havana, 16 pkgs., $614; Harve, 2 pkgs., $897; London, 1 pkg., $100; Porto Barrios, 4 pkgs., $890; 90 pkgs., $100; 123 pkgs., $12,372; Shanghai, 1 pkg., $100; St. Johns, 7 pkgs., $144; Sydney, 1,103 pkgs., $15,709; Tamango, 4 pkgs., $174; 24 pkgs., $1,400; Valparaiso, 5 pkgs., $810; 7 pkg., $236; Vera Cruz, 194 pkgs., $4,132; Yokohama, 8 pkgs., $357.

AUGUST 25.

Algea Bay, 22 pkgs., $908; Bombay, 5 pkgs., $128; Cartagena, 5 pkgs., $312; 10 pkgs., $802; Colon, 1 pkg., $178; Guayaquil, 2 pkgs., $237; Havana, 18 pkgs., $1,060; Harve, 10 pkgs., $253; Kingston, 1 pkgs., $178; La Guaya, 12 pkgs., $141; Liverpool, 3 pkgs., $220; London, 3 pkgs., $192; 4 pkgs., $387; 112 pkgs., $2,796; Manila, 55 pkgs., $4,867; Matanzas, 7 pkgs., $340; Para, 5 pkgs., $318; Rio de Janeiro, 24 pkgs., $8,009; Sydney, 10 pkgs., $932; Valparaiso, 15 pkgs., $900; Vera Cruz, 30 pkgs., $2,703; Yokohama, 5 pkgs., $81.

SEPTEMBER 7.

Antofagasta—12 pkgs., $1,160; Calabrien, 3 pkgs., $153; Callao, 17 pkgs., $1,194; Cartagena, 55 pkgs., $4,167; Cienfuegos, 22 pkgs., $250; Colon, 11 pkgs., $358; Havana, 30 pkgs., $1,550; London, 9 pkgs., $722; 4 pkgs., $300; 201 pkgs., $4,606; Montevideo, 20 pkgs., $2,722; Para, 41 pkgs., $2,740; 15 pkgs., $1,040; Santiago, 2 pkgs., $106; Vera Cruz, 41 pkgs., $860; Vienna, 16 pkgs., $1,605.

SEPTEMBER 9.

Berlin—65 pkgs., $1,136; Buenos Ayres, 1 pkg., $3,800; Colon, 17 pkgs., $933; Demerara, 3 pkgs., $160; London, 128 pkgs., $3,086; 11 pkgs., $695; Manila, 1 pkg., $314; Melbourne, 1,000 pkgs., $28,870; Milin, 12 pkgs., $1,000; Rio de Janeiro 7 pkgs., $1,667; 30 pkgs., $1,165; St. Kitts, 9 pkgs., $507; Valparaiso, 11 pkgs., $619; Vienna, 22 pkgs., $495.

COLUMBIA AT HOUSEHOLD SHOW.

Full Line of Machines Shown to Advantage in Double Space and Excellent Results Obtained.

One of the features of the Household Show in Madison Square Garden, August 29-31, was the handsome exhibit made by the Columbia Phonograph Co., occupying two full spaces in one of the best locations in the Garden. The full line of machines was shown, including all styles of Grafonolas, and the whole the Columbia exhibit proved one of the most successful in the show.

A NEW S. B. DAVECO SPECIALTY.

The Simplex Needle Box Possesses Many Valuable Features That Should Interest Owners of Disc Machines--Does Away with Needle Handling Troubles.

One of the successful specialties of the S. B. Daveco Co., the well-known and progressive New York distributors, is their new "Simplex Needle Box," which may be readily attached to any disc machine and which the box is held by an enamelled bracket attached to the back of the machine and presents a very neat appearance. The oak and mahogany finish boxes to match the machines, together with the ease with which the old needles are disposed of, tend to make the boxes an excellent side line for the dealer.

Along with the "Simplex Needle Box" bids fair to equal in popularity the famous "Magnetic Needles," "Victrola Protectors" and other rapid-selling and profitable specialties created by the S. B. Daveco Co., and all dealers would do well to take advantage without delay of the sample proposition as offered in their announcement in this issue.

CATALOG OF COLOMBIAN RECORDS.

A special Colombian catalog will be issued by the export department of the Columbia Phonograph Co., General, in about two weeks. It will contain the records of Morilla, which have scored a great success; Uribe Bros., Cabrel, Ochoa and other well-known artists from Colombia, S. A.

When Edward N. Burns, manager of the Columbia Co.'s export department, returned to New York from his vacation after Labor Day, Edmond F. Sause, his very capable assistant, left on September 10 for a period of rest, recuperation and pleasure.

INSTALL SOUND-PROOF BOOTHS.

The Phillips & Crew Co., Savannah, Ga., have installed a number of sound-proof booths in their store for the demonstration of Victor machines. The booths are very attractive and are provided with double plate glass windows.
EDISON PRODUCTS EXHIBITED.

National Phonograph Co.'s Exclusive Display of Phonographs and Accessories at the Boston Mechanics' Exposition—A Splendid and Interesting Showing.

(Special to The Talking Machine World.)


What is intended to be the most elaborate and comprehensive display of talking machine products ever attempted is being prepared by the National Phonograph Co., Orange, N. J., for the Boston Mechanics' Exposition, to be held in Mechanics' building, Boston, Mass., October 3 to 9, inclusive.

It will not only eclipse any previous display of talking machines at an industrial exhibition, but it will surpass in completeness, size and attractiveness all other exhibits at the exposition. The exclusive privilege to exhibit Edison phonographs, as well as other laboratory products, was secured by the National Co. in the manner illustrated by the accompanying cut, which was made from a pen and ink sketch and gives but a faint idea of the attractiveness of the scheme. The windows, which will be raised about two feet from the floor, will be used to display Edison phonographs exclusively. The inclosed floor space on the right will be utilized for the display of Edison business phonographs, while in the corresponding space on the left will be shown the new Edison storage and primary batteries, Edison projecting kinetoscopes and accessories and Bates automatic numbering machines. Thus from any angle of the mammoth hall an unobstructed view of a complete line of Edison laboratory products can be had.

Over the main stairway to the stage an oil painting of Thomas A. Edison, 25 inches by 30 inches, the largest permanent exhibition building in America. (An idea of its size will be gained from the statement that the seating capacity of Grand Hall alone is 10,000.) Facing the main entrance of this hall is a huge stage 80 feet long by 40 deep. This stage, the most desirable and eagerly sought space in the exposition, the National Co. was fortunate in securing. It dominates the entire hall and can be seen from any one of the 5,500 seats in the gallery.

The entire stage will be enclosed by means of an ornamental front with plate glass windows and ends, in the manner illustrated by the accompanying cut, which was made from a pen and ink sketch and gives but a faint idea of the attractiveness of the scheme. The windows, which will be raised about two feet from the floor, will be used to display Edison phonographs exclusively. The inclosed floor space on the right will be utilized for the display of Edison business phonographs, while in the corresponding space on the left will be shown the new Edison storage and primary batteries, Edison projecting kinetoscopes and accessories and Bates automatic numbering machines. Thus from any angle of the mammoth hall an unobstructed view of a complete line of Edison laboratory products can be had.

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Over the main stairway to the stage an oil painting of Thomas A. Edison, 25 inches by 30 inches,
THE TALKING MACHINE WORLD.

51

Pushed by the dealer, like any other merchandise—and with exclusive Columbia selling rights in the contract, there's more retail money in the business than there ever was before.

Columbia Phonograph Co., Genl., Tribune Building, New York.

TO MEET IN MILWAUKEE NEXT YEAR.

Votes Taken Show a Desire on the Part of the Members of the National Association of Talking Machine Jobbers to Gather Next Year in the West—Some Important Matters Discussed by Executive Committee.

The National Association of Talking Machine Jobbers, through its Executive Committee, has been taking up for serious consideration some important matters affecting the welfare of the talking machine trade recently, and within the near future no doubt some important announcements will be made.

The secretary of the association, J. C. Roush, of The Standard Talking Machine Co., Pittsburg, Pa., recently remarked to The World, "The members of the various committees are all hard workers, and the coming year should show a marked increase not only in the membership, but in votes taken by the present members of the association."

"I would also ask you to announce the result of the vote taken for next year's convention, which resulted as follows: Members voting in favor of Milwaukee, seventy; in favor of Niagara Falls, eight, and in favor of Atlantic City, eleven, and two voting no choice, showing the total vote to be eighty-nine."

"In going over the entire vote we find that the vote was divided as follows: In favor of Milwaukee, twenty-seven eastern jobbers and forty-three western jobbers; Niagara Falls, two western jobbers and six eastern jobbers; Atlantic City, seven eastern jobbers and four western jobbers. This vote has been carefully compiled and clearly shows that the next convention should be held in the West.

"Owing to the desire of many of our members to spend the Fourth of July with their families at home, it has practically been decided to hold our next convention the second week of July, either the 11th, 12th, 13th and 14th, or the 12th, 13th, 14th and 15th. This, however, has not been fully decided.

"Some very important matters have been discussed by the Executive Committee with the National and Victor factories recently, and some very important announcements will be made by both factories very shortly, which will be of great interest and benefit to all jobbers."

Mr. Roush is one of the hardest workers of the association, and his enthusiasm has been manifest in many ways.

The appointments made by President Whitall are as follows:

Appointments for standing committees from September 15, 1910, to September 15, 1911:


Resolution Committee—J. F. Bovers, Lyon & Healy, chairman; Lawrence McGreal; Burton Pierce, J. W. Jenkins' Sons Co.


"How is your Stock?"

Benefits from Being in a State of Preparedness—Suggestions Worth While.

A good many talking machine jobbers and dealers know what they lost last year by holding off their orders so long that they lost many sales. Along these lines The Talking Machine Co., of Chicago, has been sending out some excellent literature.

The letter addressed to their dealers for September is particularly good and we reproduce it herewith.

Such letters should be perused carefully because they not only have the tendency to awaken the dealer's interest, but they show how trade may be developed:

"The successes of to-day are built by avoiding the failures of yesterday."

"Last month may not have been what you would call a 'success' from your personal standpoint, but speaking from the Victor standpoint, it was. The Victor Co.'s business for the first six months of 1910 was the largest in their history.

July was the biggest July they ever had and more than doubled the previous July. August was way ahead of its sale. This time they tell us they have orders in hand for over 100,000 Victor machines.

These facts signal your success in the next four months. The Victor business for you. How records are coming? The next four months will break all Victor sales records. Send us your orders early so as not to be disappointed in the prompt receipt of your goods.

Our machine and record stocks are complete and we shall aim to keep them so, but your advance orders will greatly facilitate our being able to do this.

"If we impress nothing else upon you in this whole letter, we want you to fully appreciate the real, intrinsic value of the Victor ready-made lecture, 'The Songs of Other Days,' which they have recently issued for your benefit in bringing before the public of your community the educational, instructive and entertaining possibilities of the Victor. This is a 'ready-made' lecture to the minutest detail. Make arrangements with your school authorities to give this lecture in the school hall. The small admission charged goes for the purchase of a Victor for the school.

"Another thing we want to call your special attention to at this time is the new 'Souza and Pryor' Victor Ready-made Display Window No. 18. Send us your order for one of these at once. Remember, your display window is the eye of your store and the best pulling local advertisement you have."

RECORDS OF GREAT ORGAN.

Experts Now in Salt Lake City Securing Records of Great Pipe Organ and Choir in the Tabernacle.

(Special to The Talking Machine World.)

Salt Lake City, Utah, Sept. 5, 1910.

There is considerable interest manifested in the local trade and in fact among talking machine men all over the country regarding the proposition to make records of the great Tabernacle choir and organ in this city. A number of expert recorders have arrived here and are busily preparing to get as perfect records as it is possible to obtain.

While the idea of organ records is comparatively new, nevertheless several records have been made from small reed organs and at least one from a pipe organ with considerable success. If the records of the Tabernacle organ prove a success it will open a new field for talking machine experts.

MISSING WORLD COPIES.

TRADING NEWS FROM INDIANAPOLIS.

Judging from Demand for High Grade Machines, New Era Arrives at Talking Machine Trade Has Been Ushered in—Leading Jobbers and Dealers Make Most Encouraging Reports Regarding Present and Prospective Business in All Branches.

(A Special to The Talking Machine World.)

Indiana, Ind., Sept. 8, 1910.

The talking machine business is opening up in pretty good shape for the fall trade, and dealers are unanimous in predicting lively sales for the next few months. The business seems to be running now more to the higher grade of instruments. This is explained by some dealers on the theory that the people who have money are just beginning to find out what is in the high grade machines in the way of entertainment. As an illustration some of the dealers have been successful in selling $900 machines in homes where there is no piano. The fact that a talking machine of high grade takes precedence over a piano in some instances proves, the dealers believe, that the talking machine business is here to stay.

The Musical Echo Co., which handle the Victor line, have been having a good sale on Victorolas and other high grade machines. The proprietors of this line express the greatest confidence in the outlook for the fall and winter months. The managers, according to their statements, like their new location in North Pennsylvania street better every day.

W. M. English has accepted a position on the road with the talking machine department of the Wulschner-Stewart Music Co., jobbers in Edison and Victoros. This company are also reinforcing their staff of city salesmen and are getting ready to make a clean up in the fall business. "We are running as near our full capacity in the talking machine line as we ever have since we took up this line," said W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Music Co., jobbers in Edison and Victoros. This company is also emphasizing their service to their city by increasing the number of good points and completing the service in all branches and we believe the public will appreciate our efforts.

Mr. Barringer says that popular music is selling best now. "Has Anybody Here Seen Kelly?" has been a good run in Indianapolis, and Mr. Barringer predicts an excellent sale for "Any Little Girl" which has been very successful in that line of instruments.

SUCCESS OF NEW DEVICE.

Talking Machine Soundboard Co. Report Great Number of Sample Orders—Deliveries Soon.

The Talking Machine Soundboard Co., of New York, announce a heavy demand for samples of their new resonating device for talking machines, which is the invention of L. P. Vulpagnet, and which was illustrated and described in these columns recently. The sample orders already on file have served to convince the manufacturers more than ever of the great field for the improved record cabinet, and it is expected that when the deliveries are made some time this month, or the first of October, that the orders will necessitate a greatly enlarged equipment. Illustrative descriptive literature, price lists, etc., will be distributed on request. Further information may be obtained by addressing the Talking Machine Soundboard Co., Room 1000, 110 West Thirty-fourth street, New York.

VICTOR CO. TRAVELERS PLAY BALL.

Teams Representing Eastern and Western Territories Cross Bats—Make Some Interesting Plays—Individual Feats Noting.

Batting for the championship between the representative teams of the Victor Talking Machine Co., divided into two squads to represent the East and West, which took place on the morning of August 17 last, was decidedly won by those traveling in the latter territory by the score of 17 to 10. Rapping Ripley for a number of two and three-base hits and a couple of home runs, Bennett's men piled up a lead of eight runs. Joe Gannon took up the burden for the East at the beginning of the sixth inning, but the "underdogs" were beaten before the eccentric northpaw entered the arena. Too much cannot be said regarding the good pitching done by "Slats" Dewar, and he, too, was elegantly supported by Backstop Woodward, who caught everything but a cold. "Slats" took the billing of himself by occasionally stopping a slow grounder, while Eddie Hipple insisted upon wearing a catcher's glove at third base and successfully accepting two chances out of four. The following was the lineup: West—W. L. Woodward, c.; W. M. Dawson, 1b.; D. B. Dewar, 3b.; Sam Goldsmith, x.; W. H. Fliss, 2b.; H. C. Haughen, cf.; E. E. Hipple, sh.; C. K. Bennett, If.; L. Burleigh, rf.; East—J. Campbell, c.; J. Gayle, 1b.; J. Gasboro, sh.; C. L. Price, ss.; L. H. Ripley, rf.; C. M. Bame, x.; T. F. Green, cf.; H. C. Womancho, 2b.; R. R. Gorham, rf.

The game was ably umpired by George D. Orntste.

Gately's playing at first was excellent but fast for the fact that he insisted upon moving first base over about four yards nearer the pitcher, except when the East were at bat. It was discovered that he could put out a batter much easier by this method. The playing of Tom Green was worthy of the attention of Hughie Jennings. Green stopped everything that came his way—if he found it fast he tried for his hands, if slow, he around and stop it with his back. He had eleven errors and six wild throws chalked up for him.

TALKING MACHINE EXPORTS.

The Figures for July Presented—Reports Show Strong Gain in All Departments of the Industry—Some Interesting Figures.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 6, 1910.

In the summary of exports and imports of the commerce of the United States for the month of July (the latest period for which it has been compiled) which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are given: The seven months' exports of talking machines, records and supplies for July, 1910, amounted to $100,248, as compared with $89,907 for the same month of the previous year. The seven months' imports of talking machines, records and supplies amounted to $1,335,592.

AMBEROL RECORDS AS COMMISSION.

The Talking Machine Co., of Louisville, Ky., of which A. Montenegro is general manager, are making a strong bid for business in the Edison line. They offer to any owner of an Edison machine who secures another customer for their house six new Amberol records free. In other words, they are willing to pay $3 commission to every owner of a talking machine who can produce a new customer, no matter what price machine is purchased.
A Man Must Change His Tactics to Win—Experience Is the Best Teacher—Ideas That Count—Adhere to the Rule of Fair Dealing.

A salesman of experience realizes that practical methods of selling goods—are of the greatest value, and he also knows that it pays him to search for the true method.

He cannot successfully employ the same old way of doing things month after month, and year after year, if he must be modern, up-to-date, as much or more so than men of other professions.

A physician or lawyer finds that to compete successfully, he is compelled to read, read all the time, for he may learn of advancement in treatment or in procedures.

Experience is the best teacher, but the road of the individual's experience is narrow and rugged, and not everyone reach so high or so far, or have the same views of similar experiences.

If we learn from another that fire will burn us, it is just as much to place our fingers in the fire to prove the truth of it. In better to accept the statement and avoid the suffering.

How many times does the salesman fail to sell certain buyers, without knowing why? All his experience seems to count for nothing in some cases, and it may be some trifling matter, some apparently unimportant thing which causes the trouble.

To discover the missing link in his method may does mean much to the salesman.

How may we do this? By learning the experience of others, writes W. N. Ambroson in The Traveling Man.

Every dealer supplies a "missing link" in his chain of reasoning. Correct conclusions depend upon correct premises from which to reason. The more good ideas, the better the basis for good work.

A salesman who gets one idea which helps make a sale from reading a copy of any publication dealing with salesmanship or business, can make enough from this one sale to pay him for the time devoted to reading.

A man, even when he sees more than gamblers, a man who has been shaved by a thousand barbers, knows more about different ways of doing it than any barber.

As a seller, in his own business he is than in the business of others, at least, he believes so. In his own business he learns how much he does not know. The vastness of his ignorance appals him. Basing his action on the rule that the average man realizes that he does not know too much about even his own business, a salesman may proceed with more confidence.

The fear which paralyzes some salesmen is the fear which arises from undue reverence for the supposed authority of the buyer or edge of the customer. Give a buyer credit for only such incomplete knowledge as it may be assumed every human being possesses, and you rise, in self-esteem to a new plane.

In war it is more difficult to make a successful charge against forces whose position is on an elevation. Attempting to influence a buyer, who, in his belief, is higher than you are, is like a charge up hill. In the employ of a man where such methods were resorted to by certain salesmen, I would register an idea good and strong and money. Morality and something wasn't done to remedy such things. I would seek employment elsewhere and leave it to the "boss" to battle with the price cutter. It seems to me that the merchant in some cases is to blame for this, because he is slow in eradicating the evil for fear he will lose a good customer, as often times argues with himself. But let me tell you that no one is your customer who can only be sold by such methods. They will not hesitate to leave your store and go somewhere else where they can get goods a little cheaper.

You had better have no customers at all than to sell goods at no profit.

Do you think a consumer would write to a mail order house and ask them to cut a price on any article they want you to buy? Not much; for they know they would not only waste time but material and a two-cent stamp.

But when they come to your store it doesn't cost them anything to try it, and if you or your salesmen are weak enough to fall into the trap set for you, the customer will make a gain of so much, and the business in which you should all be vitally interested has suffered the loss of so many dollars.

All the world's a stage, on which every prominent character has a thousand underestimates.

It's easy enough to make up your mind what you would do if you were some other fellow.

**POINTERS ON SALESMANSHIP.**

A salesman of experience realizes that practical methods of selling goods—are of the greatest value, and he also knows that it pays him to search for the true method.

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TRADE IN THE MONUMENTAL CITY.

Baltimore, Md., Sept. 9, 1910.

The talking machine people have no complaints to make. Although the summer is still with us the trade finds that the demand for talking machines is gradually picking up. Mr. Laurie, of the Columbia Phonograph Co., says the outlook is fine, and that he is anticipating a splendid season.

Morris Silverstein, of Cohen & Hughes, is the really optimistic man among the trade. He is full of joy, for during August the firm doubled the business it did in the same month last year. In fact, great gains over last year have been noticeable every month so far of 1910. This firm recently succeeded in securing a contract from the Old Bay Line, running from this city to Norfolk and Old Point Comfort, for three Victrolas, which of joy, for during August the firm doubled the

family, his uncle being Florenz Ziegfeld, Sr., president of the Chicago College of Music, the largest family in the United States. He is also a cousin of Flor- renz Ziegfeld, Jr., the well-known theatrical manager and husband of Anna Held. Mr. Ziegfeld himself has also been connected with theatrics for a number of years. Mr. Parson is handmender of the Fourth Regiment and has conducted orches- tras for a long number of years.

THE FALLACY OF PRICE-CUTTING.

There are two kinds of price cutting. One is done by the dealer who consistently sells his goods on a certain basis of profit, and neither sells his goods at a loss nor at an extravagant price, says W. R. Hotchkiss, merchandize manager, John Wanamaker, New York, in Printer's Ink. The other case is where the dealer, with little regard to consistency in his percentage of profit, is willing to damage a manufacturer, as well as his com- petitors, by announcing at irregular intervals prices on trade-marked articles, or other well-known com- modities, which are below a profitable retail selling price.

It is well known in the trade that John Wan- amaker was the first bookseller to lower the prices of books and place them on a fixed selling basis as a reasonable profit. He was the originator of the $1.08 price for new fiction when $1.50 was the published price, and the selling price an indefinite quantity.

The position then taken with such tremendous popular approval that the Wanamaker Store built up the largest retail book business in America and the entire book publishing business of the country had the greatest stimulus it has ever known, and the greatest epoch of prosperity.

But it is necessary to state that when this price once fixed, it was continuously maintained. It is also to be understood that this price gave a fair, legitimate profit.

The dealer who selects certain trade-marked arti- cles of large demand and places them on sale for a day or two each month at a price on which there is no profit, and at times actual loss, has three reasons for his action:

First-To deceive the public as to his prices on other goods nor so well known.

Second-To attempt to cast reflection upon the prices of a competitor by taking a false position himself.

Third-To damage the market value of the trade-marked article.

If there is a better reason for such action, with an article that cannot be bought from the manufac- turer at less than its regular price at any time, I would like to know it. If reason number one is analyzed to its bottom it is as damaging to the public as it would be to sell to the Government ten cases of goods in one case of which fair weights and measures were given, and a deal made with the importer to examine his packages. In one case, the other nine cases of goods being measured and weighed at thirty inches to the yard or twelve inches to the pound.

In the first case the customer is able to measure the value of the trade-marked article, while being led to purchase an unknown number of other arti- cles which are not so measured, with the belief that they are purchased on the same low basis of profit. Thus the purchaser is just as falsely misled as though an inspector was bribed to measure ten cases of merchandise upon the exaggerated basis of the case specially prepared for his examination.

The time will undoubtedly come, if honesty in business policy is to prevail, when it will be as much against the law to falsely exploit a standard article at a loss as it is to sell goods at a short pound or a short yard. It would seem that the time will come when it will be against the law for any storekeeper to make an agreement with a manufac- turer's product in a way that not only deceives the public, but does damage to the honest storekeeper, as well as to the manufacturer.

Certainly that public must be very ignorant which does not realize that when one line of goods is sold below cost another must be sold propor- tionately above it to make up the deficit.

THE VALUE OF CABINETS.

Add to Appearance of Stock and Profits of the Talking Machine Business—Something of the Udell Line.

Wherever occurs a gathering of up-to-date talk- ing machine dealers there is raised the question of carrying cabinets, and invariably those who make capital machine cabinets a feature of their stock are loud in their support of this line. With ma- chines mounted on suitable cabinets the attractive- ness of the general stock is increased fully 50 per cent and there is in addition the strong temptation of including the sale of the cabinet with that of the machine and at a goodly profit.

One of the most extensive and comprehensive lines of cabinets manufactured in the United States is that of the Udell Works, Indianapolis, Ind. There is not a machine in any of the leading lines that cannot be supplied with a cabinet that is perfectly in harmony with it, while the man who has a library of either disc or cylinder records can always find the cabinet that will just meet his needs, whether his records are few or many. Of the Udell quality nothing need be said; it has stood the test of time.

SUCCESS THROUGH PUBLICITY.

"If you have had any degree of success in Spo- kane, it is because of the liberal use of printers' ink," declared the Rev. Dr. James W. Kramer, pastor of the First Baptist Church of that city. "There is something worse than sensationalism. It is the inability of the church to produce life. The church that does not advertise is behind the times and is nursing empty pews, and he who rails against the minister for advertising is suffering from the spirit of the printing ink."
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)


SOUND-BOX FOR TALKING MACHINES. Luther T. Haile, Philadelphia, Pa. Patent No. 903,546. This invention relates to sound-boxes for talking machines and has for its object the provision of means supplemental to and operatively detachable and replaceable from and to the usual needle-holder of the sound-box, without interference with the usual function and capacity of the latter to retain a needle removably in its longitudinal aperture by any known means; the invention means imparting to the sound-box and its needle-holder an additional function, increasing its capacity to produce loud or soft tones from the same stylus or needle. Such results have never been heretofore effected, by any needle-holding means.

In the drawings illustrating the invention, Fig. 1 is a top view of a usual type of sound-box and needle-holder, on which an improvement is adapted to be employed; Fig. 2 is a like view, of the former and of the improvement detachably attached thereto; Fig. 3 is a section of the line x-x of Fig. 2, Figs. 4 and 5 are elevation and section of the supporting needle-holder of Fig. 2 detached from the primary needle-holder of Fig. 1, and Figs. 6 and 7 arc like views as Figs. 4 and 5, but with the addition of a tone-modifying screw.

SPEED REGULATING DEVICE FOR SOUND RECORDING MACHINES. Charles Abbott and William E. Lightfoot, Liverpool, Eng. Patent No. 964,884. This invention relates to sound recording and reproducing machines employing disc records and particularly to such machines in which the speed of the motor can be continuously varied so that the angular speed of the motor increases or decreases according to whether the record commences at the periphery or near to the center of rotation.

The object of the invention is to obtain the differential speed of the motor in a sample and efficient manner and dispense with any connection between the sound-box or carrier thereof and the speed controlling device, providing means at the same time for indicating the proper position of the speed controlling device for records of different diameters.

The invention also provides that the motor can be run at a constant speed so that the ordinary or standard disc records can be used at will.

According to this invention, the sound-box arm or carrier is quite independent of the speed controlling device, and a graduated scale and pointer is employed to indicate the proper starting speed for different sized records.

Fig. 1 is an end elevation of the mechanism. Fig. 2 represents a plan of the same looking from underneath. Fig. 3 represents a side elevation omitting some of the parts for clearer's sake.

SOUND RECORD FOR TALKING MACHINES. James W. Owen, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 964,685. The object of this invention is to produce a commercial record which is difficult to duplicate without impairing or interfering in any manner with the sound recorded thereon.

A further object is to incorporate into the record portion of a commercial sound record identification marks, words, descriptive matter or other distinguishing characters to designate either the source of origin of the record, or any other information which may be desired, in such a manner that it would be extremely difficult to remove or efface the same without impairing or destroying the record, and at the same time so to place such characters on the recording surface as not to interfere in any manner with the quality of the reproduction.

Fig. 1 represents a plan view of a disc record, having the sound waves recorded in laterally undulatory grooves of substantially even depth on the face thereof and embodying the invention; Fig. 2 is a transverse fragmentary sectional view of the disc record; Fig. 3 is a longitudinal fragmentary sectional view of the same; Figs. 4 and 5, 6 and 7 and 8 and 9 are views corresponding to Figs. 2 and 3, but of modified forms of the invention. It is to be understood that Figs. 2 and 9 are on a greatly exaggerated scale.

METHOD OF MAKING SOUND RECORDS AND THE MATRICES FOR MAKING SOUND RECORDS. James W. Owen, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 964,896. The object of this invention is to produce a commercial sound record which cannot easily be duplicated or dubbed without impairing or interfering the sound recorded thereon, and at the same time so to place such characters on the recording surface as not to interfere in any manner with the quality of the reproduction.

Fig. 1 indicates a portion of a sound record, and at the same time so to place such characters on the recording surface as not to interfere in any manner with the quality of the reproduction.

Fig. 5 is a separate view of one of the horns, the horn being given a peculiar S-shape, so as to occupy less space; Fig. 6 is a front view of a triple horn, differing from that shown in Fig. 3; Fig. 7 is a bottom view of another type of quadruple horn; Fig. 8 is a side view of the horn shown in Fig. 7; Fig. 9 shows a nested triple horn, and Fig. 10 shows a nested double horn.

SOUND-REPRODUCING MACHINE. Stephen M. Wirtz, Detroit, Mich. Patent No. 963,078. This invention relates to phonographs and like sound reproducing machines, it is desirable to eliminate as far as possible all noises arising from the movement of the motor and to amplify sound waves from the diaphragm without destroying their quality.

A further object of the invention is to provide an attractive exterior for the machine which makes it available as an ordinary article of furniture as well as a storage place for records and for the implements necessary in manipulating the photographe proper.

In the drawings Fig. 1 is a view in perspective of a machine embodying features of the invention showing open doors at the mouth of the horn; Fig. 2 is a similar view taken from the opposite end with doors open; Fig. 3 is a plan view of the machine with the top entirely removed; Fig. 4 is a side view in central, longitudinal section showing the arrangement of a phonograph horn and sound board; Fig. 5 is a view in cross section through the table; Fig. 6 is a view in detail of a
This invention relates to horns or amplifiers for phonographic apparatus, and its object is to provide means for dampening the vibrations of said horn when made of metal, so that the tone of the instrument will be sweeter and smoother. The means used to accomplish this result comprise a cover for the horn made of textile fabric and detachably secured to said horn. To insure a good fit, the cover is made in sections, provided with means for lacing them together, and at its larger end said cover is also provided with hooks which catch over the edge of the metal horn and hold the cover tightly stretched, and in close contact with said horn.

In the accompanying drawing, Fig. 1 is a perspective view of a metal horn or amplifier provided with improved cover. Fig. 2 shows the sections from which the cover is made, and Fig. 3 is a view on a larger scale of one corner of a section showing the eyelets and hooks with which it is provided.


This invention relates to talking machines and is directed to the provision of a machine of an improved construction in which the relative movement of the sound-groove and the reproducing mechanism necessary to permit the stylus of the reproducing mechanism to track in the record-groove throughout the several convolutions thereof is affected by moving the sound-groove and the turntable on which it is supported bodily in the plane in which they lie.

In accordance with this invention, a turntable is provided for supporting a disc record and this is so mounted as to permit of rectilinear movement thereof in the plane in which it lies. A motor mechanism is employed for rotating the turntable on its axis and this motor mechanism may also be arranged to effect the lateral movement of the turntable. The reproducing mechanism is stationary mounted with respect to the turntable so far as concerns movement of this mechanism radially of the turntable; if desired the reproducing mechanism may be so mounted as to permit of movement transverse to the plane of the turntable so that the stylus hereof may track faithfully in the record-groove and may be moved to an inoperative position while changing records.

The devices whereby the motor mechanism, in addition to rotating the turntable, effects the rectilinear movement thereof, are so constructed as to move the turntable bodily as it is rotated at the speed necessary to enable the stylus of the reproducing mechanism to follow the record-groove properly. For this purpose the motor mechanism may be arranged to move with the turntable if desired, but it is preferred to mount the motor mechanism stationary and connect it to the turntable by devices which will permit of the necessary relative movement of these two parts while maintaining the operative connection between them, as for instance, a telescoping shaft or a spline.

The preferred embodiment of this invention is illustrated in the accompanying drawings in which—

Fig. 1 is a top view of a talking machine, broken away and sectioned in part, Fig. 2 is a sectional view of the same, the section being on lines 2—2 of Fig. 1, and Figs. 3 and 4 are detail views in section on lines 3—3 and 4—4 of Fig. 1.

PERMANENT LOCATION AN ASSET.

There is a wonderful asset in keeping your store location permanently. Those firms who move around from one place to another are sure to lose out in the long run. Sometimes when the retail section of the city or town moves, as it so frequently, one really feels justified in moving with it, but to our mind it is far better to keep your present position so live and so firmly implanted in the public memory that there will be no reason for this expansion.

Keep down the cobwebs. Dust off the shelves. See that the windows are washed at least every week. It pays.

THORN NEEDLES

Continue to grow in popularity. Slowly but surely they are winning favor with the trade, because dealers are learning that it is the ONLY WOOD NEEDLE THAT THEY CAN DEMONSTRATE.

They Do Please the People and Are Easy to Sell

Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

THORN NEEDLES, Boxes of 100, RETAIL 10 CENTS
THORN NEEDLE HOLDERS, EACH 10 CENTS
Liberal Discounts to the Trade
Send 35¢ in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

J. W. JENKINS' SONS MUSIC CO.
VICTOR TALKING MACHINE DISTRIBUTORS
KANSAS CITY, MO.
Edison dealers in cities and manufacturing towns where extensive business correspondence is carried on, who are not handling

The Edison Business Phonograph

are overlooking the "business end" of the Phonograph business.

See our exhibit at the 12th Annual Business Show, Madison Square Garden, New York, October 22 to 26, 1910. Space 125 in the center of main floor.

Edison Night October 26, 1910, including Annual Transcribing Contest and special entertainment in the Concert Room.

When you can show a business man how he can dictate to the Edison Business Phonograph twice as fast as he can write and when you show him how the stenographer can transcribe from The Phonograph twice as fast as he can write, and when you show him how The Phonograph can bring home the wife and children need four times as fast as he and his wife can write, you are bringing home the importance of an Edison Business Phonograph.

Every business man knows that the Edison Business Phonograph is his "business end", as he and his wife and children need the Edison Business Phonograph in their home—and it's up to you to sell it to him and bring home the wife and children.

The Edison Business Phonograph is the phonograph for the world of business, for the world of the future. Its field is the future business world, where the game is young and the product is life. Get in now.

The Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.
Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

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

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ONLY EXCLUSIVE JOBBER IN U.S. OF
Zon-ophone Machines and Records

We will Order Complete
Give us a Trial

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1230 Ragtime Medley No. 1—Arranged by Varela, introducing “Wild Cherries,” “Old Hickory,” “Golden Gate,” “and Lucky.”
1231 Forever and Ever—Toni and Fama.
1232 Swingin' in de Sky—Edith Kingsley, Baritone and Tennis Duet.
1233 Waltz—The Five Swans.
1234 “Fussy Rag,” “Nobody,” and “Lovin’ Rag.”—Band.
1235 Hope Beyond—G. A. White.
1236 I’ll Land You Everything I’ve Got, Except My Wife—V. B. Williams.
1237 Arthur Collins Quartet, Male Voices.
1238 Carolina Minstrels, No. 3.
1239 Sweep Song—Orch. Accomp.
1240 “Sleep, Baby, Sleep.”—Yodel Song.
1241 Pacific Phonograph Co. Get 60,000 Records at 30c.
1242 “The very hardest thing for me to do,” he said, “is to get the price my house demands for the goods. You see, when I was in business I argued that a sale lost was a dollar lost and I always cut the price a little, or as much as was necessary to make the sale, and now it’s mighty hard to get the price I ask, for I was never accustomed to doing business that way. When my clerks would come and say that Mr. Blank liked a certain ratate or cornplanter, but would not pay the price and had made an offer, I would say, ‘Split the difference if you can; if not, do the best you can.’”

TO EXTEND OFFER TO CANADA.

The National Phonograph Co., Orange, N. J., have prepared a four-page folder containing a list of 110 Chinese Amberol records of 15 songs—a complete list of all their four-minute records in the Chinese language to date. These records are extracts from well-known Chinese plays and were made by the most popular Chinese actors in the country. While it is not expected that the demand for these records will be large, still it is thought that there must be a considerable field for them wherever a Chinese colony of any respectable size is to be found, for the Chinese are good patrons of native theaters and fond of their national music.

The jobber’s salesman is quick to report to his house whether your store is well kept, or filled with floor to ceiling with an indestructible mass.

THE TWO BOSSES.

And Two Ways of Doing It—A Story of Comparisons.

I went into a store last week, says Oliver P. Perkins, editor of Shot, which I have always considered one of the best in Indiana, but it looked so much brighter and every clerk and every one was so cheerful that when I walked into the office I said:

“Well, old man, what card have you been pulling from your sleeve this time?”

He said, “Why do you ask?”

“Because the store arrangement is so new and every one I come in contact with looks good and acts prosperous.”

“Am right glad you noticed it,” he said; “the store isn’t very long, and I don’t mind giving it to you.”

“Last year last week I invited every one connected with the store to meet me in this office at 7 p.m. sharp. When we were all seated I said: ‘Well, what would you say if I told you that I had disposed of this old store and would take charge of a new one? No one answered for a long time, then one man said, ‘I hope that you will take me to the new store.’ ‘You are to go,’ I answered, ‘and so are all the rest, and the making of this new store is up to every one here. The new store will be conducted in the present building, and while I’m to be manager you must come to more and more as if you were my partners. I want your advice and suggestions. When you leave this store to-night I want you to begin thinking on how to make it bigger and better and give me your ideas.’ It is working much better than I ever dreamed, and the ginger that is being put into this really new store—well, you noticed it, and that’s enough for me.”

ABORT BOSS NUMBER TWO.

The next day the two bosses met in the store on the way to work, and one man said, “I hope that you will do the best you can.”

“I’ll Land You Everything I’ve Got, Except My Wife—V. B. Williams.

COPROPHILY.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

CHINESE EDISON RECORDS.

The National Phonograph Co., Orange, N. J., have prepared a four-page folder containing a list of 110 Chinese Amberol records of 15 songs—a complete list of all their four-minute records in the Chinese language to date. These records are extracts from well-known Chinese plays and were made by the most popular Chinese actors in the country. While it is not expected that the demand for these records will be large, still it is thought that there must be a considerable field for them wherever a Chinese colony of any respectable size is to be found, for the Chinese are good patrons of native theaters and fond of their national music.

The jobber’s salesman is quick to report to his house whether your store is well kept, or filled from floor to ceiling with an indestructible mass.
Leading Jobbers of Talking Machines in America

NEW ENGLAND JOBBERING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
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Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock
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Exclusive Columbia Jobbers
We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned.

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HARGER & BLISH JOBBERS
VICTOR EDISON
It’s worth while knowing we never substitute a record. If it’s in the catalog we’ve got it.
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Hollenberg Talking Machine Co.
MEMPHIS, TENN.

We assign exclusive territory to progressive dealers for the sale of Columbia Double-Disc and Indestructible Cylinder Records and Columbia Disc and Cylinder Graphophones.

Write for offer. All orders filled the very day received

EXCLUSIVE COLUMBIA JOBBERS

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PITTSBURG, PA.
VICTOR

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and RECORDS
"OWN MANUFACTURED INSTRUMENTS"
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Pacific Coast Distributors

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DES MOINES, IA.

Victor Distributors
Talking Machines, Records and Supplies. Everything in stock all the time.
The best service in IOWA

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

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

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

Hollenberg Talking Machine Co.
LITTLE ROCK, ARK.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.
Be sure and have your firm in the October list.
Even without the name Edison, the Edison Phonograph would have enough points of superiority over other sound-reproducing instruments to make it the biggest seller and the one most profitable for you to handle and push—the fact that it plays both Standard and Amberol Records, that it is the instrument upon which records can be made at home, that it has the permanent sapphire reproducing point that does not scratch or wear out the records and never needs changing. And with the name Edison, the name of the greatest inventor America has ever produced, you have the biggest selling asset you could ask for—every Edison Phonograph you handle is half sold before it enters your store. Do your part, push it, advertise it, give concerts—let the crowd know you carry the instrument they want—the Edison Phonograph. Write your jobber today.

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