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.

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 & Bros., 51-55 W. 5th St.

**MICHIGAN**

**MISSOURI**
Kansas City ...... Webb-Perzschlag Mfg. Co., 606 Delaware St.
Springfield ...... Morton Lines, 325 Booneville St.
St. Louis ........ Knights Mercantile Co., 321 N. 15th St.
St. Louis ....... D. K. Myers, 888 Finney Ave.

**NEBRASKA**
Omaha .......... Phonograph Company, 105 and Douglass St.

**NEW JERSEY**
Hoboken ......... Eclipse Phonograph Co., 306 Washington St.

**NEW YORK**
Brooklyn ...... B. G. Warner, 1208 Bedford Ave.
New York ........ J. Duques, Jr., Inc., 123 West 125th St.

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

**OHIO**
Akron ............ Geo. S. Dales Co., 120 S. Main St.
Cincinnati ...... J. E. Poorman, Jr., 606 Main St.
Cleveland ...... The Bailey Company, Ontario St. and Prospect Ave.

**PENNSYLVANIA**
Alvahay ......... H. A. Baxter, 831 Ohio St.
Burlington ...... J. H. Troop Music House, 16 So. Main St.
Philadelphia .... Harmonia Talking Machine Co., 105 Arch St.
Philadelphia ...... H. A. Wermers & Son, 1010 Chestnut St.
Pittsburgh ...... C. C. Meller Co., Ltd., 818 Fifth Ave.

**TEXAS**
Beaumont ...... K. B. Pierce Music Co., 808 Pearl St.

**WISCONSIN**
Milwaukee ....... C. H. Eickhaus, 1340 Fond du Lac Ave.
Superior ...... Russell Bros.

**CANADA**
Toronto ....... White, Royce & Co., Ltd., 104 Yonge St.
Vancouver ...... B. C. M. W. Waltz & Co., Ltd., 616 Granville St.
Winnipeg ...... Max. Whitey, Royce & Co. Ltd.
TALKING MACHINES IN NAVY.

With the Enlisted Men of All Grades Sound-Replicating Instruments Have Become a Virtual Necessity—Great Purchasers of Records—A Special Fund Created for This Purpose—No Old Records Kept in Stock Here—Some Interesting Facts.

By Waldon Fawcett.

There is probably no sphere of our national life where the phonograph or talking machine is a greater factor in the securing of entertainment than in the United States Navy. With officers and enlisted men of all grades sound-reproducing instruments have become a virtual necessity. Such instruments may be found in all navy yards, camps, etc., but as may readily be surmised it is on shipboard that the talking machine has attained its home of usefulness and favor. Indeed, it has been more influential than any other factor—not even excepting the player-piano and the moving picture machine—in amusing and diverting Uncle Sam's sea fighters on their long cruises, and in port and homesickness.

at sea has proven the prime antidote for monotony and homesickness.

If you address the president of a railroad he will listen attentively and make a decent reply. But ask a civil question of a cub at the depot in a country town and you will get a smart and flippan reply.

Have you ever noticed that the fellows who run most of the big concerns of the country are the ones who always run round answers? If you address the president of a railroad he will listen attentively and make a decent reply. But ask a civil question of a cub at the depot in a country town and you will get a smart and flippan reply.

To get in the way of the bright young fellow who is washing a window and he will hand you a package that will make your blood boil. Drop around twenty years later and the cub in the depot may have advanced until he is a manipulator on the local freight and the window washer will likely be driving one of the delivery wagons for the store.

The presidents of railroads and the managers of big concerns are the fellows who in the flowerly days of their youth acquired the habit of returning soft and courteous answers. That is one of the reasons they become railroad presidents and managers of big concerns. The cub who knows more than the president and the window washer will still be polishing glass in the Autumn time of his life.

luage by Phonograph.

Doctor Rosenthal Urges Use of System in the Schools—His Present Method a Success.

Dr. Richard S. Rosenthal, the originator and author of the "Rosenthal Common Sense Method of Practical Linguistics," who has long used the phonograph in his method of teaching languages, says that by his language-phoneline method he presents the most scientific and practical method of language learning thus far invented.

The usual thing is a foghorn, but to-day foghorns are tooted on a dozen vessels lying at anchor near by.

Though the talking machine is a foghorn, it is often tooted on a dozen vessels lying at anchor near by. The usual thing is a foghorn, but to-day foghorns are tooted on a dozen vessels lying at anchor near by. The phonograph was highly civilized. It is planned to have special records made to bellow warning cries over the waters.

With the Enlisted Men of All Grades Sound-Replicating Instruments Have Become a Virtual Necessity—Great Purchasers of Records—A Special Fund Created for This Purpose—No Old Records Kept in Stock Here—Some Interesting Facts.

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MILWAUKEE TRADE NEWS.


On several of Mr. McGreal's campaign cards, his face is pictured in the horn of an Edison machine, while he is referred to as "the talking machine man." On the rear of one of the cards a full length picture of Mr. McGreal is given, while in the text underneath is this vote-attracting sentence: "A progressive business man. Not a professional office seeker.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., was in Milwaukee recently. Mr. Hope is now working the wagon proposition, offered to dealers by the company, and reports that dealers all over Wisconsin are enthusiastic over this plan, whereby with each order of forty machines they are supplied with a wagon at a nominal rental.

The extension division of the University of Wisconsin, which is accomplishing much by its courses offered about the State, recognizes the value of the talking machine as an aid in teaching music. Two courses in music are now being offered to correspondence students by the extension division, each course consisting of sixteen lessons. The development of an intelligent understanding and appreciation of the best music is the purpose of the first course. How to listen to a concert, how to judge of the merits of the music, how to pass an opinion on the general performance are the three things receiving special attention in this course and in this connection, the department of music at the university suggests the use of the talking machine wherever possible. The teaching of public school music and the preparation of teachers for this work is the subject of the second course and here, too, the use of the talking machine is advanced where it may be found desirable.

A rapidly increasing demand for Grabonolas is reported by A. G. Kunde, Milwaukee's bustling Columbia dealer. An especially good business is being experienced by Mr. Kunde at this time. Our Columbia business is very good, prospects are fine and we are looking forward to the best fall business in the Columbia's history in Milwaukee," said Mr. Kunde.

Indications are that two new Columbia dealers will be located in Milwaukee during the present month for the purpose of caring for much of the outgoing business.

M. A. G. Kunde is again assisting her husband at their retail Columbia store, at 516 Grand avenue. Mr. Kunde was in Chicago this week calling upon the Chicago offices of the Columbia.

The factory plant of the New Idea Cabinet Co. has been moved to larger and more adequate quarters in a building owned by the Milwaukee Journal, on Fourth street, between Grand avenue and Wells street. Two floors are occupied here and a full line of new equipment has been installed. Manufacturing operations are now in full swing under way and Lawrence McGreal, one of the members of the company, announces that the company will be ready to ship the new cabinets by Oct. 10. Supt. Johns says that the new plant and now has a greatly increased force of men working under him. Expectations are that the cabinets will be turned out at the rate of 200 each month.

We have made several improvements upon the New Idea cabinet," said William Schmidt, inventor of the cabinet. "While we are following our original plans, we have made several small changes. We are turning out eight or nine styles of Victory machines, including the new styles, 10 and 11. Demand is strong for the new cabinet and there is every indication that it is going to be a big seller.

George D. Ormsby, manager-salesman of the Victor Talking Machine Co., is in Milwaukee visiting his sister, whose health is very poor at the present time.

Albert G. Kunde, well-known Columbia dealer, at 516 Grand avenue, was made the subject of an interesting series of portraits published by the Evening Wisconsin of prominent Milwaukee business and professional men.

Although Col. Theodore Roosevelt was a busy man when he was in Milwaukee last month as the guest of the Milwaukee Press Club, he found time to visit for a few minutes the talking machine establishment of Lawrence McGreal. The Roosevelt party in automobiles, was passing through the city when the colonel's attention was attracted by the McGreal store and he expressed a wish to inspect the place. The entire party was taken into the retail establishment, now conducted by Mls. Gertrude Gannon, sister-in-law to Mr. McGreal, and the colonel expressed himself as delighted many times as he listened to several grand opera records on both the Victor and Edison machines.

L. C. Parker, manager of the Victor talking machine department of Gimbel Bros. Milwaukee store, is placing all of his orders through the new New York store, considered the largest in the world. This same practice is also being followed by the manager of the talking machine department of the Philadelphia store.

Business conditions are very good, according to Mr. Parker's views, and future prospects are exceptionally bright. He is planning an extensive advertising campaign as a means of bringing his

We Are In Readiness for the FALL and WINTER RUSH?

Prepare now to be in a position to deliver the goods and take the profits. Don't delay.

You know what it means to say to your customer "I haven't it in stock, but will get it for you"—the other fellow gets the order. Our stocks of VICTOR and EDISON GOODS mean quick deliveries to you, and profits to both of us.

If you don't know what EASTERN CO. SERVICE is, you don't know what makes the Talking Machine Business a good Business. Try Us.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street
BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES
Opportunity

Our advertisements in the magazines, newspapers and farm papers tell the public how good Victors and Victor Records are.

Your advertising in your local newspapers should tell the people that you have the Victor—invite them to come in and hear it.

You are missing a splendid opportunity if you don’t say to your townspeople “Here are the Victors and Victor Records you see advertised so extensively”.

The sooner you start the better for you.


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

- Albany, N. Y.: Finch & Hahn
- Allentown, Pa.: W. H. & L. C. Wolfe
- Atlanta, Ga.: Elyea-Austell Co.
- Austin, Tex.: The Petzeney Supply Co.
- Baltimore, Md.: Cohen & Hughes, Inc.
- Buffalo, N. Y.: W. D. Andrews
- Burlington, Vt.: American Phonograph Co.
- Butte, Mont.: Orton Brothers
- Canton, O.: The Klein & Hefelman Co.
- Chicago, Ill.: Love & Healy
- Cincinnati, O.: The Rudolph Wurlitzer Co.
- Cleveland, O.: The Rudolph Wurlitzer Co.
- Columbus, O.: The New Market Co.
- Des Moines, Ia.: Chase & West
- Detroit, Mich.: Grinnell Bros.
- Dubuque, Iowa.: Harger & Blash, Inc.
- Duluth, Minn.: French & Basert.
- Elmira, N. Y.: Elmira Area Co.
- Galveston, Tex.: W. O. Goggin & Bros.
- Grand Rapids, Mich.: J. A. J. Friedrich
- Honolulu, T. H.: Beresford Music Co., Ltd.
- Indianapolis, Ind.: Musical Echo Co.
- Jacksonvile, Fla.: Carter & Logan Brothers.
- Kansas City, Mo.: J. W. Jenkins Sons Music Co.
- Knoxville, Tenn.: Knoxville Typewriter & Phonograph Co.
- Lincoln, Neb.: Bos. P. Curtis Co.
- Los Angeles, Cal.: Sherman, Clay & Co.
- Louisville, Ky.: Montenegro-Rich Music Co.
- Memphis, Tenn.: E. E. Forbes Piano Co.
- Milwaukee, Wis.: Lawrence McGreal.
- Minneapolis, Minn.: Lawrence H. Lackner.
- Mobile, Ala.: Wm. H. Reynolds.
- Montreal, Canada: Berliner Gramophone Co., Ltd.
- Nashville, Tenn.: O. K. Houck Piano Co.
- New York, N. Y.: The Allied Music Co.
- New York, N. Y.: The Allied Music Co.
- Omaha, Neb.: A. Houck Co.
- Philadelphia, Pa.: Sol Bloom, Inc.
- Portland, Or.: Sherman, Clay & Co.
- Salt Lake City, Utah: The Consolidated Music Co.
- San Francisco, Cal.: Sherman, Clay & Co.
- Savannah, Ga.: Phillips & Crew Co.
- Seattle, Wash.: Sherman, Clay & Co.
- Seattle, Wisc.: The Allied Music Co.
- Phoenix, Ariz.: The Allied Music Co.
- Portland, Me.: Cherry & Allen.
- Portland, Or.: Sherman, Clay & Co.
- Richmond, Va.: Cable Piano Co., Inc.
- Salt Lake City, Utah: The Consolidated Music Co.
- San Francisco, Cal.: Sherman, Clay & Co.
- Savannah, Ga.: Phillips & Crew Co.
- Seattle, Wash.: Sherman, Clay & Co.
- Seattle, Wisc.: The Allied Music Co.
- St. Louis, Mo.: Koerber-Biemus Music Co.
- St. Paul, Minn.: W. J. Dyer & Bro.
- Toledo, O.: The Hayes Music Co.
With "the one complete line" and Columbia exclusive selling rights, you can tune the talking machine business in your district up to any key-note you like the sound of.

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

The many friends of Joseph H. Dittrich, manager of the Wurlitzer talking machine department, will be sorry to hear that he has been ill and unable to report for work for the past several weeks. Thos Sigman is in charge during Mr. Dittrich's illness.

Manager R. J. Whelen, of the Columbia Phonograph Co., is highly pleased with the way Fall business has started in, and around St. Louis, and expects to have an increase of business in all departments. He made the following statement:

"The dealers are ordering liberally for their Fall trade of both machines and records and, as directed, the Grafonola 'Mignon,' also the BNWM and BZ graphophones, have sold beyond our supply and we are awaiting shipments from our factory to fill our orders. Dealers are sending in their orders ahead of time, anticipating their demand, so they will be sure to get what they want and have it when they want it."

Manager Stever has had some difficulty in making the necessary changes. He now has a sound-proof booth, 12 by 36 feet, and expects to be ready for business before October 15.

Keeping the stock in good condition is a very important asset. Plenty of "elbow grease" will do wonders towards bettering the appearance of things, consequently more sales, as the clean stock will help sell itself.

With the Trade in Cincinnati.


(Special to The Talking Machine World.)


There appears to have been a revival of business during September which left the talking machine people in this section of the country in a very good humor with the close of the month. In some instances the dealers found themselves with an inadequate supply of help, this being particularly true with the coming of the Edison list for October, which was placed on sale September 24.

Packed four or five deep in the north aisle of the Liberal Arts building, of the Ohio Valley Exposition, which recently closed in this city, might have been found, from early morning till night on any day, a dense throng of music-lovers who stopped to hear the concerts which were given at the Aeolian Co.'s booth, which contained what is, perhaps, the most complete and finished display of automatically played musical instruments ever shown in Cincinnati.

The Steinway grand Pianola piano was without doubt the most interesting of all the instruments shown, for it was the first Steinway Grand with a player mechanism installed in its case ever exhibited in Cincinnati, having been sent here from the Aeolian factory in New York for the express purpose of being displayed at the exposition. In addition to the Steinway grand Pianola piano and Steinway upright Pianola piano, there were to be seen the Weber grand and upright Pianola piano, the popular-priced Technola player piano and quite a number of the latest Victrolas.

The Victrola, in a case made from Moorish design, inlaid with thousands of pieces of silver, pearl and ivory was an object of a great deal of interest. Other Victrolas were in mahogany, Ceylonese walnut, oak, and, to cap the climax, there was one in pure white, trimmed in gold striping, which was very much admired.

W. O. Black, manager of the Cincinnati branch of the Aeolian Co., with his corps of able assistants expedited their entire days explaining the instruments to the exposition visitors.

The Baldwin-Wurlitzer Co., so far have secured some nice orders for the new style Victrolas from their various dealers, and indications are that they will be popular.

Prof. Gurney, of the College of Music, entertained the artists who took part in the opera "Paoletta," the remarkable production given during the entire time of the Ohio Valley Exposition, with an evening with the Victrola. Such singers as Bispham, Nelson, Carl Gustvoort and others were present, who unaniomously voted the Victrola not only a very satisfactory entertainet, but of great usefulness to the student.

Mr. Becker recently had a number of friends at his home and during the evening seven numbers by Caruso, Melba and Schumann-Heinck were given on his Victrola. As a result of this little entertainment Mr. Becker has received numerous inquiries from his friends as to the prices and particulars of the machine. Several sales will undoubtedly be made.

With prospects looking up so brightly, the local dealers are preparing for an unusually heavy run on the high-priced machines. Milwaukeeans seem to realize the great difference between the high grade and cheaper machines and are confining their attention to the former. The many dealers are preparing for a busy Fall season.

Several of the local houses are receiving a large amount of mail order business from different points throughout the State and, in some cases from far parts of the country. The mail order business is highly profitable and steps are being taken by several of the dealers to extend their operations in this line.

E. J. Kitch, representing the Talking Machine Co. of Chicago, visited the Milwaukee trade recently.

Promptness in Business.

The merchant who develops the faculty of cleaning up each matter which comes before him for attention and getting it off his mind as one job of work is accomplished, he enjoys a big advantage over the one who has permitted himself to become accustomed to putting off matters from time to time in the belief that to-morrow he will have more time to attend to things than he has to-day. It is not always possible to take final action promptly on the various problems which arise in the life of every business man, but in the majority of cases a decision can be arrived at on most points now as well as to-morrow or next week. If you have never made a determined effort to acquire the excellent habit of taking definite and prompt action on each matter which comes up in the regular routine of business, it will be well worth your while to give some thought to the question now.

W. O. Black, manager of the Cincinnati branch of the Aeolian Co., with his corps ofable assistants expedited their entire days explaining the instruments to the exposition visitors.

The Lyric Piano Co.'s "talking machine shop" ought to have been in operation before this, but Manager Stever has had some difficulty in making the necessary changes. He now has a sound-proof booth, 12 by 36 feet, and expects to be ready for business before October 15.

Keeping the stock in good condition is a very important asset. Plenty of "elbow grease" will do wonders towards bettering the appearance of things, consequently more sales, as the clean stock will help sell itself.
ESTABLISHED 1870

W. H. BAGSHAW
LOWELL, MASS.
U. S. A.

† We were the first makers of DISC TALKING MACHINE NEEDLES in the world.

† We are now and always have been the largest manufacturers.

† There's a reason!

† Longer experience together with larger production has given us this pre-eminent position in the Needle Trade.

† Our products include ALL STYLES, SHAPES and SIZES.

JOBBERS AND DISTRIBUTERS ONLY SUPPLIED
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JOBBERS AND DISTRIBUTERS ONLY SUPPLIED

“GOOD THINGS BEAR REPETITION”
The Talking Machine World.

Trade News from the Quaker City


(Special to The Talking Machine World.)


The talking machine trade of Philadelphia is in the best of health at the end of September. All the dealers, without any exception, affirm that it has been the best month they have had this year, and one of the best they have ever had, with the exception of the first week in September, being encouraging. There has not been a most satisfactory volume of business, but the class of business has also been of the encouraging character, the chances of the improvement being of the higher grades, higher on the whole than during any previous year. L. Buehn & Bro. report that their business has been fine. Mr. Buehn says: "I have about doubled the business of last September, and I look for a big business from now on until the end of the month, as this is a record-breaking month. The sales seem to be on the higher priced machines. We have sold quite a few Victorolas this month, as well as several Edison Amberolas, and quite a few of the new Model E, Edison Triumpha, a Triumph machine with the new equipment.

"Our business has been so good that I have rented the store next door and will entirely rearrange the building. The large archway facing the street between the stores, and this will give the firm double their present space. They will rearrange their present first floor and turn it into a retail salesroom entirely. They will bring their business phonograph-headquarters from Walnut street to the present building, where they can give it their close attention. The offices of the firm will be in the new building and the basement of the two stores will be used for storage purposes. The numbers after the first of October of the Buehn store will be 41 to 45 North Ninth street. By the 15th of the month they expected to be entirely finished with all their improvements.

Edmund Buehn is going away in a day or so for a trip through the southern part of the State, and R. J. Dungan left on Monday to go over the territory of the house in the Lehigh Valley.

Frank Stanton, of the National Co., has been in Philadelphia arranging propositions of the company. Mr. Buehn is of the opinion that he presents a very clever scheme for the selling of Edison machines. Briefly, the scheme is that the Edison Co. supply a dealer with a wagon thoroughly equipped for the selling of phonographs and records. It is leased to the dealer at $4 a month, and the dealer, accepting the proposition, has to go and hustle for business from the wagon every clear day except Sunday for a period of six months, and in order to obligate the "taker" to work, he has to put down an initial quantity of records for the machines. It simply creates a phonograph store on wheels. "To my mind," says Mr. Buehn, "it is going to be a big business producer.

Since writing the above I have just heard that Mr. Stanton succeeded in interesting his scheme for the National Co., three Philadelphia firmsMessrs. Louis Buehn & Bro., the Penn Phonograph Co., and A. W. Turner & Sons.

Harry C. Lassell, the new outside manager of the Heppe talking machine department, arrived in Philadelphia on the 26th of September, and after briefing his new assistants set out on a trip through the southern territory of the firm, going as far south as Washington. Mr. Elwell, who is in charge of the Heppe talking machine business in September was fine. They have no kick coming whatever. They considerably exceeded their September business of 1909.

H. A. Weymann & Sons have the same report as given by the other dealers—that they had no kick coming whatever regarding their business in September, and that October has opened up in a most encouraging way. They have rearranged their record stock and have all of it enveloped now. They are patiently waiting a consignment of a car-load of brand new cabinets now on the way from Michigan, and expect very good results in the new styles of Victorolas, which are due any day.

Nobet Whitely left last Monday to cover his southern Pennsylvania trade for the house, and W. H. Doerr will leave at the end of this week for his first October trip through New Jersey.

The Penn Phonograph Co. have considerably enlarged their offices and otherwise improved their place, including the rearrangement of their booth. Now they are waiting patiently for the paper hang-ers and painters to finish their work and make their warerooms as fine as anything in this city. They report that their business was very fair in September—much better than it was last year. T. W. Barnhill is taking his southern trip for the firm; L. T. Stewart is calling on the trade up the State, and Ralph Clarke leaves this week for a trip up the State.

E. E. FORBES CO.'S GOOD TRADE.

Enjoy Heavy Business in Victor Line in Montgomery, Ala.—Some Recent Sales.

The E. E. Forbes Piano Co., of Montgomery, Ala., are doing a splendid trade in Victor machines, and recently disposed of a handsome Victrola to James Hickey, of the Exchange Hotel, for use in that hostelry, and a Victor Aucyphone to the Lutie Theater, which will be used as a means of entertaining the audience and thus re-placing the orchestra to a large extent. C. T. Turner, manager of the talking machine department, is making a great success of this branch of the business.

Won't You Have a Lesson in Spanish?

It's so easy to learn 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 easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfit is neglecting a quick and sure way to increase his business. The new $25 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edson Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to absolutely correct at present, with native intonation and inflections. Records there are pamphlet Instruction Papers teaching the theory of the languages. The new outfit is at one and the same time the best and cheapest ever made, the price being only $25.

If you want to increase your business, write to-day for full particulars.
Thomas A. Edison invented and perfected the Edison Phonograph and 90,000,000 people know it—Think what that means to you!

If there were not another thing to talk about, the fact that Edison invented it would stand as absolute assurance to 90,000,000 people that a better sound reproducing instrument could not be produced.

That fact alone is as big a selling point as you could have. Bigger than any other sound reproducing instrument can offer.

If you are not pushing the Edison to its utmost you are overlooking generous profits on your share of the 90,000,000.

National Phonograph Co., 59 Lakeside Ave., Orange, N. J.
As the 90,000,000 people would naturally expect, Thomas A. Edison's instrument gives twice the entertainment of any other for it is the instrument that not only reproduces the best of every character of entertainment, from vaudeville to Grand Opera, from the shortest selections to the longest, as originally meant to be rendered, on both Edison Standard and the long playing Amberol Records—but it is the one instrument on which records can be made at home—the greatest entertainment that a talking machine has to offer.

If you are not working this home recording feature of the Edison Phonograph, you are playing the game with one eye shut. Write your Edison jobber to-day.

National Phonograph Co., 59 Lakeside Ave., Orange, N. J.
BUSINESS is not like backing horses. The man who wins in business because he has deserved to win; the man who loses, does so because he deserves to lose.

This truth may not always be obvious, but it is none the less the truth. Of course, the unsuccessful man won't admit it. It would be better for him if he did, for then he would seek for the deficiency in himself which brought about his failure and strive to eliminate it.

It is the old principle of the survival of the fittest. The fittest is the man of pluck, with strong belief in his own powers and a keen energy to seize every chance.

The man who believes in luck would probably be more profitably employed in backing horses, where his peculiar talents would have more play.

MAUNUFACTURERS to-day are doing their utmost through a liberal use of all the public mediums to interest the public in talking machines and the dealers themselves should supplement this work by aggressive local advertising and other means of publicity.

It will pay to place emphasis on the talking machine as a holiday factor. But, as before stated, all the advertising in the world amounts to nothing unless you have the stock. And you cannot have the stock unless you order early. Therefore, do not be caught napping.

The holiday trade for 1910 will be a record breaker in many respects because an increasing interest is manifested in the talking machine, which to-day is one of the most wonderful creations of the century.

A GREAT many talking machine stores are continually changing help, the reason being, presumably, that it is difficult to obtain satisfactory sales people.

In a great many instances the reason for this condition lies with the management.

In the first place the business policies which employers are supposed to carry out are not thoroughly explained to them.

No special pains are taken to impress the details upon the minds of the sales people. Their co-operation is not asked, and it is hardly possible to expect them to know these things instinctively.

The sales force cannot interest the public in the goods which they are selling unless they themselves are interested. Therefore, they should know everything possible about them.

T HE literature which manufacturers send out at great expense should be passed around with a request to read and digest instead of, as in many instances, being consigned to the waste-paper basket.

Articles of interest in The Talking Machine World might be mailed and passed around for the benefit of the sales force. It

other words too much cannot be done to add to the knowledge of the sales staff so as to make them interested in the products which they are selling. The strong points of every instrument handled should be explained. And the same applies to records.

The necessity of a habit of asking questions of somebody higher up regarding machines or records is undoubtedly a sign of weakness, and doesn't add to the reputation of the store.

People are always anxious to do business with houses where it is "easy to shop," where the sales force are intelligent, well informed and courteous.

HAS it occurred to you how much easier a great many proprietors of stores can effect a sale than some of the salesmen? The reason is obvious—they know what they are talking about.

There is no question but that a methodical, careful instruction of the sales force cannot fail to augment sales and prove helpful in many ways.

It is an important adjunct to the policy of publicity.

And while advertising may bring people to your store, an incompetent sales force may drive them away; therefore, the progressive dealer should make it a point to get his entire working staff together at stated periods, when an interchange of views may take place, all bearing upon the business and with the common end in view of furthering the sales force into an harmonious whole.

In this way the young men are able to absorb a great many valuable ideas from the veterans of the business. Their mental scope is broadened and they become worth more to their employer as well as incidentally increasing their earning capacity.

IT will pay to make every customer that comes into your store feel that his presence, as well as the business that he does with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future, and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember that it is the man behind the gun, and not the gun, that wins the battle.

GOODS and prices are not all that go to make up a successful business. People nowadays like to trade at a store that is up to date in business methods; one that has a system of arranging and displaying goods artistically: a store that has a reputation for being strictly honest and honorable in all its dealings, and a store whose reputation and character stands for something more than dollars and cents.

PLUCK wins! It always wins! Though days be slow, and nights be dark 'twixt days that come and go. Still pluck will win; it's average is sure; he gains the prize who will the most endure; who faces issues; he who never shirks; who waits and watches, and who always works.
DEVELOPMENT OF THE EXPORT TRADE


The various manufacturing companies are giving a great deal of time and attention through special departments to the development of the export trade. The European business is covered by local companies or by mutually beneficial trade arrangements so far as American goods are concerned, and the foreign department of The World reports the current news of the trade as events occur. What is of direct interest here is the expansion of business in other parts of the world, particularly in the Spanish-American countries.

A great deal has appeared in these columns respecting the introduction and permanent establishment of the talking machine in Mexico, where the National Phonograph Co., Columbia Phonograph Co., Victor Talking Machine Co. and the Universal Talking Machine Mfg. Co. are established on a substantial basis, with yearly increasing quantities of machines, records, etc., being shipped. The same is also true of the Central and South American countries. A great deal of enterprise and ability of a high order is shown in looking after the growing trade. The masterly recording of native talent, a close study of local conditions, desires and demands, with travelers of experience to visit the leading cities, call on jobbers and dealers and introduce their goods with finesse and exploit them with energy by the creation and maintenance of adequate representation, are a few of the means by which the American manufacturers are gaining a foothold in this section of the globe. The same methods are also pursued in the Orient.

Indeed, the competition of German, French and English manufacturers is met, but the quality of the goods differs so materially that the American products have no great difficulty in holding their own against all comers, excepting sole consideration, where price is the factor. It is very gratifying to record that the merchandise originating in the States stands deservedly high in the estimation of the Spanish-American dealers and the public at large. This is due to the great pains taken and the use of the best material in the manufacture of the goods.

An article on the "Marriage of Modern Music and Mechanics," appearing in the August issue of "Musical News," a monthly published in the Spanish language and issued in New York to further the export interests of the United States in Latin America, and which is written for the consumer and in no technical vein, but more as an appreciation, says in part:

"The slowest of all the arts to admit of change, to accept the new, to adapt itself to the modern conditions which surround it, is music. Thus, no matter how scornfully the musician of yesterday laughed at the mechanical contrivances devised to broaden and make permanent his art, no matter how vigorously the devotees of older schools ridiculed the talking machine in its early days of imperfection, we are already watching the dawn of the day when the talking machine shall become as inseparable a part of art as the violin, the piano, the orchestras or the vocal efforts of the great operatic artists. The talking machine is destined to stay against a storm of opposition from musicians, against an apathy on the part of the general public even harder to overcome. It has struggled past its own difficulties, has crossed the obstacles placed needlessly in its path by those who might gain the greatest benefit from it, and has won a place in the world which no amount of conservatism, militant or otherwise, can ever take from it."

"The talking machine, since its first invention, has passed through many vicissitudes. Mechanical imperfections in the crude original devices produced a harsh, unpleasant sound, a nasal or metallic twang, which very naturally shocked the trained, discriminating ear; but these defects were only mechanical, and were easily overcome by purely mechanical means. Indeed, in its essentials the device of to-day is identical with that with which Edison first astonished the world so many years ago. Of course, improvement after improvement has been added to the original machine, and all the power of money and science has been brought to aid in the elimination of the defects which characterized it, so that to-day it may be stated as axiomatic that between the original rendition of a song and its reproduction on the finest grades of records there is practically no choice."

"The talking machine has done for vocal and instrumental music even more than the pianoforte has accomplished for that instrument; for it presents in combination the song of the singer and each individual note of the huge orchestra precisely as they were originally rendered, permitting of combinations which are, of course, impossible to the mechanical player of the piano itself. Moreover, the talking machine is so exceedingly keen in price that it is within the reach of even the poorest household, satisfying the artistic hunger of the souls of the poor as nothing else could accomplish that end."

"One of the men most intimately familiar with the talking machine in its various stages of development, and who has done as much, perhaps, as any other person toward its introduction all over the world, told the writer not long ago of an incident of his personal experience. He was traveling through the foothills of the Chilian Andes, and in the course of his wanderings stopped overnight with a poor farmer of the vicinity, whose provisions were evident at a glance, and who lacked most of the ordinary comforts of the modern home. By some means or other, however, the scanty resources of the household had been stretched to admit of the purchase of a crude talking machine, with one or two records of good music, to which
THE U-S Line is an all-round Phonograph proposition. It will give you an unusual profit on your sales of machines, and the record will prove a continual source of further profit.

You cannot estimate the great advantage to be reaped from the various mechanical improvements which stamp the U-S Combination Phonograph as one of the machines with the order of highest merit.

Consider the Automatic-Change Reproducer Carriage, which, by instant adaptability to a two or four-minute record, makes this machine far the most convenient to operate, and by its enlarged diaphragms and accurately fitted sapphires, gives music detail and definition unapproachable by any other phonograph.

Consider the Mandrel Pulley Balance-Wheel, which automatically corrects every variation in speed of the motor, and which is the only machine yet developed of obtaining a reproduction true to pitch.

And last, but by no means least, consider the Flexible Tone-Arm, the most important improvement in phonograph construction since the introduction of the U-S Automatic Reproducer Carriage. Remember that you can get these improvements only on U-S machines.

Remember, too, that there is a U-S Phonograph to fit every pocket. There are low-priced U-S Phonographs, as well as more expensive models.

The U-S line is complete, and the profits are waiting for you.

U-S PHONOGRAPH CO.
EVERY dealer knows that a phonograph in the home is a constant source of profit from record sales. But the sale of U-S Records is a constant inducement to owners of ordinary phonographs to displace them with U-S machines.

U-S Everlasting Records

sound so much better than other records, even when played on an ordinary phonograph, that they are invariably preferred to any others. Moreover, they will not break, nor crack, nor wear out with continued playing. This gives you a market with every phonograph owner in your locality.

But—the improvement is so much the more marked when U-S Records are played on the U-S Machine, that your customers—who want the best—will want to own U-S machines.

Thus our proposition works both ways—to the dealer's advantage every time.

Can you conceive of a better balanced proposition than this? Or one which will give you a like opportunity to build a big business for yourself?

Sign the coupon and get in touch with us at once. Do it to-day.

O., Cleveland, O., U. S. A.
Columbia Graphonolas, Columbia Graphophones, Columbia Double-Disc Records, and Columbia Indestructible Cylinder Records, with Columbia exclusive selling rights, take you out of the "also-ran" list and give you the distinction of being the only starter.

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

P. H. CROMELIN SAILS FOR ENGLAND.

Vic.-President of Columbia Phonograph Co., Leaves on Short Notice to Watch the Progress of the New Copyright Bill That Has Been Framed Up by the British Government—Mr. Cromelin Speaks of the Matter—His Good Work in Mexico.

In view of the fact that a new copyright bill has been framed by the British Government to be introduced into Parliament on its reassembling, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, sailed October 4 for Europe, on short notice, aboard the "Kaiser Wilhelm II.," of the North German Lloyd line, to watch the progress of the measure. He may be away only for a short time, and again may stay abroad indefinitely.

In speaking of this trip previously to The World Mr. Cromelin said: "I had not the slightest idea of going abroad, but the company suddenly decided that I should go at once so as to be in London at an early day, and be on the ground pending the introduction of the new British copyright bill, which has been prepared and will be introduced into Parliament in November as a government measure. The bill is broadly inequitable to the talking-machine and automatic instrument manufacturers. No compulsory license is provided, although the acts passed by the Congress of the United States and the German Reichstag included this provision, and it was believed Great Britain would follow their lead.

"I shall watch the progress of the bill, and do what I can to secure such privileges as we deem we have a right to in view of the great development of the talking-machine business as a valuable addition to the spread of intelligence and its great educational value, especially from a musical point of view. Therefore, if I can accomplish what I am after in a short time I may be in London possibly a couple of weeks only. If not I shall probably remain there until the passage of the bill.

"Though Great Britain was a signatory of the Berlin convention, no country was bound by the agreement entered into there by the governmental participants until it was formally and officially recognized by the various powers. This required the passage of a law for this purpose, and as yet Great Britain has not done this, although the convention was supposed to go into effect July 1, 1910, or as soon thereafter as each government affirmed its approval.

Mr. Cromelin, it will be remembered, was in Berlin, Germany, during the sessions of the copyright convention, though in an unofficial capacity, but as representing the Columbia Co., and incidentally the American talking-machine trade. He accomplished a great deal. Recently Mr. Cromelin was in the City of Mexico, where he also gained a signal victory in a copyright case of interest to the talking-machine trade of the entire world.

The Forbes Talking Machine Co. have opened a store at No. 409 Fifth street, Sioux City, la., in charge of L. S. Whitney as manager. They will handle the Edison and Victor machines.

THE VICTOR IN THE SANDWICH ISLANDS

upon the farmer, his former host, at the nearest favorable surroundings, and upon his departure insisted on paying extremely liberally for his accommodation. He did not intend to repeat what the traveler offered. He was finally prevailed upon to take what the traveler insisted that by some shrewd deception the artist was what they had heard, and these skilled judges have refused to admit that the artists seem to come from behind the screen of the telegraph, the telephone, the railroad, the steamship, and soon the airship, have welded the nations of the world together in a political federation impossible under the old conditions of isolation and misunderstanding. When people know one another they do not quarrel, and when nations talk continually with one another, when they meet and mingle on a common footing, war must disappear.

"What these inventions have done for political progress the talking machine and the player-piano are doing to-day for art, enabling the peoples of the world to understand and appreciate the genius of the great men of each.

The accompanying photographs, unique in their character, were furnished America originally by the Victor Talking Machine Co., to whose courtesy the World is indebted for the cuts. They illustrate most graphically the fact that the talking machine is known in the uttermost parts of the world, and among the savages and half-civilized races it is regarded with a degree of veneration, of wonder and even awe, approaching the religious.

BEETTER IN BUSINESS.

Merchant Of To-day Has Fewer Bad Habits During Business Hours Than Predecessors.

A merchant who has been in business in New York for many years declares that he must commend the present generation of business men as being in a number of ways an improvement on their predecessors.

"They do not drink in business hours," said he. "They do not keep a bottle in the cupboard with which to treat their out-of-town customers, as was done when I was a boy. Nor do they go across the street to see a man three or four times a day, as was the almost general custom once. They do not chew tobacco, and smoking in business hours is not nearly so universal. Nor do they wear long whiskers, and this I consider one of the greatest improvements of all."

The Barrows Phonograph Co. have opened an up-to-date establishment at 144 Orange street, New Haven, Conn., and will feature the Edison line of phonographs and records. A number of sound-proof booths have been arranged for the convenience of their customers.

the family listened with never ending delight. The man of whom I speak was touched at this evidence of artistic sensibilities and desires amid such unfavorable surroundings, and upon his departure insisted on paying extremely liberally for his accommodation. He did not intend to repeat what the traveler offered. Some weeks later I happened to see the traveler returned to the same vicinity, and although he was deceived at the first experiment, and start up the first repetitions of these additions to their home to share in the pleasure of the family at hearing the family listened with never ending delight. The man of whom I speak was touched at this evidence of artistic sensibilities and desires amid such unfavorable surroundings, and upon his departure insisted on paying extremely liberally for his accommodation. He did not intend to repeat what the traveler offered. Some weeks later I happened to see the traveler returned to the same vicinity, and although he was deceived at the first experiment, and start up the first repetitions of these additions to their home to share in the pleasure of the family at hearing
TRADE HAPPENINGS IN LONDON.

Trade conditions in this city continue to show a steadily increasing improvement along every line, and unless the unforeseen happens we are in for a real good season. Dealers are now stock-taking on the lines which they will handle, and the factors are very busy executing these orders. As a direct consequence most of the manufacturers are wearing the "smile that won't come off," for nothing can be as much as to be kept busy acknowledging the receipt of orders. While the higher price goods are holding their own well, there certainly seems to be an extra rush on cheap stuff.


(Topical to The Talking Machine World.)


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The "Colonial Record." As the makers point out, the company have in hand not only important improvements, but also, one of which, I am permitted to say, is a new tone amplifying device constructed along lines enabling it to be easily attached to every existing model of the Edison phonograph. The device is said to increase the volume of a record almost to any extent desired, without sacrificing the quality, and in Mr. Graf's own words, "no one could desire anything louder or more natural than this device accomplishes."

Although not definitely settled, Mr. Graf was able to impart the welcome news that Mr. Edison will probably pay a visit to these shores next year, in which event, let me add, one can imagine the stir the presence of the great inventor himself in our midst will cause.

The "Colonial Record." The Colonial Record is a 10-inch double-sided disc, and represents just the proverbial wave long felt by traders abroad, who wish to stock selling titles only. As the makers point out, double records usually bear one good title, while the other is comparatively unknown, or altogether its demand is not local to Great Britain. Every title on the "Colonial Record" will, we are told, be a known gem, and therefore Colonial dealers can place their orders with the confidence that it is not a speculation. Having tested songs and instrumental selections, I am able to recommend the "Colonial Record" as being of good reproduction from the point of view of tone, the quality thereof and volume, and hearing the impressions, as they do, of only the best selling titles, it is manifest to me that they have a big future before them in every sense of the word. Generous terms are offered to traders abroad, who should apply for particulars to the sole shippers, Messrs. Cullum & Best, 91 Finsbury Pavement, London.

Her Majesty Queen Alexandra has recently presented each boy in the choir at Chapel Royal with a beautiful gold watch, embossed on the back with the crown and E. R. monogram. W. B. Manson, son of W. Manson (manager of the British Zonophone Co.), as senior boy, was called upon to unroll the crown and E. R. monogram. W. B. Manson, son of W. Manson (manager of the British Zonophone Co.), as senior boy, was called upon to unroll

THE TALKING MACHINE WORLD.

FROM OUR EUROPEAN HEADQUARTERS.

69 Basinghall Street, London, E. C. W. Lionel Sturdy, Manager.

COLONIAL RECORD

Wherever English is spoken the Colonial Record must be the leading seller. It contains on each side, only the most popular leading titles selling all the time in England. All rubbish is eliminated—you have no waste stock. Your Customers will buy every one. 69 numbers (138 titles) for complete set up to Xmas, 1910. Sample Order by Express Service.

GULLUM & BEST

SOLE SHIPPERS

91, Finsbury Pavement

PHENOMENAL SUCCESS

LONDON, E. C.

One is always glad to give due publicity to anything new, and perhaps more so when it is of the nature of an improvement upon existing methods, for in such lies the development and future progress of this industry. In this connection I have to confine myself to disc records and their surface. I venture to say that no one member of the talking machine trade will dispute the statement that the scratchy emery-paper surface of many discs is not only a bar to their sale, but to the sale of machines also, inasmuch as these foreign noises in the reproduction of a song or instrumental piece are the peg upon which hang all the snares and gibes of the prejudiced. It is so, and recognizing this fact, Messrs. J. E. Hough, Ltd., have spent much time and labor, not to mention expense, in making tests, and conducting experiments with a view to producing a record which shall be entirely free from the objectionable scratch, hitherto inseparable from the disc record of to-day. That their ambition has been attained is sufficiently manifest in the production of a new Edisox Bell 10-inch double-sided disc known under the appropriate name of the "velvet face" record. Last month I was only able to make a brief reference to the name implies, the surfaces is smooth and velvet-like, as smooth as glass, and any sapphire reproducer can recommend it to dealers the world over with the utmost confidence.

Yet Another New Disc!

In addition to the manufacture of needle-cut discs and cylinder records, Messrs. J. E. Hough, Ltd., will shortly introduce upon the market "The Little Champion," a new 9-inch double-sided phonograph record to retail at the remarkable price of 1s. 9d. It is made of hard unbreakable material, called "vitaiol." In disc and cylinder machines and records this firm are now in a position to meet the requirements of the trade in every direction.

Gramophone Co. New Shareholders.

An indication of the healthy condition of trade is shown in the Gramophone Co.'s recent announcement to their shareholders. It reads as follows: "Such of the yearly accounts as have come to hand indicate that the trading profit of the past financial year is sufficient to justify the payment of a bonus of 16 per cent. For the current year the directors are prepared to recommend that interior quarterly dividends be paid at the rate of 10 per cent. per annum, less income tax, commencing October 15."

New Company Organized.

George Roley, Ltd., of Coventry, manufacturers of and dealers in all kinds of musical instruments, including talking machines. Capital £100 in £ shares. Private company.

Sell Dr. Crippen's Gramophone.

The sale of "Dr." Crippen's furniture and effects attracted many would-be buyers, but prices ruled low. Among the lot was a Gramophone, and a number of records, which, together, fetched £2 18s. 6d.

Extensive Line of John G. Murdoch & Co.

It may be said, I think without question, that the house of John G. Murdoch & Co., Ltd., is the largest purely wholesale emporium in the United Kingdom, for they handle almost every make of record, machine, etc., and exclusively control the sale of the celebrated series of "Tournaphone" disc machines, "Excelsior" disc and cylinder instruments, Indestructible 100 and 200-thread cylinder records and the popular Petroxette multi-tone record; four of the best selling lines it is possible to obtain. And in addition they hold huge stocks of every known accessory to the talking machine—"Tournaphone" something like 30 models are listed; 22 being the ordinary horn type; the remainder of the hornless style.


Among the lot was a Gramophone, and a place in your stock. It is a real selling line, and affords you ample profit to develop a big trade in your particular locality. Their surface is as smooth as glass, and any sapphire reproducer

ROYAL APPRECIATION of the

GRAMOPHONE

To H. M. the KING and QUEEN OF SPAIN

To T. M. the KING OF ITALY

To H. H. the KHEDIVE OF EGYPT

To H. M. the QUEEN MOTHER

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD,

LONDON

FRANCE . Cie. Francaise du Gramophone, 15 Rue Blaise, Paris
GERMANY . Deutsche Grammophon-Aktion Gesellschaft, 36 Rittenstrasse, Berlin
ITALY . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . The Gramophone Co. Ltd., 13 Rue Stanboli, Alexandria
SCANDINAVIA . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen
RUSSIA . The Gramophone Co. Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moskow
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Sensation of the Season

The “TRESOR” MOTOR

The really extraordinary number of phenomena involved in this invention should be noted. Vibrations of the atmosphere produced by the voice cause mechanical vibrations of the transmitter disc; these are transformed to electrical vibrations, which in turn produce variations in light, or, more strictly speaking, actinic rays. These set up electrical action which is still further conditioned by the developer, etc., used in fixing the image on the film. During reproduction the whole process is reversed. The bands on the film produce variations in light; these set up electrical vibrations in the selenium receiver circuit, and these...
in turn reproduce the original sounds by causing vibrations of the receiver disc. That it should be possible to so exactly reproduce the original sounds after such a complicated series of changes must be looked upon as a truly remarkable achievement.

Klingsor Catalog.

Decidedly the most complete catalog issued in the talking machine trade for some months past is that devoted to the large range of Polyphon disc machines, controlled by the Klingsor Works of Tabernacle street, this city. It is composed of no less than 82 pages, wherein are set forth particulars and illustrations of almost 69 different models of cabinet machines, hornless and the ordinary style. A complete description of each instrument is given in four languages. There are a number of automatic machines with extra large trumpets, which make them suitable for use in clubs, amusement saloons, hotels and such like places, and dealers will find in this line plenty of scope for doing splendid business. Original in design and construction and thoroughly reliable in every way, the Klingsor hornless models may also be recommended. The company offer a wide choice of beautifully designed cabinet instruments, and a large variety of the ordinary horn pattern. Prices rule very moderate and the trade discount is liberal, in view of which dealers are well advised to write the company for this catalog and all necessary information.

Important Columbia Co. Announcement.

The Columbia Phonograph Co. have taken advantage of the opening of the season to make an important statement in respect to price-cutting. They maintain that a sale below the authorized list price by any one factor or dealer, not only tends to destroy the profits of other dealers and factors, but prevents them from freely handling Columbia goods, and causes demoralization in the trade. Therefore the company intend to protect their dealers by pursuing all the price-cutting delinquents who come under their notice. A worthy example which merits the attention of other manufacturers to this trade-disturbing evil of price-cutting.

Pathophone Concert at "Dollar Princess" Anniversary.

Upon the occasion of the first anniversary of the "Dollar Princess" at Daly's Theater, London, Messrs. Pathe Freres gave a grand Pathophone concert during the long wait between 5 o'clock, when the doors were opened, and 7.30, when the play commenced. Being souvenir night, many enthusiastic spectators had been waiting since very early in the morning, and it can therefore be easily imagined with what delight they took their seats and listened to some of Pathé's most entertaining records. Quite a number of records were encored, and when the 20-inch "Dollar Princess" selection was played the applause was simply terrific. Thos. Courtly, the acting manager of Daly's, has sent, under date Sept. 26, a most appreciative letter to the Phonograph Company. It is expressed in words too meager to do justice to the spirit of the missive, and will be found in the October number of the Phonograph Journal. With many, many records encored, and when the 20-inch "Dollar Princess" selection was played the applause was simply terrific. Thos. Courtly, the acting manager of Daly's, has sent, under date Sept. 26, a most appreciative letter to the Phonograph Company. It is expressed in words too meager to do justice to the spirit of the missive, and will be found in the October number of the Phonograph Journal.

Gramophone Records of Entire Opera Faust.

The announcement of Mr. Edison's latest invention, the "Kinetophone," by means of which the combined action of the cinematograph and phonograph, are as one, would seem to have created enormous interest here judging by the numerous and lengthy reports in the newspapers and technical journals. It has long been the ambition of inventors to produce a perfect synchronization between the two instruments, and while many partial successful attempts have been made here, the news that Mr. Edison has at last solved the problem but furnishes yet another proof of the seemingly inexhaustible reserve of ingenuity possessed by the Wizard of the West. All honor to the man to whom we owe so much.

KLINGSOR TALKING MACHINES

Undoubtedly the best Musical Instruments on the market.

Various Designs and Prices
Second to None in Reproduction

Klingsor Record

10 inch D. S.

The acme of perfection in the art of recording. Will appeal to all lovers of music. For lists and monthly supplements, also terms, etc., apply to

Klingsor Works


Cables: Defiatory, London.
England's Largest Factors!

The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell" coupled with a perfect and prompt dispatching system, that The House of Murdoch stands where it is today—England's largest factors.

TOWNPHONES

The Ideal Disc Machines 27 distinct models, from $11 to $12.12 retail.

INDESTRUCTIBLE PHONOGRAPH RECORDS

Minute series 1/2, 1 cent price series 1/6 each selection. List free.

American and English selections. List free.


TOURNAPHONES

EXCELSIOR

PETMECKY MULTY NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

JOHN G. MURDOCH & CO., LTD., 91 93, FARRINGTON RD., LONDON, ENG.

Lock-Out Hurts Business.

On the northeast coast of England, particularly in Newcastle, talking machine sales have received a slight set-back by reason of the shipyard lock-out, involving the unemployment of a large number of skilled artisans and others. At the time of writing an early settlement is not expected. In the Midlands good business is being done and the season's prospects are excellent. The chief provincial factors are doing a little desultory advertising, but not to any great extent.

Gramophone Co. Branches Active.

The Gramophone Co. advise me that their stock rooms are now in full swing throughout the country, and the new models on show have won much favor in provincial trade circles. These goods will, however, not be ready for delivery for some time.

Amberola and other Edison goods, Zonophones, Columbia, Pathe, Twin and Beka products would seem to be selling well in Manchester, Liverpool, Leeds, Birmingham and other centers.

A Change in Management.

The old established talking machine business carried on by K. Wagenen in Stretford Road, Manchester, has been taken over by Christian Duve, one of the enterprise factors of that city.

Heavy Demand for "Cinch" Machines.

In all my reports particular mention is made of the extraordinary demand for the "Cinch," the
new Zonophone hornless machine. It is selling in such large quantities that the company are simply unable to keep deliveries up, despite day and night work at their huge factory.

Prospects Bright in Wales and Ireland.

Trade prospects for the season are particularly bright in Wales, and now that the miners have settled their difficulties, business is progressive all the time. Columbia, Zonophone and Edison goods are selling well.


The Card Printer is an automatic coin-controlled device that prints your name on five times.

It is more popular today than when first put on the market. It has stood the test of public use and abuse for over four years.

It is the art of making the type speak.

A successful advertising man succeeds only when he "puts his name to the front; his own person-interest combined with advertising will not accomplish the result." Put your name on the front; your own personality. It is a tremendous force in advertising. People like to know individuals. They like to feel that they are being served by men; not simply getting their goods out of the hopper of a treadmill. And if people have any kicking to do—and the American people enjoy kicking—they prefer to kick individuals. It is mighty unsatisfactory, for instance, to kick an express company or a railroad. But it cannot make them worse.

Advertising isn't grammar; it isn't pictures; it isn't type; it isn't top of page position. It is something far more real than these things. These are merely accessories. Advertising is the proper telegraphic connection between you and the customer. It is the art of making the type speak.

SMILING

When the weather suits you not,
Try smiling.

When your coffee isn't hot,
Try smiling.

When your neighbor don't do right,
Or your relatives all fight,
Sure it's hard, but then you might try smiling.

But it cannot make them worse—

Just smiling.

And it seems to help your case,
Brightens up a gloomy place;
Then it sets of rests your face—Just smiling.

—Exchange.
NEW RECORD EXCHANGE PLAN
Formulated by the National Phonograph Co.
Sure to Prove Popular.

What will undoubtedly prove a most acceptable substitute for the present two-for-one exchange plan, adopted as a temporary substitute for the original arrangement on June 17, 1910, and which was the subject for considerable discussion at the convention of the National Association of Talking Machine Jobbers last July, was introduced by the manufacturer, jobber, dealer and public.

A careful analysis of the new exchange proposition will prove that it is admirably conceived to work to the common interest of all concerned—manufacturer, jobber, dealer and public. It gives the public a chance to return worn or undesirable records which it would be most desirable to get at 20 cents in cash and any two new records from the special list at 35 cents, for both will be permitted against the purchase of old records are returned, an allowance of 15 cents by the dealer, the jobber has the right to reject any and all records returned.

The records contained in this list of 500 are not returnable under the present two-for-one exchange. As a further plan for disposing of records shown on the special list of 500, dealers are permitted to return to the owner of an Edison phonograph who induces a sale of an Edison phonograph, any nine records from this special list in lieu of six special Amberol under the conditions outlined in the National Phonograph Co.'s promotion plan.

Special literature, a catalog containing the 500 records, etc., will be in the hands of jobbers shortly after October 1. The proposition has not yet been extended to the Canadian trade.

J. E. HOUGH, Ltd., Edison Bell Works
Glenjall Road, London, S. E.
"Third—We are informed that there are thousands of phonographs at present in the hands of owners that are not being operated, because their owners have such large stocks of records at their homes that they do not feel that more money should be invested in new records, or that the old records are not played because they are worn or their owners are tired of them. Under this new plan, every time a phonograph user buys a record from the special list, he may return two of his old records, for which he receives 15 cents credit, and in this way his stock of old records will be reduced, a stock of new records will be gradually built up, and his interest in the phonograph revived.

"Fourth—By bringing old customers into the stores of jobbers and dealers under the present plan, they can be interested in the new Edison products, such as the combination phonograph and attachments, the Amberol record, the Cygnet horn and the Amberola, and in this way the dealers' lists of active customers will be increased.

"Fifth—Under this plan, dealers will be able to reduce their stocks of slow selling records (hitherto handled through cut-out lists) not only without loss to them, but at an actual profit.

"As a further plan for reducing stocks of slow selling records contained in the special list, we have also decided to permit jobbers and dealers to present nine two-minute records from this special list in lieu of six special Amberol records as a bonus to any owner of an Edison phonograph effecting the sale of a new Edison phonograph.

"We might say, in conclusion, that it is an admitted fact that the reason why many stock records are slow sellers is not because of any inferiority of the records themselves, but solely because adequate efforts are not made by the trade to sell them, most of their efforts being apparently directed to the sale of current or new records, and we believe that this plan, properly circularized with special printed matter, which we will furnish, will cause a revival of the sale of these particular records and that they will give equally good satisfaction to the user of the latest ones.

L. A. CUMMINS ADVANCE AGENT.

Well-Known Traveler for the Aeolian Co., St. Louis, Keeps His Trade Posted As to When He Will Call on Them—Bears Reputation as a Hustler and Deserves It.

L. A. Cummins, wholesale traveler for the talking machine department of the Aeolian Co. in St. Louis, Mo., believes that an advance agent is just as useful to a salesman as to a theatrical company, hence he covers the route ahead of time with the post cards similar to the one here illustrated. They say that Mr. Cummins has been in the talking machine business for nine years and for the past four has been the traveling representative of the St. Louis Talking Machine Co., in which position he continues with the Aeolian Co., successors to the St. Louis Talking Machine Co. Mr. Cummins enjoys an enviable reputation as a hustler and a hard man to compete with in his territory. He claims the record in the Middle West for creating more new dealers than any of his competitors. His faith in the Victor and in the future of the business generally is unbounded.

DEAR SIR:

Cummins is coming on or about St. Louis 19

MOTTO:

No order too large or too small to receive my personal attention.

L. A. CUMMINS' NOVEL ADVANCE CARD.

A L I V E T O L E D O C O N C E R N.

The Toledo Equipment Co., Toledo, O., are carrying on a lively campaign in their territory in the interests of the Edison and Victor lines of talking machines and records, making a special feature of the new Edison record exchange proposition.

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in:

German
English
Welsh
French
Italian
Russian
Polish
Spanish
Portuguese
Hungarian
Dutch
Danish
Arabic

Swedish
Croatian
Bohemian
Grecian
Arabian
Turkish

Chinese:
Swatow
Guokou
Pekinese
Shansinese
Kiangnanese
Cantones

Japanese
Siamese
Abyssinian
Tamil
Malayan
Burmese

Hindustanese:
Urdu
Marathi
Gujarathi
Hindi
Tatul, and 15 other dialects.

REPertoire ALWAYS UP-TO-DATE

BEKAPHONE

THE BEST AND MOST POPULAR MACHINE

For catalogs, terms, etc., apply to

BEKA RECORD Limited, 35-6 BOUCHESTRASSE, BERLIN, S. O. 36
77 CITY ROAD, LONDON, E. C.

Sole Agents for Beka Records for British India, Ceylon and Burma.

THE TALKING MACHINE AND INDIAN RECORD COMPANY

HOMEJI STREET, CIRCLE, FORT, BOMBAY
Don't Buy Needles That Damage Records

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only Condor Needles are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction,
No Ruin of Record.

Sole Manufacturer
JOS. ZIMMERMANN
Needle and Pin Works
AACHEN, GERMANY

WITH THE TRADE IN THE "HUB."


When making a social call recently the subject of talking machines came up, and after a brief discussion my host made the startling statement that he was "in right" and that he was going to get the dealer's discount on the machine he expected to purchase. It seems that he had in his possession a dealer's discount sheet, dealer's agreement blanks and all other data for the inauguration of a new dealer and was congratulating himself on his good luck. The writer asked how he happened to get that literature and he said: "Something ago I sent a postal card to the home office of a talking machine company, merely saying, 'Please send me a catalog and oblige.' They answered, saying they had referred it to a house in Boston for attention. Shortly thereafter I received a letter from the Boston company, saying they had forwarded catalogs, dealer's discount sheet, dealer's agreement blanks and all other data for the inauguration of a new dealer and was congratulating himself on his good luck. 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The Finest Record Cabinets on the Market — And You’ll Find They Sell the Easiest!

The Salter line of Talking Machine Record Cabinets excel all others. During the past two years, so great has been the demand for these cabinets, our factory has worked overtime almost continuously.

Salter Cabinets have a patent interior arrangement which stands in a class by itself. No other cabinets are so neat or so nicely arranged.

The interior of Salter Disc Cabinets have an individual compartment for each record. The wood shelves are lined with soft green felt, and it is impossible for the record to become scratched or otherwise damaged.

Each shelf or record has a number. By referring to the corresponding number on the card index attached to the door, any record in the cabinet can be named or located instantly.

The Disc Records lie flat on the shelves, they cannot become bent or warped. These cabinets are artistic in design and are handsomely finished in any desired color. They are made right, look right, and in comparison with any others, sell almost on sight!

The Salter Cylinder Record Cabinets are so arranged as to hold the records in their original carton boxes, if desired. This has the advantage of protecting them from dust, or from breakage in handling.

When preferred, the cabinets can be arranged so as to place the records on pegs, in the old way.

Every Salter Cabinet, of whatever style, is finished handsomely. The natural beauty of the wood is enhanced by perfect finishing, and the designs of the cabinets are pleasing, artistic and original.

We pack the cabinets for shipment in such a way that breakage is almost absolutely prevented. Your cabinets reach you safely, in good condition to display and sell.

Every one of your customers has need for a Record Cabinet. Our line comprises all styles, and has cabinets at all prices!

Our latest catalogue will be mailed promptly on receipt of your request.

Write for it to-day.

Salter Manufacturing Company
337-343 N. Oakley Ave.

CHICAGO, ILL.
Columbia Double-Disc Records!
Double-Discs, double value, double wear, double everything except price!

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

At the Outlet Co., Providence, R. I., is a big talking machine department that is managed by two versatile talking machine men, Messrs. Viel and Wonderlite. The Outlet Co. operate one of the largest stores in Providence, and the talking machine end is surely conducted in an up-to-date manner.

F. S. Boyd, manager of the Iver Johnson Co.'s talking machine department, reports a large business on Edison machines with the new reproducers and Music Master horns.

The destinies of the Shepard Co.'s talking machine department at Providence, R. I., are ruled by Manager Baldwin, who has a neat display room.

Blue is a suitable color to display the products of the long-established talking machine needle house of W. H. Bagshaw, Lowell, Mass., as it is a needle concern to deserve the blue ribbon: the nearest to it in this issue is their Blue Supplement, which in every way represents the strength and dignity of the house, the officers and of their needle output, the factors of quality and number duly considered.

Two Providence, R. I., piano houses to handle talking machines are the Melkdejong Co., with the Victor and Columbia lines, and the Kelley Piano Co., who recently put in the Victor representation.

CHANGES IN EXECUTIVE STAFF.

Several changes were made last week in the executive staff and offices of the Columbia Phonograph Co., General, New York. C. W. Woodrop, formerly the business manager of the recording laboratory, was elected assistant treasurer and secretary, and is now filling that office. He entered the service of the company about a year ago, taking charge of the collection department, and subsequently going to the laboratory. Mr. Woodrop will also fill the same position for the American Graphophone Co., and is occupying the office formerly used by the wholesale department, Mr. Yerkes going into the room recently used by E. A. Rockwood, and overlooking the East River and Brooklyn Bridge. Marion Dorian, auditor of the company, will be in the same office with Mr. Yerkes. Merwin E. Ely takes Mr. Woodrop's place at the laboratory.

BONCI IN CONCERT.

Columbia Gentele Notified So That He May Be Featured Wherever He Appears.

The Columbia Phonograph Co., General, have notified their clientele that commencing with November 17, in Brooklyn, N. Y., Bonci, the famous grand opera tenor, will make a concert tour through the United States and Canada, and which will close February 9 in Columbus, Miss. Their advice to jobbers in this connection follows:

"When he arrives in your city be sure you have a window display which is appropriate, and that you do not lose the value of the publicity he is getting. Sell all the Bonci records you can—display your stock of all Columbia Fonotipia records, and when they are gone order an additional supply, but don't order more than you can sell promptly. In cities in your territory where Bonci appears, where we have a dealer, be sure to have your dealer do some advertising on his own account and put in a good window."

E. H. HICKMAN RETURNS.

(Special to The Talking Machine World.)


After an absence of two months, E. H. Hickman, manager of the talking machine department of the Philips & Bouteroff Manufacturing Co., of this city, returned to business this morning. He had been ill with a severe attack of typhoid fever and had been traveling around, going as far as Oklahoma City, endeavoring to regain his health and strength, which he says has been finally accomplished.

WANAMAKER TO THE DEALERS.

An important announcement appears elsewhere in this issue from the Wanamaker house which should interest the talking machine trade. There are few dealers who do not know of the extent of the talking machine departments conducted by John Wanamaker in New York and Philadelphia, the prominent feature of which is a most complete stock of both Victor and Edison machines and records. Dealers desiring a quick delivery of goods in their line can be accommodated promptly at this establishment.

The Consolidated Phonograph Record Co., Newark, N. J., having their registered office at 763 Broad street, filed articles of incorporation in the office of the county clerk last week. The authorized capital is $125,000, of which $1,000 is paid up.
TRADE IN SOUTHERN CALIFORNIA.


(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 30, 1910.

The later days of September find retail trade not quite as brisk as the first, although the jobbers have seen no bell, which is a splendid condition on the part of the dealers in a heavy fall and holiday trade. Many of the dealers have improved the handling of goods and facilities as well as beautified their departments.

The Wiley B. Allen Co. have added a number of glass-partitioned demonstrating rooms which make their department one of the largest in the city. A very clever system of ventilation is employed, which keeps the various rooms supplied with fresh air and is regulated to suit climatic conditions, either cool or warm. Their Victorian business has greatly increased since the new additions have been made. H. H. Chubb, the manager of the department, is justly proud of his efforts.

Miss Irene Johnston, who was formerly with the Fitzgerald Co., has taken a position with the Wiley B. Allen Co.

Sherman, Clay & Co. are preparing for a great holiday Victor business. The new style Victrolas are receiving much attention from the trade, and it is believed that all they will soon displace the horn type machines. W. R. J. Campbell, who has been with Sherman, Clay & Co. for many years, has gone on a trip to Dundas, Prince Edward Island, to visit some of his relatives, whom he has not seen for several years.

The Southern California Music Co. have seen the busiest summer yet in Edison goods. The new style Triumph, with model "0" reproducer and Music Master Cygnet horn, is considered by all the largest improvement made in the Edison line for years. The third floor retail department of the Southern California Music Co. has been completely remodeled and now presents a handsome appearance and allows the customers every convenience. Albert D. Wayne, manager, has put into effect some splendid ideas, for which he deserves credit. E. S. Dible has been appointed as manager of the talking machine department at Los Angeles; C. H. Rundel, of Southern California Music Co., who, after a trip to several northern towns, has a better opinion of Southern California than ever. O. A. Lovejoy, Southern California Music Co., in company of Geo. Austin, got the limit in doves on a hunting trip; A. Graham, Cook of George J. Books Co., made a trip through Yosemite Valley, and W. F. Stidham, with Mrs. Stidham, had a splendid time at the beach.

Many out-of-town callers are reported to have been in Los Angeles lately, among whom are W. C. Hauser, of Dimba, Cal.; Wm. Berryhill of the Berryhill Co., Phoenix, Ariz.; Jas. E. Guley, Sherman Co.; W. E. Harper, Ontario, Cal.; O. J. Tullis, Santa Monica, Cal.; George Clark, of Clark Bros., Upland, Cal.; John M. Miller, of Cleveland, Ohio, the latter visiting the business phonograph department, which is now as complete as is required for up-to-date business. Mr. Miller has been engaged in an early advertising campaign for holiday trade which has been launched.

The Thorens Music Co. have received a large shipment of Victor goods, which is the first installation of their holiday stock.

Q. G. Farquharson, traveling representative of the Columbia Phonograph Co., visited San Diego last month, as well as all the other busy sections of this county. Many other prominent people of the trade have visited San Diego, some on business, others for pleasure.

Fred Morton, of Sherman, Clay & Co.; F. C. Carnes, Southern California Music Co., Los Angeles; John M. Miller, of Miller-Stirling Co., Phoenix, Ariz., and Irving Andrews, of Andrews & Son, were a few who made their presence known to the trade.

Some of the other prominent persons of the trade who have returned from late vacations are: Chas. S. Ruggles, manager Sherman, Clay & Co.; Los Angeles; C. H. Rundel, of Southern California Music Co., who, after a trip to several northern towns, has a better opinion of Southern California than ever.

Demand-Trays, Needles and Brushes Find Great Favor with Trade.

A visit to the store of the Blackman Talking Machine Co., 97 Chamber street, Boston, shows the entire staff from President J. Newcomb Blackman down, putting forth their best efforts to meet the demands for stock from their dealers. According to Mr. Blackman, the present season has opened up in a most satisfactory manner. The various new styles of machines and special propositions of the company designed to stimulate sales have done their work well; and when some unexpected happens, the indications are that the present Fall season will be a record one. The dealer, too, must not forget the specialties marketed by the Blackman Co., viz.: the Blackman folding record tray with Rapke label, the Playrite and Mello-tone needles and the Place record brushes for disc and cylinder machines. Regarding these specialties, there is little that can be added to what has already been said in their favor. The Blackman trays may be found on jobbers' and dealers' shelves in all sections of the country. The Place record brushes are a class by themselves. It is claimed for the needles that they do what their name implies. Further information is always obtainable from the Blackman Talking Machine Co.

Linscott Sporting Goods Co.
(Formerly Boston Cycle & Sundry Co.)

48 HANOVER STREET
BOSTON, MASS.

New England dealers!

Come to Boston and visit the Edison Exhibit as our guests. You will secure a fund of information that will aid you wonderfully in selling Edison machines, thus adding greatly to your profits.

And we'll also show you the magnificent equipment of our establishment—the largest and most complete Edison stock in New England.

Systematized shipping facilities and a knowledge of every express and freight service plus a full stock are the units that have given us the widespread reputation of QUICK SHIPPING.

But two weeks more of the Edison display at Mechanics Building. Come!
TRADE IN THE SAINTLY CITY.

Business Shows Steady Improvement.—Good Demand for Columbia Co. Goods.—Reports of a Very Successful Season.—What Personal Notes—Some Recent Visitors—Excellent Report Made by Talking Machine Department of the Aeolian Co.—Activities of Other Jobbers and Dealers.—Other News of Timely Interest.

(Special To The Talking Machine World.)

St. Louis, Mo., Oct. 4, 1910.

Trade in the talking machine business for the past month has been improving steadily, and the fall trade is now very good, with every indication of increasing activity.

Manager Walthall, of the Columbia Phonograph Co., reports a nice volume of business for the past month and that the fall trade is good.

He recently furnished one of their Grafonola Regents with a selection of their best records to the Peterson & Kennedy Stationery Co., for the four days of their business show. Thousands of people visited the show and heard this fine machine.

Mr. Butterfield, one of their best salesmen, operated the machine and secured a quantity of prospects.

E. S. True, formerly credit manager here, for the St. Louis Talking Machine Co., has been appointed manager of the Columbia Phonograph Co. at Louisville, Ky., and left for that point on September 29.

H. T. Boxley, in charge of the collection department of the Columbia Phonograph Co., returned recently from a two-weeks' vacation spent at Scadalia, Mo.

Chas. Kaufmann, traveler for this concern, was in town a few days recently and reports a big revival in trade in Illinois on account of the settlement of the coal miners' strike.

Wm. Standke, manager of the Columbia Phonograph Co., Denver, Colo., spent a day here recently on his way home.

Mr. Grady, a member of the firm of the Wm. Speyers Music Co., Winnipeg, Man., spent a day here recently at the offices of General Manager Lyle and District Manager Fuhri, of the Columbia Phonograph Co. The Winnipeg Music Co. are jobbers of the Columbia in Canada.

Mr. Lyle was accompanied by his son Harold, and he was returning from a few-weeks' trip visiting the branch stores of the company in the West. He considers conditions very favorable for a good fall and winter trade.

Reports from the talking machine department of the Aeolian Co. show that more than the usual fall increase in business has been experienced by them during the past month. The retail trade has been exceptionally fine, and now that the majorities of their customers have returned from their summer trips, a great demand is being made for the selections that were issued during their absence from the city.

The wholesale Victor department of the Aeolian Co. reports that their order files are fast becoming filled with orders from dealers, to be delivered during the months of October, November and December. The dealers are realizing more than ever the fact that the earlier they get their orders in to their jobber the greater the assurance of getting the goods when they want them, and judging from the size of the orders already on file, it is evident that "desperation fell in the history of the Victor business" will be experienced this year.

The Aeolian Co. will, in the very near future, announce to the trade a new line of record cabinets for which they have secured jobber's selling rights.

The repairs and redecorating of the show window of the Aeolian Co. have been completed. The pillars and woodwork have been finished in ivory white, and with handsome portieres to match and the concealed lighting arrangement the effects are most beautiful. The first display in this new window consists of the Victor "Pryor and Sousa" display and was classed by local window dressing authorities as very beautiful.

H. C. Brown, advertising manager of the Victor Co., spent a few hours in St. Louis recently. L. F. Geissler, general manager, and W. J. Staats, chief accountant, of the Victor Co., were visitors at the Aeolian Co. during September.

W. C. Weager, formerly manager of the W. P. Koehler Music Co. in Manhattan, Kan., is now connected with the retail Victor department of the Aeolian Co.

Visiting dealers at Aeolian Hall during the past month were Mr. Fochran, manager Piggott Music & Novelty Co., Piggott, Ark.; L. Birger, Glen Carbon, III.; Mr. Grasby, East St. Louis, Ill., and W. A. Fisher, Murphyboro, III.

The Koerber-Brenner Music Co. report that their business has been good for September and it is improving right along.

W. A. Brenner, secretary of the company, returned October 10 from a two-weeks' Northern business trip.

A. M. Page has accepted a position as traveler for this firm and is now on a long trip through the West and Southwest.

The Silverstone Talking Machine Co. reports having a good trade for September, with improving conditions.

D. K. Myers, the Zoophone jobber, reports fair trade for September, with improving signs.

A. J. Robinson, of the talking machine department of the Thibes Piano Co., states that their September trade has been good. He reports the sale of a number of Victrolas and that he has had quite a few customers who have traded in their pianos in exchange for Victrolas.

C. N. Leinhart, Mattawan, Ill.; M. F. Havlen, East St. Louis, Ill., and H. H. Martin, Red Bud, Ill., were recent Columbia dealers in town.

Practically every man you call lucky because he has succeeded in building up a good business, is lucky because he is observant and energetic. You can cultivate those qualities even if they are not natural.

C. H. Hawk, Grand Fork, Ill.; W. A. Phipps, Moore & Phipps, Cowden, Ill., and Louis P. De Rouse, Waterloo, Ill., were recent Edison dealers in the city.

J. K. Savage, traveler for the Silverstone Talking Machine Co., returned October 7 from a two-weeks' business trip in an auto to northern Missouri.

The Hollm Bros. Piano Co. opened their new Victor talking machine department on September 10. It is located on their first floor and very handsomely equipped. It consists of three very fine sound rooms, arranged in a perfect manner. The manager of this department has not yet been selected.

Miss M. E. Lazarus, formerly with Pope's Piano Co., Little Rock, Ark., has charge of the record department.

The O. K. Honick Piano Co., W. C. Crouse, manager, will soon open a Victor talking machine department.

EDISON AT THE BUSINESS SHOW.

The Edison Business Photograph Co., Orange, N. J., will have an exhibit at the Business Show which opens at Madison Square Garden Oct. 22-29, Nelson C. Carman, president, and general manager, and C. S. Osborne, his assistant, will be on hand to welcome callers.

WHAT JOSH BILLINGS SAID.

Josh Billings says he "admires a rooster for two things: one is the crow that is in him, and the other the spurs that he has on him to back up his crow." This can be applied to the man. We admire him for the noise that he can make, if he is capable and has the business ability and versatility to back up this noise.

HOW DO YOU ORDER DINNER?

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

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE.

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

BLACKMAN DOES NOT RUN A RESTAURANT

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

HOW DO YOU ORDER EDISON AND VICTOR GOODS?

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

BE ECONOMICAL—ORDER FROM BLACKMAN

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

There is no worry on BLACKMAN's part about "MAKING GOOD," and there will be none on your part after a trial, for "Satisfaction at Blackman's costs no more than dissatisfaction elsewhere."

YOURS FOR THE GOODS

BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres.
"THE WHITE BLACKMAN"
97 CHAMBERS STREET
NEW YORK
EVERYTHING FOR EDISON OR VICTOR
ROYAL PATRONS OF LANDAY BROS.

DEALERS' ASSOCIATION MEETING.

Regular Quarterly Session Held at New Grand Hotel on Wednesday—President Storck Reports on Visit to Factories—Many Matters of Trade Interest Discussed—Next Meeting, November 9, 1910.

The regular quarterly meeting of the Eastern States Talking Machine Dealers' Association was held on Wednesday morning at the New Grand Hotel and, although the attendance was rather slim, owing to the holiday, some matters of great interest to the association were discussed at length and settled to the satisfaction of those present. The members were particularly interested in ways and means of providing for a system of relieving the dealer of a large surplus stock of records, which would be favorable to both the dealer and the manufacturer and yet would not inflict heavy loss on either party. Plans now in force or under consideration, while satisfactory in a general way, it was said, were rather confusing to the public and numerous suggestions were made by those present as to means for improvement.

President Storck, of the association, made a report as to what he accomplished upon his recent visits to the plants of the National and Victor Co., wherein he stated that progress had been made and that the suggestions put forth in accordance with the resolutions passed by the association had received the consideration of the officials of both companies.

Following the final disposal of a number of routine matters, the meeting was adjourned until the second Wednesday in November in the hope that the full membership of the association will be in attendance.

It might be stated here that the privilege of joining in the discussions regarding the best methods of conducting a retail talking machine business and the benefits gained therefrom are well worth the cost of membership in the association and the time devoted to attending the meetings.

ANOTHER VICTORY FOR THE VICTOR DOG

Though the name of the Victor dog has gone around the world, it seems there are other honors coming his way besides the celebrity accruing from being the best known trade-mark. The very much alive specimens of the species are now recognizing him as a friend and brother in the most approved dog fashion.

At the entrance of Sol Bloom's place on Fifth Avenue, New York, is placed a plaster cast—familiar to the trade—of the Victor dog, so that it appears to be peaking around the corner and looking down the street. The other day a lady was strolling up the avenue with a cocky little Pomeranian in leash. As they approached Mr. Bloom's store the Pomeranian spied the Victor dog, and with a bound was up in front of the plaster animal, going through the usual performances, barking furiously and extending the “right hand of fellowship.”

The mistress of the Pomeranian, beside herself with laughter, drew away her “own precious darling,” but with the utmost difficulty and for a block her pet kept up a series of barks, dancing around energetically in his efforts to get back to the Victor trade-mark, who stood silent and stolid, indifferent to the fussy antics of his brother in the flesh, and on the old job of listening to “His Master's Voice.”

VICTOR CO.'S ALPHABETICAL CATALOG.

(Special to The Talking Machine World.)


After an unavoidable delay, caused by the manufacturer holding them up for six weeks, the Victor Talking Machine Co., Camden, N. J., has forwarded the trade alphabetical and numerical catalogs, with thumb indices (something new). In connection therewith they say: “While these catalogs are not what we expected they would be, they are the best the manufacturer could turn out, and we assure you that the next ones, coming out November 1, will not only be cut properly, but will reach you within a reasonable date; that is, within a few days of November 1.”

Subsequently the company sent out a special supplement for twelve double-faced Bohemian records by the Ceske Trio, z Prahy, the famous Bohemian organization now touring America. These records were specially recorded to meet the growing demand for records of this class, and those who know tell us they are the best Bohemian instrumental records ever issued.

LIGHTNER OFF TO SOUTH AMERICA.

Charles Ferrze Lightner, who represents the export department of the Victor Talking Machine Co., Camden, N. J., with headquarters in Buenos Ayres, Argentina, sailed for that part of the world again September 21, on the “Mauritania,” of the Cunard line. Mr. Lightner has been home since August 3, and his departure for his foreign field of activity is in the nature of a surprise to many friends in the trade. His journey via Europe exemplifies reaching his destination by a week or more, going on a travel and on the coast by the so-called American line that flies the British flag and is owned by European capitalists.

In the export department of the Columbia Phonograph Co., General, Edward N. Burns, general manager, said that Harry L. Marks, of the recording laboratory corps, who has been in Asia cooperating with J. H. Dorr, of Columbia's representative in that part of the world, obtaining Chinese, Japanese and other native records, had sailed from Hong Kong, China. He arrived in New York on October 5.

UDELL Cabinets for Victrolas No. 10 and No. 11

No sooner did we hear that The Victor Talking Machine Company had brought out Victrolas Nos. 10 and 11 than we made drawings and photos.

The point we want you to realize is that we have designed our Cabinets to harmonize perfectly with the Victrolas and have put rings around the top of the cabinets in which the Victrola can be set and it looks like one piece. Now UdeLL Cabinets for Disc Records can be had with 3 kinds of interiors, upright wooden partitions, 6 Discs to the partition; flat wooden shelves, 6 Discs to the division; upright cardboard divisions. 1 Disc to the division. We want you to write us for Blueprints and prices. Of course our line of Cabinets for Disc and Cylinder Records is very complete and you should have illustrations of every UdeLL Cabinet. This is the harvest time for Cabinet Sales and time spent in pushing Cabinets will result in fine profits.

THE UDELL WORKS, Indianapolis, Indiana

The image depicts various advertisements and articles related to the Victrola and the Talking Machine World. The text includes mentions of cabinet sales, dealer associations, and the sale of musical records and cabinets. The text is a mixture of advertisements and informational content, typical of a trade magazine from the early 20th century. The page features an advertisement for UDELL Cabinets for Victrolas No. 10 and No. 11, along with other articles discussing the Victorian trade, the company's plans to send a representative to South America, and the sale of records and cabinets.
LANDAY BROS.' NEW WINDOW FRONT.

Arrangements Consummated for Complete Remodeling of Premises, 400 Fifth Avenue.

An entirely new front is to replace the one on the building occupied by Landay Bros., 400 Fifth Avenue, New York. The architecture will be of an ornate character, yet along good lines. The interior will also be remodeled, rearranged to suit the business and handsomely refitted and decorated. Plate glass mirrors will line the hallway, and a beautiful stairway, after the style followed in the Cafe de l'Opera restaurant, this city, will be the piece de resistance of the rebuilt establishment. There will be no suspension of business while the changes are being made. At present each demonstrating booth in the place has an individual telephone, so that visitors are at liberty to make calls at their convenience while listening to the records. Other improvements will be added that will further contribute to the comfort and pleasure of customers. The space devoted to the executive offices will also be materially enlarged.

DEATH OF M. M. JOSLYN.

Superintendent of Stamping and Roll Department of Nipponophone Co., Tokyo, Japan, Passed Away in That City—J. C. Prescott, Manager of Company.

After a brief illness, Marshall M. Joslyn, superintendent of the stamping and roll department of the Nipponophone Co., manufacturers of machines and records, Tokyo, Japan, died in the general hospital at Yokohama, September 8, of cerebro-spinal meningitis. He had been stricken only four days and he received the best medical attention, but without avail. The deceased had been in the employ of the Nipponophone Co. for nearly a year, having come from America for that purpose. He was about thirty-eight years old and is survived by a wife and son at Springfield, Mass. Mr. Joslyn was considered by the directors of his company as one of their most valued employes and his death is felt as a very big loss by them. The body was cremated and shipped to his home in the United States, previous to which funeral services, according to the Masonic rites, of which order Mr. Joslyn was a member, were held on the day following his death. Mr. Joslyn was formerly in charge of the pressing plant of the American Record Co., defunct, at Springfield, Mass. J. O. Prescott, also with the same company, as manager of the American Record Co.'s recording laboratory in New York, and one of the clever men of the business, is general manager of the Nipponophone Co., going to Japan a couple of years ago to assume that position.

THE "SIMPLEX" A HIT.

Judging from the manner in which the trade has taken to the "Simplex Needle Box" its success is a foregone conclusion. The S. B. Davega Co., who introduced the "Simplex," say: "Although our new Simplex needle box is now on the market but one month, it has met with a very cordial reception that has entirely exceeded our expectations. Over 90 per cent. of all the dealers to whom it has been shown have placed orders for it, and the orders received on the strength of samples requested in reply to our "ad" in The Talking Machine World are indeed very encouraging. We firmly believe that if the dealers use a little effort they can sell many dozents." Look up the "Simplex" ad in this issue.

The advance sale of the new Victrola—X, XI and XIV—fully described and adequately illustrated in the September issue of The World, is reported to have more than trebled the original estimates. Since this announcement the distributors have been adding to their orders accordingly. Deliveries are said to be about due.

The Talking Machine Supply Co., 400 Fifth Avenue, New York, received this week a shipment of 25,000,000 needles from their German factory. Others will follow to meet the growing demand for this specialty of the company.

O'NEILL WITH DROOP & SONS CO.

Daniel O'Neill, late on the traveling staff of the Victor Talking Machine Co., Camden, N. J., has resigned to take charge of the talking machine department of the E. F. Droop & Sons Co., the leading music house of Washington, D. C.

GREETINGS FOR WESTERNERS.

Sunday night last the Hotel Knickerbocker, New York, witnessed a notable gathering of talking machine men, who called to pay their respects to L. C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Lawrence H. Lockert, of the Minnesota Phonograph Co., Minneapolis, Minn., who were putting up there. The party included C. H. Wilson, general manager, and F. K. Delibeer, sales manager, of the National Phonograph Co., Orange, N. J.; C. G. Child, manager of the recording laboratory, and George D. Orustuen, manager of the traveling staff of the Victor Talking Machine Co., Camden, N. J.; O. A. Grossing, manager of the talking machine department of the Aeolian Co., New York; and Harry Macdonough, of the "talent." It was a pleasant evening all around and everybody present was a good "mischer."

BARKLOW RESIGNS.

B. R. Barklow, who has been with the National Phonograph Co., Orange, N. J., for a number of years, looking after the trade in the metropolitan district, has resigned. It is his intention, however, to stay in the trade, and he will probably "hook up" with the—well, that would be telling trade secrets.

The Aeolian Co., New York, are displaying a fine sample of the Victrola XVI, mahogany, in their beautifully remodeled show windows. It is a striking exhibit, alongside an elegant Weber grand in the same wood.

No one is safe who concludes his work for the unnecessary waste of energy. We should have force enough for what we need.

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THE SPECIAL WANAMAKER JOBBLING SERVICE FOR THE TALKING MACHINE TRADE

The Wanamaker Stores, by reason of their very large retail delivery, are able to offer unusually prompt service, without cost, to talking machine dealers in their neighborhoods. This includes a very large territory surrounding both the New York and Philadelphia Stores.

Edison Phonographs, Victor Talking Machines, also Records and Supplies, will be sold at wholesale and delivered direct to your place of business by the regular Wanamaker Wagon Service, if within the regular free delivery district of either store.

As contracts are necessary from dealers in Edison or Victor goods, they should be executed with us now, before the Fall business becomes too strenuous. A trial order will illustrate the benefit.

Quick service No substitution

Open a charge account now.

JOHN WANAMAKER
Talking Machine Section

| Astor Place | City Hall Square |
| New York | PHILADELPHIA |

---
Get the Exclusive Columbia Selling Rights

LINA CAVALIERI,
the world-famous dramatic soprano,
CONSTANTINO,
the celebrated Spanish tenor,
BRONSKAJA,
the famous Russian coloratura soprano,
BONINSEGNA,
the great Italian soprano,
MARDONES,
baritone of the Boston Opera Company,
BLANCHART,
baritone of La Scala Theatre, Milan,
BETTINA FREEMAN,
the noted young American mezzo-soprano,
CAMANARI,
baritone of the Metropolitan Opera,
DAVID BISHAM,
the most distinguished vocal artist America has ever produced,
DADDI,
the celebrated operatic buffo tenor,
TRENTINI,
soprano of the Manhattan Opera,
GINA CIAPARELLI,
soprano of the Metropolitan Opera,
TAURINO PARVIS,
operatic tenor,
MARCEL JOURNET,
the operatic basso,
KITTY CHEATHAM,
interpreter of childhood's moods and songs,
GEORGE STEHL,
violin soloist,
MARSHALL P. LUFSKY,
flute soloist,
CARL SCHUETZE,
solo harpist of the Metropolitan Opera,
HANS KRONOLD,
the distinguished New York 'cellist,
VICTOR SORLIN,
'soloist,
VESS L. OSSMAN,
the "banjo king,"
CHARLES D'ALMAINE,
violin soloist,
EMILIO MURILLO,
the celebrated composer-pianist,
VINCENT A. BUONO,
cornetist,
JULES LEVY,
cornetist,
KOCIAN,
the famous Bohemian violinist,
CHARLES A. PRINCE,
conductor of Prince's Band,
MRS. HOLT,
contralto,
INEZ BARBOUR,
soprano,
REED MILLER,
concert tenor,
MERLE TILLOTSON,
contralto,
WILLIAM McDONALD,
"The Wandering Blacksmith,"
FRANK COOMBS,
cornet-
tenor,
HENRY BURR,
the foremost of all popular tenor record singers,
FRANK C. STANLEY,
the equally popular baritone,
HARVEY HINDERMEYER,
the well-known concert tenor,
CARROL CLARK,
singer of plantation melodies,
JOHN YOUNG,
the prominent New York tenor.

ADA JONES,
the best-known popular soprano in America.

FREDERICK V. BOWERS,
the vaudeville baritone.

HARRY TALLY,
tenor.

COLLINS AND HARLAN,
the inimitable comedy team.

HARRISON AND ANTHONY,
whose sacred duets have no equal in recorded music.

GYPSY SMITH,
the world's greatest evangelist.

ARCHIBALD BROTHERS QUARTETTE,
the best-balanced organization of its kind.

BERT WILLIAMS,
the world-famous comedian.

RAYMOND HITCHCOCK,
whose song-monologues are in a class by themselves.

GRACE LA RUE
light opera comedienne.

GEORGE LASHWOOD,
"The Vaudeville Beau Brummel."

LEW DOCKSTADER,
the cleverest minstrel in the country.

CAL STEWART,
the inimitable "Uncle Josh."

GEORGE P. WATSON,
singer of yodel songs.

EDGAR L. DAVENPORT,
dramatic reciter.

ED. MORTON,
vaudeville baritone.

WALTER VAN BRUNT,
popular-song tenor.

BILLY MURRAY,
BOB ROBERTS,
ED. M. FAVOR,
ALBERT CAMPBELL,
HARRY FAY,
FRED DUPREZ,
WILL F. DENNY,
BILLY GOLDEN,
JACK CHARMAN,
JOSIE SADLER,
STEVE PORTER,
LEN SPENCER,
ELISE STEVENSON,
SANDY SHAW,
FREDERICK WHEELER,
ALAN TURNER,
FREDERICK WELD,
G. C. JELL,
JOHN BARDLEY,
CLAUDE CUNNINGHAM,
HORATIA CONNELL,
FRANCIS ROGERS,
LUCY MARSH,
W. FRANCIS FIRTH,
FREDERICK MARTIN,
CORINNE MORGAN,
DANIEL and PETER WYPER,
the well-known English accordion soloists,

JEAN SCHWILLER,
'the cellist

THOMAS MILLS,
xylophone soloist.

EDWARD F. RUBSAM,
orchestra bells soloist.

And Many Others!

Most of these Columbia "headliners" are exclusive Columbia artists.

Dealers Wanted—Exclusive Selling Rights Granted Where We Are Not Actively Represented
SAVE 33\frac{1}{3}\% ON CABINETS

Entire Stock of the Herzog Art Furniture Co. Closed out to Neal, Clark & Neil Co., Buffalo

Dealers can greatly increase their record sales and thus increase their profits by selling each of their customers a cabinet on the $1 per week plan. Sell cabinet at cost if necessary. Your customers will call weekly to pay and will begin to buy records again because they have a place to get them. Hundreds of dealers are making money this way. Why not you? All cabinets are mahogany finish except No. 724.

| No. 700 | Dealers | $12.50 | Per 10.. 10.60 | Per 100.. 100.60 |
| No. 701 | Dealers | $11.50 | Per 10.. 9.83 | Per 100.. 98.30 |
| No. 702 | Dealers | $13.00 | Per 10.. 11.00 | Per 100.. 110.00 |
| No. 703 | Dealers | $15.00 | Per 10.. 13.00 | Per 100.. 130.00 |
| No. 704 | Dealers | $16.00 | Per 10.. 14.00 | Per 100.. 140.00 |
| No. 705 | Dealers | $17.00 | Per 10.. 15.00 | Per 100.. 150.00 |
| No. 706 | Dealers | $20.00 | Per 10.. 17.00 | Per 100.. 170.00 |
| No. 707 | Dealers | $22.50 | Per 10.. 19.25 | Per 100.. 192.50 |
| No. 708 | Dealers | $25.00 | Per 10.. 21.25 | Per 100.. 212.50 |
| No. 709 | Dealers | $27.50 | Per 10.. 23.75 | Per 100.. 237.50 |

GEO. W. LYLE

"Business was most assuring. Pretty good business is general everywhere. The graphophone business is a lot better than pretty good. The confidence of the trade in the future of a high grade instrument is most encouraging, and the prospects were never more promising."

Max St. Louis.
Upon Return from Extended Western Trip -
OE0. W. LYLE DISCUSSES SITUATION

Dealers have come to realize," said Mr. Lyle, "that to work the business thoroughly they must have a complete stock—not necessarily a heavy one—in order to be prepared at least for the business that comes to their doors. I might mention that a good deal of business will walk into Columbia doors this coming season. Our widespread advertising is having a decided influence, and as the lines will be spread out yet further, it is difficult to estimate the outside limit of the coming increase.

"The working out of the Columbia policy of exclusive selling rights, which forms such a prominent feature of the Columbia trade paper advertising, has been very much before my notice on this trip. Our dealers are most enthusiastic in expressing themselves on this phase of the Columbia policy—especially so in the case of those dealers who have been signed up with us some time.

"They appreciate the fact that the capital and energy they have devoted to working up and developing their territory is secure from the ever-ready claim-jumper. They can go to sleep at night without any thought of waking up in the morning and finding a new competitor opening up with the same line of goods and planning to build on the foundation they have established. Columbia exclusive selling rights are proving more and more to be a real tangible inducement to those business-like dealers. Its endorsement as a Columbia policy has been exactly what we predicted to ourselves and to the trade.

"Outside of the Columbia exclusive selling rights offer, the question before the dealer is just this: Big business is going to be done this season. Is he going to be certain of doing his share by getting his stock in early, or will he take put luck? You can depend on our doing our utmost to take care of our dealers' orders, but there never was a time when promptness in ordering could be made to earn more certain profit."

GEO. W. LYLE.

Neal, Clark & Neil Co.
643-645 Main St., BUFFALO, N.Y., 632-634-636 Washington St.

EDISON and VICTOR JOBBERS
TIMELY TALKS ON TIMELY TOPICS

Another leading—in fact, one of the most prominent—piano firms in New York City may shortly follow the excellent example of the Aeolian Co. and put a phonograph to work. The manager has doubtless been seriously considered for some time and has about reached that stage where the salesmanship of the machine will be considered and machines in question has his fountain pen in hand ready to write the order. When it is entered it will represent a good round sum, and the gentleman who landed the order may be warmly congratulated on his finesse and success as a gilt-edge crackajack in his line.

This house is especially favorable in their location, and when a sample of the talking machine company's high-price line is displayed in the window it will compete very handsomely with the choice products of the piano maker's art standing alongside. It may also be added that just what space will be assigned to the new department is now under consideration. They have not only plenty of room, but the kind that will lend itself kindly to display purposes and the installation of several liberal size demonstration booths. As the assistant manager of Wanamaker's talking machine department truly said the other day: "I believe the time will come when every first-class piano house will have a full-fledged annex of this kind. The talking machine line is not only a very pleasing and satisfactory one to handle, but also profitable besides."

The departure of Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, for England, last week, as reported elsewhere in The World, arouses interest again in the copyright question from the British point of view. The American record manufacturers are directly concerned in legislation bearing on copyright matters in every country of the world, and especially when the laws of the English-speaking people have a bearing. As stated, the copyright bill prepared to be introduced into Parliament when it convenes is mimical to the makers of records, hence the anxiety relative to its ultimate enactment in its present form.

As will be recalled, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., appeared before the British Board of Trade in July of last year to give his views on the copyright situation from the standpoint of the American talking machine trade. As reported in The World on his return, Mr. Dyer was satisfied with the Copyright Committee of the Board of Trade were antagonistic to the interests of the business of which he is so distinguished a representative. E. Trevor Williams, president of the Gramophone Co., London, was a member of the committee itself, and while signing the report with his colleagues, some of the most eminent men in Great Britain, ventured to "disent from some of their conclusions," and made a supplementary statement in connection therewith. Among other questions considered by Mr. Williams, he conceded that the authors of musical works should have protection against the adaptation of their works to instruments which can reproduce them mechanically," but submitted that the "vested interests" can only be properly or even adequately preserved under any new legislation by providing for some form of compulsory license for the future." In the new bill favored by the British Government no provision is made for compulsory license of royalty charge, and therefore Mr. Cromelin is now in London to look after this serious omission or fault, if you please, which is a grave injustice to the trade.

SUCCESS OF THE EDISON DISPLAY

At the Boston Mechanics' Exhibition—Seat- ing Capacity of the Booth Taxed at All Times—Those in Charge—Numerous Trade Visitors—Local Jobbers Interested.

(Special to The Talking Machine World.)


The display of the Edison Phonograph Co., in connection with the exhibit of Edison Laboratory Products at the Boston Mechanics' Exhibition, which opened on October 1, is proving one of the most successful features of the exhibition. The arrangement of the booth, which was illustrated and described at length in last month's World, could hardly be improved upon, and the display of moving pictures and demonstrations of the phonograph alternating serve to tax the seating capacity of the booth, given at 300, to its capacity throughout the hours during which the show is open.

In response to invitations sent out to the New England trade by the National Co., and several of the local jobbers, many sales men and dealers attended the exhibit and have been enthusiastic in their praise of the method of attracting the attention of the public to the Edison products.

H. R. Skepton, their indefatigable worker in the East, is managing the exposition, and the best evidence of its success is the actual sales transacted in the hall.

Two local Edison jobbers affiliated with the display are the Linscott Sporting Goods Co. (formerly the Boston Cycle & Sundry Co.) and the Iver Johnston Co. The Linscott Sporting Goods Co., under the direction of Charles R. Cooper, manager, have fitted up an elegant apartment and are running hourly concerts. F. S. Boyd, the Iver Johnston talking machine manager, has charge of their exhibit. Both concerns report retail sales as well as wholesale bookings.

Manager Skepton is certainly the busiest of the busy, being on the floor at 8:30 and remaining there till 11 at night. He is handling the public with great skill, and the exposition itself, plus the local jobbers, stamps this the most successful exhibit ever held for the promotion of Edison products.

SONORA

The Instrument of Quality

Highest

Talking and

Class

Machines

Records

Style B.

In Sonora Talking Machines there is embodied every desirable feature that is known in the construction, the appearance, and the tone that any market's best product presents—there, are many which are distinctively Sonora's own, and which help to remove the phonograph from being the toy that it once was. At other times, we have enumerated Sonora's various special features in these columns and we shall again—but today let us point mainly to the Tone Moderator—a simple, unob- strusive contrivance which has endeared itself to everyone who owns a machine thus equipped. All our instruments from $50. up have that attachment.

Sonora Machines list at $25, $40, $50, $60, $75, $100, $200, and every style represents surprising value.

Record Stands and Cabinets at $10, $30, $50.

And as to deliveries, Mr. Dealer,—Just make a noise like an order, and watch the echo—

Sonora Phonograph Co.

78 Read Street, New York
The one complete line includes the only cylinder line worth while:

Columbia Indestructible Records—2-minute and 4-minute.

PROLIFIC WESTERN VISITORS.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Lawrence H. Lucker, head of the Minnesota Phonograph Co., Minneapolis, Minn., were among the trade visitors to the metropolis this week. They visited the factory of the National Phonograph Co. in Orange, N. J., on Monday and, after calling upon J. N. Blackman and other New York jobbers, left for Camden on Tuesday to call at the Victor Co. factory.

Both Mr. Lucker and Mr. Wiswell expressed themselves as being well satisfied with the present condition of their trade and were decidedly enthusiastic regarding the outlook for the coming months. The new Victrola models and the propositions offered to the public by the National Co. are stimulating talking machine business in great shape in the West.

Previous to starting from New York for home, on the 11th inst., Mr. Lucker said to The World: “Both Mr. Wiswell and myself came East purposely to see about getting more goods from both the National and Victor Cos., and you know we visited each of the factories. Neither Lyon & Healy nor the Minnesota Phonograph Co. are obtaining what we want, particularly for the holiday trade. The Victrolas are selling so fast that our company is unable to keep up with orders. Notwithstanding I had already placed a good order with the Victor Co. my stock is fading away, and when in Camden I ordered 300 Victrolas more and I expect a carload next week. The Victor plant is simply overwhelmed with business, and while Mr. Geisler was offered some very handsome Victrola orders if he would give them the preference or guarantee their delivery, he declined.

“We have had poor crops in Minnesota, but notwithstanding this will not affect our business. The awful fires in the northern part of the State will not influence either. While the immense tracts of timber have been burned off, very few people lived in the tract destroyed.”

Incidentally I may mention that our company is getting to be quite a matrimonial bureau. Three of our men are about to be married—that is to say, on the 18th of this month. The three lucky fellows are Ralph Crolius, business manager of the phonograph department; Emil Steimle and Milton Lowy. February next my brother and partner, William A. Lucker, also becomes a defendant. Why don’t I follow suit? Well, I cannot find any body. My mother and sister were in New York a couple of weeks ago and they had a very enjoyable time, and in great measure I am indebted to Max Landay for extending them not a few courtesies.

“I leave to-night for the West, picking up Mr. Wiswell in Philadelphia, and we will travel together. I will also stop in Pittsburg and Chicago, visit Lawrence McGreal in Milwaukee and then home.”

BAGSHAW, THE NEEDLE INVENTOR.
Established Present Business in 1870 and Has Steadily Forged to the Front—How He Started to Make Talking Machine Needles.

(Special to The Talking Machine World.)


Herewith appears an excellent likeness of the late W. H. Bagshaw, who in 1870 established the needle business bearing his name. Not only is he reputed to be the first maker of disc talking machine needles in the world, but the present executives claim that the house of Bagshaw is now and always has been the largest manufacturer.

To have the honor of making the first needles in the trade is indeed worthy of comment. At the very beginning of the talking machine industry the late W. H. Bagshaw received an order for a peculiar kind of needle from a man who refused to divulge what he wanted to use it for. Although handicapped by the lack of this information, he created a needle that answered the buyer's purpose, and while ordered in immense quantities for that time, some would be considered but small orders now. After a lapse of about a year, when talking machines began to be known, the late Mr. Bagshaw discovered what purpose his needles were being used, and by making a study of conditions so perfected a needle that with minor changes is being sold all over the world to-day.

Mr. Bagshaw's business developed with the trade, not only in magnitude but with the many needle varieties that are required for the successful interpretation of the many kinds of talking machine subjects. In fact, all styles, shapes and sizes are made, with no order being too small to have careful attention and no order too large for the facilities of their plant.

THE PLEASURE OF WORK.
Some Views of H. G. Selfridge on This Subject—Most Interesting of Games to Play—Well Worth While.

“Business is by far the most interesting game that we can play, unless, indeed, the game of life is considered, in which case business forms only a part, but a most important part of that greater game of life.

“Sir Thomas Lipton has in his office a caption: 'The greatest fun is work'; and I myself thoroughly agree with this sentiment if the work is accompanied by thought and interest.

“Life should certainly be given up to some accomplishment, and without it, it really becomes a serious question as to whether Mr. Mallock's 'Is life worth living?' should be answered in the positive or not. But with an object with a well thought out, intelligent, carefully planned object sufficiently far ahead so that one cannot overtake it too quickly, with the daily progress toward the accomplishment of this object imminent, then as this object gets nearer, with the ability to replace the target farther away, and again strive to reach it—with all these things as the daily occupation of the mind and body, life certainly is worth living.

“It would have been a much simpler thing for me to have remained a retired business man than to have come to London to play this game, but in one case life would have been extremely prosaic, while on the other hand it is filled with interest, excitement and pleasure, and I may say with a carefully thought out plan daily reaching nearer its object.”

A successful business man thinks out his business and then works out his thoughts. He does not sit down and wait for business to come to him, but thinks and devises means by which to draw trade. He is constantly planning and scheming to attract people to his store, and is also on the lookout for up-to-date methods in advertising, in selling goods, in store system, and in everything that will assist him to satisfy his customers and get results.
The ideal long entertained by the talking machine trade has been realized.

**THE PERMANENT JEWEL NEEDLE**

For All Disc Talking Machines

**NOT AN EXPERIMENT—THOROUGHLY TESTED**

Protected by U. S. Patents

No more changing of Needles. No sharpening. No bother. Simply insert the Shank in the Needle Arm. That’s all! But the permanency is only one feature of this remarkable Needle.

It does not wear the record.
It secures perfect reproductions.
It gets a full, round, beautiful tone.

Made in loud, soft and medium tone. The soft tone Needle, in particular, is a revelation. It gets the full efficiency of the voices of the great singers, with the volume modified for the home. It’s the artist’s Needle. The medium and loud tone Needles are equally meritorious.

There are big sales opportunities in this Needle.

Every owner of a talking machine in your section will want a Permanent Jewel the minute he hears it. Some will buy three—loud, medium and soft.

Be a progressive and stock these Needles Now.

RETAIL PRICE, $2 EACH
Subject to Regular Trade Discount

**THE PERMANENT NEEDLE SALES CO.**

14 State St. Chicago, Ill.

A permanent disc needle has been invented, patented, and is ready for the market.

The Permanent Jewel needle consists of a small, highly polished garnet firmly set in a metal shank.
LYON & HEALY'S TALKING MACHINE SALESROOMS

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

Frequent references have been made in this paper to the enlarged, remodeled and redecorated talking machine salesrooms of Lyon & Healy, which, with Victor Hall, now occupy the entire Adams street side of the big store, and in the two months since they were completed many visiting dealers have admired their artistic beauty and the perfection of their appointments.

This month it is possible to reproduce several photographs which, while they give some idea of the arrangement and the design of the decorations, fail, of course, to convey any conception of the artistic effect arising from the exquisite color scheme.

The record department, with its twelve spacious testing rooms, is being located on the fifth floor. The machine salesrooms, therefore, in addition to their artistic beauty, claim distinction on account of the space occupied. Figuring in Victor Hall, the caring for of a number of customers simultaneously and to excellent advantage. These rooms are connected by folding glass doors and can therefore be thrown practically into one, as shown in the illustration, or can be closed off, enabling the salesman to wait on his customers undisturbed by groups in adjoining rooms. When thus closed off the rooms are sound proof.

The whole decorative scheme, distinctly art nouveau, is simply superb in plan and treatment. The walls and ceiling are treated throughout in varying shades of browns and tans. Any tendency to monotony is relieved by the warm and yet subdued colors of the friezes and dadoes, which, while original in design, are somewhat suggestive of the Egyptian in effect. The beautiful draperies harmonize exquisitely with the general scheme, and were especially designed and made by one of the most celebrated houses in the country. The woodwork is of antique oak, with chairs and settees to match. The hardwood floors are covered with rugs in quiet brown tones.

The whole effect is indescribably rich and artistic, without being in the least ostentatious. The homeliness of the "parlors," a term one feels constrained to use in speaking of the salesrooms, is very marked. There is no glaring display of color anywhere, yet there is not the slightest suggestion of sombreness. The effect is at once cheerful, soothing and restful. Clusters of tungsten lamps spread a softened radiance over all. The air is kept pure by ventilators in the ceiling, through which the impure air is drawn by means of concealed fans.

The scene in Victor Hall is a typical one, observant almost any hour in the day. In the morning Edison concerts are given, while the Victor recitals commence at 12 m. and continue until 5 p.m., with ten minute intermissions. The concerts last fifty minutes, a different program being rendered each hour during the day. The programs for the entire day are printed in a handsome booklet. While operatic and classical music predominates in these concerts, there is a liberal sprinkling of the popular. There is no question but that Victor Hall has been largely instrumental in building up Lyon & Healy's immense local retail business, and has been the means of interesting many people in the better class of music. An unique feature of the recitals is never fails to elicit applause from the audiences, is the occasional playing of an accompaniment on a grand piano to Caruso, or one of the other Red Seal artists, by Mr. Russell, who has charge of the concert room.

Passing through Victor Hall one enters a room devoted to the I. C. S. language course and Edison machines. Adjoining is another Edison room, where Amberolas are shown, and it is in this room which appears in the foreground of the photograph giving a general view of the salesrooms. Then follow three Victor rooms, the last one being devoted entirely to Victorolas, the beautiful instruments being displayed in all the different styles and finishes.

Mr. Wiswell, who is the manager of the Lyon & Healy talking machine department, Mr. Vacey, who has charge of the retail machine sales, and his assistant, Mr. Otto, are all very enthusiastic regarding the new salesrooms and the effect of the artistic surroundings and the remarkable display of goods, on the minds of prospective patrons.

NEW SONORA CATALOG.

The catalog of the Sonora Phonograph Co., 78 Reade street, New York, illustrates and describes their full line of records and machines, together with motors, needles, stands, cabinets and other accessories. The styles presented are O and P, A, B, C and D, F and G, each a separate cabinet design in various woods and finishes. A detailed description of the mechanical parts, an interesting statement in itself, is also supplied. The records, of which a complete list is now being prepared for the trade, are the vertical cut, with the sapphire at the reproducing point, the musical results being considered not only pleasing by experts, but, as the company's trade-mark says, "clear as a bell."
Columbia Grafonolas and Columbia Grand Opera Records make the surest possible combination to fill up the blank pages in your bank book.

NEW CONCERN IN DETROIT.

Henry S. Doran Phonograph Co., Recently Incorporated to Act as Distributers in Michigan for U. S. Phonograph Co.

(Special to The Talking Machine World.)


The Henry S. Doran Phonograph Co. has been incorporated with a capital of $20,000, of which $10,000 is paid in. The officers are: President, Henry S. Doran; vice-president, Bruce Carpenter; secretary and treasurer, Charles A. Bush; general manager, James J. Bennett. The foregoing, with John C. Garvey, James Carmichael and James J. Bennett, are the directors. The Doran Phonograph Co. recently purchased the entire stock of the Mazer Phonograph Co. on Michigan avenue, and will conduct an exclusive talking machine business at the same location.

The Doran Phonograph Co. will in the future be the distributing agents in Michigan for the United States Phonograph Co., of Cleveland, and it will also handle all standard machines and records.

Mr. Bennett and Mr. Carpenter have long been identified with the talking machine trade as salesmen with the American Phonograph Co. Mr. Bennett will personally look after the trade in the State, and expects to make a trip in a short time to appoint agents to handle their line of talking machines.

NEW RECORD COMPANY IN NEW YORK.

Imperial Record Co., New York, to Market an Indestructible Cylinder Record to Retail for Fifteen Cents—Plant Now in Operation.

Another arrival in the field is the Imperial Record Co., New York, who propose putting on the market an indestructible cylinder record, which it is proposed to retail for fifteen cents. They will not make a machine. George Emerson, formerly connected with the recording laboratory of the Columbia Phonograph Co., and a brother of Victor H. Emerson, the manager of the latter department, with I. H. Whitman, at one time interested in the Cameraphone Co., a synchronous moving picture proposition, now defunct, are officers of the Imperial Co. Mr. Emerson was also associated with Mr. Whitman in the same enterprise. A recording and manufacturing plant is now in operation. It is also proposed to issue a list of six records weekly, confined to popular selections, and the records will be ready for delivery within four days of completing the master.

Industry and commerce are simply supplying one another's wants or needs, and it does not consist in getting all you can and in giving as little as possible in return, which is dishonest because it is unscientific, and unscientific because it is dishonest.

WHY DON'T YOU USE LABELS on every article going out of your store? Then you'll get repeat orders. It's worth doing when we sell 2,000 2 x 1 in. Gummed Labels printed to order, blue ink, red border.

Delivered postpaid. Cash with orders.

Write for Style Folder showing 415 Label Sizes and Styles.

O. K. LABEL CO.

Room 102: 178a Tremont St., Boston, Mass.

LOYD & REAVER'S RETAIL MACHINE SALES DEPARTMENT—THE VICTROLA ROOM.

TWO NEW UDELL CABINETS.

Designed to Hold the New Styles X and XI Victrolas—Finished in Either Mahogany or Oak, and with Special Rim on Top.

With their customary progressiveness, the Udeff Works, Indianapolis, Ind., have announced two new record cabinet numbers, 441% and 442, designed to hold the new Victrolas X and XI and to harmonize perfectly with the casework of those machines. The cabinet illustrated herewith is No. 442. It comes in either mahogany or oak and has a capacity of 150 12-inch disc records.

There is a rim around the top of the cabinet within which the machine case fits perfectly, making both machine and record cabinet look like one piece. This new announcement of the Udeff Works, coming as it does at practically the same time that the new Victrola is placed on the market, will be greatly appreciated by progressive dealers, who are already familiar with the undisputed merit of the Udeff line of cabinets.

The Frisbee Piano House, Wilkes-Barre, Pa., is a new Columbia dealer and has placed a substantial order for the entire line. Another new Columbia dealer is Samuel Nittenger, Philadelphia, Pa.

September 10, 1910.

September gave a decidedly satisfactory account of itself from the viewpoint of Chicago jobbers. In a couple of days' time the orders, so it seems, have been a record breaker for the first fall month. This was possibly owing in great measure to individual deals of particularly marked importance, the placing of orders for the new types, reaching large numbers in the aggregate. The commencement of September was at the same time looking for a great holiday trade and preparations for the future quickening of trade. Everyone is enthusiastic regarding the trade outlook from the viewpoint of Chicago jobbers. Business has been growing steadily in strength and volume since September made a gain of 70 per cent. while business showed an improvement for the first nine months of the year, as compared with the corresponding period of 1910, while Chicago business men near New Auburn, in the smaller towns and cities of the country trade, have taken pains to exploit the Amberola to the utmost advantage, especially in working the country trade. The Amberola, from all reports, is at the present time the latest and greatest machine ever placed on the market by the National Co., and the approval of the dealers is being manifested in a very practical way.

Naturally the September report of the National was particularly good. Chicagoan inventors have already shown their interest by the enthusiasm over the new O reproducer. The demand for the Triumph machine equipped with the O reproducer and the wooden Cygnet horn, is considered one of the most attractive of the new introductions from the standpoint of the National Co. and the approval of the dealers is being manifested in a very practical way.

On his return Mr. Salter found Sales Manager Mortenson had been establishing new high marks on the Chicago front. The advance orders secured on the Salter horizontal felt cabinet—a shelf for every record—have brought him a hearty welcome. Dealers are already saying that they have every reason for the trade a new disc cabinet for dealers' use.

Victor Travelers Calls on Jobbers—Geo. Ornstein, manager of the traveling salesmen for the Victor Co., called on the local jobbers here the other day. Sam Goldsmith, the district manager, and Mr. Fitzpatrick, who covers Michigan, were also here, timing their visit in order to confer with Mr. Ornstein.

L. & H. Record Stock Cabinets—Lyric & Healy are having remarkable success with their new cabinets for dealers' use, which are fully described and illustrated elsewhere in this issue. The system of keeping track of stock with these cabinets is one worked out as a result of years of experience. With each cabinet is furnished record envelopes, special index book, etc. The cabinets are beautifully finished and constitute handsome store furniture, being furnished in finishes to match the store fixtures.

L. C. Wiswell's Successful Trip—L. C. Wiswell, the manager of the Lyric & Healy's talking machine department, is on a sales trip which included St. Louis, Kansas City and Des Moines, during which he visited the local jobbers, called on himself regarding the trade outlook, and, incidentally he took a number of orders from the jobbers for the new cabinets. Earlier in the month B. H. Hopkins, Mr. Wiswell's assistant in the wholesale department, went to Buffalo. Mr. Wiswell visits the jobbers here the other day. Sam Goldsmith, the district manager, called on the local jobbers for the Victor Co., and took a great many orders for the new cabinets.

Columbia's New Cabinet Line—Consequently the Lyon & Healy dealers' cabinets and record cabinets now destined to a country-wide distribution.

Arranging for Recital Hall—The Rudolph Wurlitzer Co. are reserving the store adjoining their main warerooms on the south and which has heretofore been used as a piano salesroom exclusively, so that it may be used for a recital hall, seating about 200, as may be required. The entrance from the street will be closed and the front converted into a show window. The room will be re-decorated to harmonize with the handsome interior of the main store.

Doing Some Good Advertising—The Talking Machine Shops at 100 Michigan avenue and 47 Jackson boulevard are doing some mighty effective advertising in the dailies. Usually a stock heading is used, consisting of the words 'Talking Machine Talk' on a musical staff, and the talk straight to the point and most convincing. Usually the Lyon & Healy dealers' cabinets are listed as a country-wide distribution.

Chicagoan Inventors Horn—George H. White, of 715 North Pine avenue, Chicago, has been granted a patent on a new talking machine horn for which peculiar advantages are claimed. The horn is equipped with thirteen strings, constituting the chromatic scale, the purpose of which is to amplify the corresponding tones of the record. The effect of these strings, together with the special construction of the horn itself, is said to be the amplifying of the tones of the record and the reduction and avoidance of echoes. Mr. White claims that one of the great merits of his horn is found in the naturalness with which the high tones of soprano singers are reproduced.

Columbia Enterprise—The new list of Symphony grand opera records of the Columbia Phonograph Co. is noted. They do not disappoint the expectations of the company, which included St. Louis, Kansas City and Des Moines, during which he visited the local jobbers, and himself regarding the trade outlook, and, incidentally he took a number of orders from the jobbers for the new cabinets. Earlier in the month B. H. Hopkins, Mr. Wiswell's assistant in the wholesale department, went to Buffalo. Mr. Wiswell visits the jobbers here the other day. Sam Goldsmith, the district manager, called on the local jobbers for the Victor Co., and took a great many orders for the new cabinets.

Columbia Managerial Changes—E. W. Gutenberger, manager of the Louisianna office of the National Phonograph Co., has been transferred to the Denver office on his own request because of impaired health. He will travel for the company in Colorado and adjoining States. Mr. Gutenberger takes with him to the Golden West as his bride one of Louisville's fair daughters. Mr. Gutenberger was for a time in charge of the retail department of the Chicago office.

Distinguished Columbia Visitors—Mr. Wurlitzer Co. are remodeling the store adjoining their main warerooms on the south and which has heretofore been used as a piano salesroom exclusively, so that it may be used for a recital hall, seating about 200, as may be required. The entrance from the street will be closed and the front converted into a show window. The room will be re-decorated to harmonize with the handsome interior of the main store.

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Young fellows, that's right, but running an old business!
The Talking Machine Company is probably the oldest talking machine
jobbing house in America. It started years ago at 107 Madison Street.
Some of the most illustrious names in the talking machine world
received their start there.
The last five years has seen it change from the old methods of hand-
ling several makes of machines in both a jobbing and retail WaY,
to the newer method of devoting all its energies to one line—the
VICTOR—and in an exclusively wholesale fashion.

THE BIGGEST, MOST ESSENTIAL AND NECESSARY FACT
FOR YOU TO GRASP NOW IS THAT THE FALL SEASON IS
COMING ON—THE HARVEST TIME FOR VICTOR GOODS.

In our entire history there has never been a winter during which there did not exist an
acute shortage of Victor goods—notwithstanding the ever increasing capacity and out-
put of the factory. In times of shortage, our service counts.

Our stock is not depleted by any retail demand made upon it—every dollar's worth of it
is at your command. Wholesale, WHOLESALE. Jobbers in every sense of the word.
We are the best people in America to handle your Victor business and we can prove it.

THE TALKING
MACHINE
COMPANY

72-74 Wabash Avenue
Chicago, Ill.
The TALKING MACHINE WORLD.

The attempt of the trade is called to the fact that the 39th convention of the National Association of Talking Machine Jobbers will be held in Milwaukee, Wis., July 10, 11, 12 and 13. It is claimed that the features of the convention have been changed so as to permit the members to spend the "Glorious Fourth" at their homes, something that was impossible last year, when the convention was held July 5.

Secretary J. C. Roulh, of Pittsburgh, has just issued a strong letter to non-members in which he outlines a few of the things which have been accomplished by our organization.

It is strongly urged that all members, not merely the State commissioners and members of the board of directors, make an effort to implement this good cause by bringing their personal influence to bear on non-members, both through letter and word of mouth.

Let us all co-operate in making next year's convention the biggest and most remunerative in the history of our association and let us begin now.

Pushing the Victor Line.

Henry A. Stone, who recently opened a fine piano store at Vandalia, Ill., is making a specialty of his talking machine department and is pushing the Victor line very vigorously through aggressive advertising and excellent window display.

A. F. Lieb, a well known dealer of Kokomo, Ind., has bought the talking machine stock of George L. Evans, of that city, and will hereafter conduct the line of machines and sewing machines and the other to pianos and talking machines.

George Fergus, of Joliet, Ill., one of the largest jewelers in that city, will add talking machines, having purchased the Victor stock of the Williams Music Store, of that city. The new department will occupy well arranged quarters in the industrial city of Gary, Ind., and will be operated by the trade, who have expressed much interest in this department.

A New Columbia Co. Manager.

R. P. Bartlett, who for the past four years has occupied the position of order clerk in the Chicago office of the Columbia Phonograph Co., has been promoted by Direct Mail Advertisements. He is to be assigned to the management of the Columbia branch at Des Moines, Iowa, and has already assumed charge. Mr. Bartlett is an exceedingly competent, well trained and capable man, and his associates of the Chicago office expect that he will make good in a very large way in his new field of labor.

A Levy & Healy Sales Co. Stunt.

An excellent plan has been adopted by Lyon & Healy to assure that visitors to their retail department are well supplied with Victor literature. In every one of the stores they have one or two books on hand which contain a cut of their record department, and containing a complete Victor record catalog, the machine catalog and the manufacturers' prices.

Erecting New Building.

Kornell Kominiskie, piano dealer in the thriving industrial city of Gary, Ind., is erecting a new building for his store, and will open a complete Victor department. He was a recent visitor of the Talking Machine Co. and placed a liberal opening stock order.

LEVIN'S PERMANENT NEEDLE

For Talking Machines Perfected and Now Ready for the Market—What is Claimed for the New Needle—To Be Exploited by Perma-

The AEOLIAN Co. are pushing the Victor department of the local Aeolian Hall very vigorously. Manager Thomas Fletcher is very highly pleased with the features of the new department which has been created by the Victoria department. He is very happy as a result of the vigorous support he is getting. He is making a specialty of the Aeolian Phonograph Co., of Highland Park, III., of which he is the manager. The company states, it will "last forever."

Mr. Levin has needles in his possession which have been used in playing from three to four thousand records without being renewed, and are exactly as good, even a little better, he declares, than at the start. Furthermore, the needles have been tested in the homes of a number of talking machine owners for months and are utilized in every conceivable manner. In addition to its permanency, the claim is made that this needle does not injure the record.

The Permanent Jewel needle, as it is called, consists of a small garnet especially ground for its appearance.

This announcement will be read with interest by the trade, who have expressed much interest in the new needle, since the brief news items printed in The World a few months ago made their appearance.

Briefly, the permanent jewel needle, as it is called, consists of a small garnet especially ground and highly polished, set firmly in a metal shank which fits into the needle arm of any disc machine in the finest possible manner.

The life of this needle is, it is claimed, practically unlimited. It is sold under a liberal guarantee.

Before the permanent needle is purchased it is necessary to know that the machine to be used will accommodate it. The dealer will have to check his machine to see that it is equipped with the necessary adjustments for using a jewel needle.

Mr. Levin is the only man in the city who can buy a good needle. He has a number of them in his possession which have been used in playing from three to four thousand records without being renewed, and are exactly as good, even a little better, he declares, than at the start. Furthermore, the needles have been tested in the homes of a number of talking machine owners for months and are utilized in every conceivable manner. In addition to its permanency, the claim is made that this needle does not injure the record.

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The Permanent Jewel needle, as it is called, consists of a small garnet especially ground and highly polished, set firmly in a metal shank which fits into the needle arm of any disc machine in the finest possible manner.

The life of this needle is, it is claimed, practically unlimited. It is sold under a liberal guarantee.

Before the permanent needle is purchased it is necessary to know that the machine to be used will accommodate it. The dealer will have to check his machine to see that it is equipped with the necessary adjustments for using a jewel needle.

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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 equipment.

Convenient
The Lyon & Healy Dealers' Disc Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, 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 if 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

(LThe World's Largest Music House)

Wabash Avenue and Adams Street
CHICAGO

Write to-day for our Special Terms to Dealers on Machines and Equipments
GEISSLER DISCUSSES CALIFORNIA.


(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

Arthur D. Geissler, general manager of the Talking Machine Co., of this city, recently returned from a two months' sojourn in his native State, California. In a chat with The World, he indulged in some interesting observations regarding the talking machine business on the Coast, and also told of the universal Bohemian Jinks festivities, of which he was a witness.

"I think that without doubt more Victor talking machines are sold in California, in proportion to the population, than in any other section of the country," said Mr. Geissler. "The distributors out there have certainly developed a most extraordinary business. I am reliably informed that one concern alone, which has a series of branch stores, pays the local distributors over one hundred thousand dollars per year.

"The principal music houses all carry Victors and feature them as strongly as they do their leading pianos. The departments are models in point of arrangement and equipment. The trade runs very strongly to Victrolas and high priced machines. Red Seal records sell in greater proportion, I believe, than in the Eastern States. One concern in Los Angeles has at least ten customers who have regular talking machine studios in their homes, with record selections, comprising two thousand five hundred to three thousand titles.

"My trip in a business way was a distinct success, with particular reference to the Cabinets That Match, for which orders were taken in large quantities, including liberal advance orders for cabinets matching the new Victrolas X and XI. However, business was not the principal object of my trip, this being the first time I felt that the organization of our business was such as to permit of my taking an extended vacation. In fact," Mr. Geissler continued jealously, "the results achieved in a business way during my absence were such as to make me seriously consider spending the greater part of my time away from the office. It was better than during the preceding months and showed a very marked increase over the corresponding months of last year."

Mr. Geissler was a guest of Frederick Sherman, Philip Clay and Andrew McCarthy, of Sherman, Clay & Co., during the Family Club Jinks. This is an unique organization, which each year gives its play in the beautiful Redwood Grove, situated in the foothills just outside of Redwood City. The trip was made with Mr. Clay in his big Lozier car and incidentally, Mr. Geissler says that the distinguished San Franciscan is "some chauffeur," for when they were hitting a clip of about forty-five miles an hour Mr. Clay calmly volunteered the information that he had not yet "slipped it into high."

The big event of the Summer is the Bohemian Club Jinks, held at the great Bohemian Club Grove, ninety miles from Fresno, on the Russian River. There Mr. Geissler was the guest of William Horton Blake, late national bridge whist champion. They went a week ahead of time and enjoyed the grove before the crowd started to come. One of the illustrations shown in this connection portrays the approach to their camp of "Never Again." The name, of course, was suggested by the resolve made under the spell of the glorious scenery never again to return to the busy haunts of trade.

"According to all reports, the Passion Play at Oberammergau is the only production that rivals the grove play of the Bohemian Club," said Mr. Geissler. "This year the play was the Cave Man, book by Charles K. Fields, music by McCoy. It is simply impossible to give any description of this wonderful production, as it is staged right out in the open among the redwood trees, with innumerable natural entrances and exits. One of the characters made a particularly striking exit, wending his way up the side of the mountain, carrying a torch, invisible at times, and finally disappearing at a point about four or five hundred feet above the spectators.

"The audience, consisting of about eight hundred very different colored people, was seated upon immense redwood logs. It was quite a rare privilege to be a guest, as none but non-residents of the State are allowed to be invited.

"All the members have their own private camps, but eat in a huge, open air dining room. To wait upon this assembly it is necessary to have between two hundred and three hundred servants. The swimming pool, located in a cove of the Russian River, with all the necessary attendants, bath houses, etc., is, perhaps, one of the greatest features of the grove."

Although he did not expect it, a picture of the swimming pool referred to by Mr. Geissler, is shown for the benefit of World readers. The pool is absolutely incidental, however, to the graceful figure that is posed preparatory to a dive into the liquid depths. Mr. Geissler may have brought one of these photographs to Chicago, but if so, he did not include it in the fine collection he showed his friends. Its existence was learned of and by securing the cooperation of the San Francisco correspondent, the copy was obtained, likewise the story that goes with it.

"On the day of the athletic stunts at the swimming pool an audience of five hundred men witnessed various and thrilling natatorial feats. The man in charge of the events announced that the finale would be something quite unusual. For this occasion only, be declared, the rules of the elus, which prohibited absolutely the admission of women to the grove, would be waived, and the members and their guests given an opportunity to witness an exhibition of diving and fancy swimming by Annette Kellerman, the famous professional, then appearing in San Francisco. There was a hush when "Annette" appeared and gave her bath robe into the hands of an attendant. The Chicago talking machine man is the possessor of a vigorous voice, his manner was excellent and it was some little time before many of those in the audience, who had not seen Miss Kellerman, perceived that a hoax had been perpetrated. It was not so much of a joke after all, however, as Mr. Geissler is really an aquatic expert, and gave a very creditable imitation of six of Miss Kellerman's most difficult dives.

Out on the Coast they are still talking about the pièce de résistance of the Bohemian Club's aquatic carnival.

NEW RECORD FILING SYSTEMS.

Prepared by Talking Machine Co.—Convenient and Inexpensive—How the Systems are Arranged—Of Interest to Dealers.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1910.

The Talking Machine Co. have prepared three very inexpensive systems of record filing for their customers, which they declare constitute not only the most convenient and inexpensive methods of handling disc records, but also a complete inventory of sales and order books.

System A consists of sectional cases, permitting the records to either lie flat or stand upright, according to the position in which the sections are placed. Each shelf accommodates eight records in stock envelopes. System B utilizes the same sectional record cases as in System A, but every other shelf is pulled out and cardboard boxes similar to those used in stock sheet music are utilized, thus absolutely protecting the records contained therein. Each section is complete in itself, so that as many or as few may be used as necessary. Each case comes unfinished, so as many or as few may be used as necessary. System C consists of sectional drawers on the order of letter files, with adjustable backs to keep the records firmly upright.

In each system the records are carried in stock envelopes, each envelope being numbered in one corner, according to the number of the record enclosed. When a record is sold the empty envelope is placed aside and the record delivered to the customer in the regular Victor envelope, the empty envelopes showing the record which is said, and recorders being made by copying down the numbers of the empty envelopes. A complete index of records carried in stock is obtained by checking a numerical catalog and running the records numerically in the cabinets.

THIS IS THE FAMOUS "TIZ-IT."

All-Metal Horn Connection for Phonographs.

We want every dealer to handle this fast selling article. Price so cents.

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

One dozen lots, prepaid, $3.60.

Free samples to Jobbers. Manufactured by KREILING & COMPANY, 180 North Fourth Avenue, Chicago, III.

Clarin Station Chicago, III.
Don't wait until the other man does.
Stake out your claim while there is land available: With the Columbia line and exclusive selling rights you can develop all there is in it, and no one can ever "jump" it.

Columbia Phonograph Co., Gen'l., Tribune Building, New York.

TO OCCUPY NEW PREMISES.

The new premises of the New York Talking Machine Co., 81 Chambers street, New York, now being remodeled, rearranged and decorated, will be occupied within a week or so. The quar ters at 83, next door, will be given up when the new place is completed. The store floor runs through the block to Rector street, and the front half, which will be handsomely fitted up with booths and other essential equipment, will be used for demonstrating purposes, with a fine display of Victor goods in a roomy show window. The rear half will be occupied by the company's office and the clerical force of the wholesale department. A basement and sub-basement will accommodate the repair and shipping departments and be used for the storage of stock, both being especially suitable for this purpose.

This is the first time the company have been in a store floor or been on the street. heretofore their premises being in upper lofts. With the entrance of the New York Talking Machine Co. as a retail proposition as well as wholesale, it will make the third concern on the block between Broadway and Church street, the others being the Columbia Phonograph Co. at 89, and the Black man Talking Machine Co. at 97.

EQUIPPED WITH NEW REPRODUCERS
The National Co., Orange, N. J., Are Now Equipping the Balmoral and Alva Phonographs with the New Model "O" Reproducer.

The model "0," which it was recently announced would hereafter be part of the Triumph and Idelia equipments, has been well received by the trade everywhere, and orders for Triumph and Idelia machines and attachments equipped with the new speaker, as also separate orders for the reproducer, are coming in such numbers as to almost swamp the speaker department of the company's plant.

The prices for the reproducer when sold separately are the same as was announced in the bulletin issued on the subject of Triumph and Idelia equipment. These prices include a special arm and special parts. The same allowance for the return of the models "C" and "H" reproducers in exchange also apply.

GIMBELS HAVE THE VICTOR

The talking machine department of Gimbel Bros., whose New York store was opened to the public for the first time Thursday of last week, is on the fourth floor and occupies a space about 70 x 25 feet, entirely inclosed, near the center, in connection with the small goods and sheet music section. The Victor line is handled exclusively. Three demonstrating booths, with birdseye maple, white and gold and Circassian walnut trimmings, respectively, are provided, with Victrolas to match. The resonator of the Talking Machine Soundboard Co. is also conspicuously featured. J. H. Dodin, assistant to E. P. Calderhead, the buyer, is in immediate charge of the three departments and said they were doing a fine business, especially in Victrolas. They carry the full Victor catalog in stock, two of each record.

The small goods, in which Buegeleisen & Jacobson's Durro line is the feature, are displayed in dustproof show cases and the electric lighting effects in connection therewith are perfect. Miss Florence Silverman, formerly with M. Weinstein, in the Flatiron building, has charge of the sheet music end.

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SIMPPLX NEEDLE BOX

"FILLS A LONG-FELT WANT"

THE MOST USEFUL, CONVENIENT, NECESSARY ATTACHMENT MAD 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 SPECIALTIES--VICTROLA PROTECTORS

VICTOR DISTRIBUTORS.

S. B. DAVEGA CO., 126 UNIVERSITY PLACE, NEW YORK, N. Y.

Fill out and mail now

S. B. DAVEGA 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 identify myself as a Talking Machine Dealer, I am enclosing my card or letterhead.

YOUR DISTRIBUTOR'S NAME

YOUR NAME

ADDRESS

S. B. DAVEGA CO.
Baltimore's News Budget.

Indications that Fall and Winter Will Produce Immense Business in Both Wholesale and Retail Fields—What the Various Houses Are Doing—Interesting Personalities—Martin & Co., Open Retail Store.

(Special to The Talking Machine World.)

Baltimore, Md., October 6, 1910.

Should all the expectations of the Baltimore dealers be realized this fall and winter, the season will be one of the most prosperous ever experienced by those engaged in the business. There never was a more optimistic crowd than those who are selling the machines and records in Baltimore. While during the summer there have been those who always had an encouraging word to say about business, there were others who complained that business was not what they would like to see it be and they would not say what they expected when the cool weather set in, but now that October has rolled around and most all they expected when the cool weather set in, but now that October has rolled around and most all they expected, there are those who always had an encouraging word to say about business, there were others who complained that business was not what they would like to see it be and they would not say what they expected when the cool weather set in, but now that October has rolled around and most all Baltimoreans are back from the summer resorts things have changed decidedly for the better.

The improved conditions do not apply alone to the retail trade, but have been quite apparent among the jobbers and with the wholesale dealers as well. In addition to having larger orders from the retailers, the wholesalers report that several new dealers have entered the local field, while in the counties of Maryland and throughout those sections of the South which are handled from Baltimore similar reports are made.

D. O. Nill, formerly of C. J. Herpe & Sons, of Philadelphia, has taken charge of the talking machine department of Cohen & Hughes, who handle Victors and Edisons. The firm have been busy rearranging and extending their talking machine department. In addition to the sales department and demonstrating rooms on the first floor, arrangements have been made for a Victrola room exclusively in the front of the second floor, next to the Victrola room in the place for Victors and Edisons. Back of this room there is an exclusive department for the small Victors. In the rear are the record rooms and repair shops, while on the fifth floor is the wholesale department. Mr. O'Neill believes it that the new Victrolas will mean an increase of 25 per cent. of the business in the Victor line over that which would ordinarly be done with only the $125 machine in existence. Other dealers are of the same opinion.

Martin & Co. have opened up a retail store at 225 North Howard Street, with a full line of Edison machines and records.

D. J. Crowley, now located at 214 West Saratoga Street, has a good word to say about the local retail business, while William McCallister & Sons, Baltimore Street near Howard, report the Victor and Edison business to be in a flourishing condition.

William C. White, who was manager of the talking machine department of H. E. Eisenbrandt Sons for a number of years, has opened up on his own hook at 206 North Charles Street, with a full line of Victor machines and records. He has a cozy little store, and from all appearances has made a good start. All of his friends wish him success in his new venture.

Eisenbrandt Sons are thoroughly established in their new home on North Howard street near Saratoga, with a full line of Victors. They have their talking machine department nicely arranged, while buyers and prospective buyers are attracted by the next window displays.

Manager Roberts, of E. F. Droop & Sons Co., who handle Victors and Edisons, states that September was an excellent month and that there is every indication that the present fall and winter will prove something of record breakers. He believes that the holiday sales will even surpass the excellent show, covering the rear of their store.

Similar cheering reports come from Manager Albert Bowden, of the talking machine department of Sanders & Stayman. Mr. Bowden declares that the demand for the Victor and Edison machines and records has been far above expectations, while he thinks that the new Victrolas will meet the demand of many buyers who have heretofore held off from purchasing a talking machine.

The Columbia machines and records are also whooping things up, according to Manager Laurie, of the local branch store of the Columbia Phonograph Co. The retail department has made a good showing and holds excellent prospects, while the sales reports from the wholesale districts are extremely gratifying.

Talking Machine Exports.

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

(Special to The Talking Machine World.)


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

The total exports of talking machines, records and supplies for August, 1910, amounted to $316,416, as compared with $180,780 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to $1,657,466.

A Progressive Seattle Dealer.

The Ballard Music Co., 511 Twentieth Avenue, N. W., Seattle, Wash., have recently rearranged their establishment, covering the rear of their store into a handsome Edison phonograph parlor, with special soundproof rooms, neatly arranged, as a feature, so that customers can receive the best of attention. In addition to the Edison, the Ballard Music House handle the Victor and Columbia disc machines.

A. F. Brunche, proprietor of the Ballard Music House, was a recently called at The World sanctuary and spoke very enthusiastically about business conditions in his territory. He is a firm believer in advertising and the value of the show window, and in this respect he is a close reader of The Talking Machine World.

During his stay in the East he visited the factories of the National Phonograph Co. and the Victor Talking Machine Co., and after a very enjoyable and profitable sojourn he left for home on October 1.
NEW OFFICERS ELECTED
By Eastern Talking Machine Co. Associates—
A. W. Chamberlain, President for Coming
Year—An Able Man Selected.
(Special to The Talking Machine World.)

At the tenth regular monthly meeting of the
Eastern Talking Machine Co.'s Associates the fol-
lowing officers were elected for the year 1910-1911:
A. W. Chamberlain, president; George T. Wal-
dron, vice-president; S. H. Brown, secretary, and
W. J. Fitzgerald, treasurer.
In his address President Chamberlain spoke in a
very optimistic way as to the future of the asso-
ciates and predicted an even greater success for
the coming year. He also spoke in enthusiastic
terms about the capacity to "do things" and the
ability of the officers who were elected with him
to carry on the good work.
The associates in turn are to be congratulated
on having so able an executive at their head. Mr.
Chamberlain has been able to make a very fa-
vorable impression upon the trade throughout
New England. He has had a very successful ca-
ter in the talking machine business and is one
of the most experienced men on the subject
talkers in these States. His early experience dates
upon making differences in sound.

The TALKING MACHINE WORLD.

THE RESONATOR

The Last Word
IN TALKING MACHINE
Development
(Fully Protected by U. S. Patent)

Reproduces Perfectly all Records,
Preserving Tone Quality of Original
Production

DEALERS sell more Records
when demonstrated with
this device.

A wit, observing this, likened
it to the look after giving up short
pants for a season. He would not
put them on again. All marked
improvements are adopted as a
right of growth and development.
We adopt the subway the second	rip as if we always used it.

Convenience may be seen from
above cut. Less space taken up
in store and no horn in way when
changing record and needles.

TONE QUALITY ITS CHIEF CLAIM

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

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF
ELECTRIC-PLAYERS
MADE BY
THE ELECTROVTA 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 argu-
ments that will convince you and your customers.
Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.
WILLIAM F. NYE

Now Sold Everywhere
By All Hardware Men

Finest Oil Made.

Instruments.
and on all Polished

ters, Guns and Tools,

chines, Cash Regis-

graphs, Adding Ma-

Typewriters, Phono-

Talking Machines,

THE TALKING MACHINE WORLD.

For

Talking Machines,

Now Sold Everywhere

By All Hardware Men

WILLIAM F. NYE

NEW BEDFORD, MASS.

MORE WINDOW LOGIC.

Just How the Value of the Show Window May Be Figured Out in Dollars and Cents—A Point Lost Sight of by Many Dealers.

From time to time The Talking Machine World has emphasized the value of the window as a trade stimulator and business getter. Too many dealers overlook this important factor. To appreciate its value you should do a little figuring. How many people pass your store in a day? To do this you should keep a watch on your show window for one hour, or for several hours if possible. The average is 10 a minute, in the eight busiest days of the week. How many people pass your store in a day?

1910

NOW IS THE TIME TO STOCK UP.

Important Letter from the Victor Talking Ma-

chine Co., Warning Dealers That Now Is the Time to Act.

(Special to The Talking Machine World.)


Monday of last week the Victor Talking Ma-

chine Co., Camden, N. J., addressed their dealers

on the very suggestive topic of the Fall season

and the ordering of records for the holidays, so

as to insure their delivery. The circular in part

follows:

"It can easily be said, without fear of contra-

diction, that Sept. 28, the opening day for the

sale of the October records, is the opening day of

the Fall season. There are thousands and thou-

sands of people who are going to buy Victors

between now and Christmas, and it is up to every

dealer to take advantage of the opening day

and get those possibilities out of it. If newspaper

space properly used is worth its cost (and we are

firmly convinced it is) how important it is that so

time

valueable an advertising medium as the show win-

window should not be neglected.

ORDERS AT THE EDISON FACTORY.

The National Phonograph Co., Orange, N. J., report that orders for machines of all types, as well as accessories, are increasing in such volume as to clearly indicate that their jobbers and dealers are making early preparations for the holiday trade. This is particularly true of the Amberola orders, which have taken a heavy spurt within the last two weeks and are daily growing in volume.

It is very probable that the Edison trade has not forgotten the experience of last year when the factory found it impossible to supply the holiday demand for Amberolas because of an unavoidable hold-up in the delivery of cabinets by the manu-

facturer. The National Company state they have made ample provision for holiday orders this year, and there is little danger of a repetition of the shortage.

NOTE: WE SELL TO JOBBERS ONLY.

WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.
TRADE GOOD IN CLEVELAND.

Business for First Nine Months of Year Very Satisfactory—Increasing Activity—New Manifest—Boom in Record Sales—Talking Machines at Lectures in Schools—Personal Items—Talking Machine Co. Succeeds B. L. Robbins & Co.—Interesting Affair—Which Talking Machines Figure—May Co. in New Quarters—How Jobbers and Dealers View the Present Trade Conditions.

(Special to The Talking Machine World.)

CLEVELAND, O., Oct. 8, 1910.

Business in Cleveland during the past nine months of the year, while it did not, in all instances meet expectations, has been most satisfactory. Various helpful propositions from the manufacturers, together with their extensive campaign of publicity, have largely aided the dealers in creating more trade, and have been an incentive to stamina exertions in giving added life to the business.

Increasing activity has been manifest during the past two weeks, and a number of sales of the highest grade machines have been made, and large numbers of inquiries are reported. All indications point to a large fall trade, and for which the dealers are making more extended preparations than ever before.

The record trade, in both discs and cylinders, is increasing from month to month, and is cause for congratulation with all the dealers, and affords unfailing evidence of the strong hold this line of entertainment has taken with the masses.

Phonograph musical selections will enliven the lectures given before the Edison Co., and Cleveland in touch with the coming winter. The Board of Education committee on social center work have planned to make lectures on tuberculosis and dental troubles popular by adding Caruso, Celestina Boninsegna, Marie Dressler, Blanche Ring and others to the program. A series of talks on industrial service will be given. Mrs Florence Kelly, of New York, will talk on "Opportunities and Childhood," and inter- at the pleasure of Miss Kathryn.

Musical instruments are evidently preparing to meet a larger than usual season's demand.

B. L. Robbins, of B. L. Robbins & Co., who have just sold their store, has accepted a position with the Eclipse Musical Co. He is the oldest talking machine dealer in the city, having started in business in the city and contiguous territory. Judging from the large receipts of Victor Victrolas of the various kinds, and Columbia Graphophones and Grafonolas by the various dealers, they are evidently preparing to meet a larger than usual season's demand.

B. L. Robbins, of B. L. Robbins & Co., who have just sold their store, has accepted a position with the Eclipse Musical Co. He is the oldest talking machine dealer in the city, having started in business here in its earliest inception, and with his large experience will prove a valuable assistant to the staff of the Eclipse Co.

Audley Riesinger, formerly with the W. J. Rogers, Jr. Co., is now engaged with W. H. Buescher & Sons. There are very few more thoroughly posted talking machine men in the country.

Thomas F. Green, representative of the Victor Talking Machine Co., in his Ohio itinerary, was a recent visitor in Cleveland. He stated that dealers, and machine dealers in all the towns they had visited were prospering, and all were optimistic regarding the future.

Fred Silverbach, who for a number of years was the Middle West representative of the Columbia Graphophone Co., is now engaged with the Osd-Oakland Automobile Co. He keeps in touch with his old friends in the talking machine business and is generating among them the auto habit.

Cleveland dealers were disappointed that George W. Lyle did not include Cleveland in his recent Western tour.

The most prominent member and director of the family of W. MacGlashan, of the Winon Motor Co., who have a daughter, Kathryn, the family revel in the luxury of a phonograph, operated at the pleasure of Miss Kathryn. More particularly popular with her is the comic song, "When Willie Gets His Pay." She has worn it to a frazzle, but in exchange has perfectly memorized the words and music. Recently she entered the kindergarten class of her church Sunday-school and was asked if she could sing a song. Without hesitation she arose and sang her favorite lyric from beginning to end. Her teacher is still laughing over the episode, and Kathryn is the most popular child in the class.

The Talking Machine Co., a new corporation, has purchased the store of B. L. Robbins & Co., and under the management of S. A. Mintz will continue the business at the old stand. Mr. Mintz has had several years experience and is thoroughly posted in the talking machine business. The location of the store, on the ground floor, midway between the Euclid avenue and Superior avenue entrances of the Arcade, makes it one of the most desirable in the city. Business is reported good and prospects of the most promising character.

Residents in one of the closely-inhabited sections of the city have recently felt very spooky on account of a series of inexplicable sounds emanating from the block wherein, among a dozen other stores, is housed a Chinese laundry. All feists, however, were dispelled when it was discovered that the Chinamen had installed a graphophone and were playing records in their native tongue. The unnitiated denizens assert that the records give forth sounds much as if a number of cats and human beings were being-strangled. Thus does ignorance of the Confucian tongue play upon the imagination.

One of the most unique and attractive things in the talking machine line is a birch bark horn attached to a Columbia graphophone on display in the window of the G. J. Probeck Co. The horn was constructed by Dr. Henry Burns, of this city, at his summer home at Stoney Lake, Canada. He has used it for two seasons. It gives out a clear, mellow sound, and "up in the woods," the doctor says, "it is a thing of beauty."

Flesheim & Smith are making daily sales of Zonophone machines and records. Business with

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.

SHEFF & VANDEGRIFT, Inc.
PHILADELPHIA, PA.
them is good and improving, and they look for an unusually fine fall trade.

The new annex of the May Co. is completed and the talking machine department is now installed in quarters adjoining the piano department; in fact, the two have been merged. The new quarters are much larger than the old, and with twelve good-sized demonstration rooms, tastily fitted up and furnished, afford ample room and adequate facilities for the transaction of business. The records are shelved in the rear of the demonstration rooms, into which are openings sufficiently large to contain a machine for demonstrating purposes. Separate rooms have been set apart for the different machines, Victors, Editors, and Zonophones, and for cabinets and horns. The management reports business excellent and improving.

W. H. Buescher & Sons are having a fine trade in Victor goods exclusively. "Results in September were very satisfactory, being much above the average, while sales so far this month have been surprisingly good," said Mr. Buescher, "and they are increasing in a manner highly encouraging. Our sales now are almost exclusively of Victrolas and the higher-grade Victor machines and records. The close of the vacation season and the cooler weather are visibly favorably affecting record sales. Prospects for fall trade are certainly very bright, and with the three new Victrolas just on the market, we anticipate a phenomenal business."

Quick service is one of the inducements we hold out for your trade and it's no mere will-o'-the-wisp. We mean it—quick service.

How quick? Shipments made the same day order is received. Could anything be quicker, or more satisfactory to you and your customers?

Quick service means not only that we are quick in sending out orders, but we have the right kind of goods in the first place—just the things you want and plenty of them.

There isn't a thing you can mention in Victors, Victrolas, Victor Records, record cabinets, fiber cases, horns, needles, repair parts and other accessories that we haven't in stock ready to send you right now.

Try us and see. That's our challenge and, if what we say is true, it's worth your time to get in touch with us.

Write to-day for our latest catalog and our booklet, "The Cabinet That Matches."

Successors to
Victor Distributing and Export Co.
83 Chambers Street
New York
There is no gamble-guessing about the possible profit in handling Columbia Grafonolas. You can rattle it around in gold coin even if you only lay out a few dollars in getting started with a "Mignon."


Trade has been steadily picking up in the Coast district, and with the beginning of fall, conditions in general are much better than at any time since last Christmas. The retail stores in this city are getting at least a satisfactory volume of business, the talking machine department being considerably busier than most lines of musical goods. The whole sale trade, however, is in an especially flourishing condition. Supplies have been largely increased during the last month at the local distributing houses, and deliveries to the outside trade are growing to large proportions. The rush will come within the next month or two. Retailers all over the country have placed their full orders earlier than usual, buying for delivery in the latter part of October and November, but new business is still coming in. Many new stores or departments are being started all over the Coast, and there has been a particularly strong tendency among small stores in country towns to put in this class of goods. The new dealers are starting in an energetic manner, placing liberal initial orders, and there seems to be plenty of money everywhere. New developments in the way of accessories and high-class machines are receiving a great deal of attention, and the better class of records are gaining steadily.

A novel electrical reproducer, invented by local people, was displayed at the Pacific Coast Electrical Exposition in this city last month by the Decler Electric Co. The device was used in connection with a No. 5 Victor machine furnished by the Wiley B. Allen Co., and will transmit the sound any reasonable distance, reproducing it almost as loudly and distinctly as the largest and most expensive machines. It is designed especially for use in connection with moving picture shows, a large number of which have opened here recently.

The Pacific Phonograph Co. have acted upon the proposition recently made to take on another floor and are now fitting up the fourth floor of the Bass House Building on Mission street, where it will keep an additional supply of records, horns and cabinets. The goods are to be arranged in the same convenient manner as in the present quarters on the fifth floor, and the space will be more than double that occupied during the summer. This will give the company about the largest establishment in the West devoted to this class of business. The company have just received one of the largest shipments of machines that ever came to the Coast, a straight carload of Edison machines, and supplies have been arriving rapidly.

Among the new arrivals is the new reproducer for the Triumph machine, which is very well received by the trade. This company's outside men have been giving a good account of themselves the last month, particularly in both California and Oregon, where they have put in a number of new stocks, and orders are on the books for later shipments to all parts of the State. J. McCracken has been spending most of his time in Oregon and is now in Portland. G. M. Jones is getting ready to start on the road within a few days and will go as far south as San Diego. This company has taken the agency for the Master Victory model horn. This horn is the State of California. James Block, manager of the talking machine department of the Wiley B. Allen Co., has been East for some time in company with Mrs. Allen, is expected here about October 5. He has been on a visit to the Victor factory, to take a look at the new types of machines.

Andrew G. McCarty, of Sherman, Clay & Co., is well pleased by the announcement of the new style Victorolas, which this company expect to have in stock within the next three weeks. He believes that the prices on the new goods will be a great attraction, and will bring in a large amount of business that was not touched by this class of goods in the past. He has already received a large number of advance orders for these machines. He says the Victor business in general is keeping up fine style, the retail sales of Victorolas having increased about 35 per cent over the same time last year.

When in need of Talking Machine Needles

go to

FR. REINGRUBER
Schwabach, Bavaria

who manufactures every kind, without exception, at prices that will surprise you, and of the Best Quality only.
a great increase in the general volume of business over a year ago.

W. S. Storm, traveling for the Columbia in central California, has just returned from the San Joaquin valley. He says it was the best trip he has had for eight months, and that the country is in excellent condition, crop returns are coming in, and everybody has plenty of money. On this trip he sold Columbia goods to five new stores, which will handle this line exclusively.

A. G. Fairquharson, who covers southern California and Arizona for the Columbia Phonograph Co., is getting a reputation as one of the most popular road men on the Coast, and is making a fine record in the matter of sales as well. He is just starting from his Los Angeles office on his regular fall trip.

The Wiley B. Allen Co., who recently moved their Sacramento branch into the quarters vacated by Kohler & Chase, has taken their present location, which has been conducted without interruption at the same location.

TALKERS IN THE EVERGLADES.

Alanson Skinner Discusses Visit to Survivors of Seminoles in Florida Wilderness—Finds They Appreciate Possession of Up-to-Date Talking Machine Outfits.

Alanson Skinner, who with three companions in two canoes passed completely through the Florida Everglades as an expedition for the American Museum of Natural History, has just returned to New York from what he describes as the land of the free and the home of the brave.

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They are neither citizens nor wards of this or any other government. Indeed, they have no government of their own beyond a sort of tacit understanding that the elemental virtues shall be enforced among the remnant of the once powerful nation, which numbers at the present time 300.

Nevertheless, in their swamp islands, the Seminoles handle this line exclusively. They Appreciate Possession of Seminoles in Florida Wilderness—Finds They Appreciate Possession of Talking Machine Outfits.

A successful retailer in the Southwest has thrown out the following suggestions, which are well worthy of passing along:

"You should always know what you owe, and when it becomes due."

"You should always know what is due you, and when it is to be paid."

"You should know your ability for paying before buying."

"You should also know the way of collecting before selling."

"You should watch your percentage of profit, and by means know what portion of your profit goes for expenses to keep your business up to the standard."

MONTH'S DOINGS IN INDIANAPOLIS.

Dealers Much Encouraged at Way Fall Business Has Opened Up—Reports from Individual Stores.

VICTOR BUSINESS IS GROWING—R. G. FERROTT'S BUSINESS IS GROWING—THE WULSCHNER-STEWART TALKING MACHINE BUSINESS IS GROWING.

Mr. Haugher, of Haugher's clothing store, is well pleased with the way his new talking machine advertising plan is working. He uses a Columbia Twentieth Century graphophone in his store with specially prepared records calling attention to his stock. The innovation was started during the State Fair and was so successful that it was made a regular feature.

The Majestic Theater, which is now owned by a stock company, is using a talking machine to good advantage. In its new line of plays, the theater had no use for the calcium light and its place has been taken by a Graafonola Ragent, which is played during intermission and for acts. Such as stringed effect records are used and the results have been very good, as the audiences have been kept guessing as to where the music was coming from.

The Hampton Printing Co., in West Maryland street, are handling the Edison business phonograph, and have succeeded in placing a number of machines. This branch of the business is in the hands of the young Mr. Hampton of the firm. W. W. English, who until recently had been doing work for the Columbia Phonograph Co., is now with the Wulschner-Stewart Co. talking machine department, and is meeting with excellent success. He is going after the business vigorously.

W. W. Kipp, of the Kipp-Link Co., has been keeping in touch with his agencies and finds much improvement in the outlook.

W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Music Co., has been selling a few talking machines himself just to keep his hand in the game. The Victrola business of this company is good. He has also been ordering his stock in preparation for a good fall and winter business.

"We have been doing better than we had expected we would be doing at this time," said Mr. Barringer. "The store is getting established and people are beginning to understand that we are in the business for keeps. I increased my order for new Victrolas Nos. 10, 11 and 14. I have sold about all that were ordered. I believe these machines are going to be winners."

The Wulschner-Stewart Co. handle Edison and Victors, doing a big jobbing business.

The Musical Echo Co., who handle Victor machines, report a nice business for September, with a good record sale.

P. J. Stockton, formerly with the Wulschner-Stewart Co., has entered the stocks and bonds business in Indianapolis.

Waren E. Bird, who formerly had the Dictaphone business in Indianapolis, is thinking of going to Chicago to enter the advertising field. The Victor department of the Aeolian Co. grew so rapidly in September that the company felt justified in engaging Miss Irene Trumm to take care of the new phonographs for records. Miss Trumm had had several years' talking machine experience in Anderson, Ind. With her employment Mr. Jones, who has charge of the department, had no more time for the Victor precaution. All of the talking machine booths in Aeolian Hall have been well arranged and everything is ready for an active season.

The Wulschner-Stewart talking machine department, according to letters that are being sent out, tried an experiment in August that proved successful. Twenty-four Victor talking machines, each with two records, were sent to the homes of people who had refused even to consider buying talking machines. At the end of thirty days seventeen of the machines had been sold.

OFFER COPY OF INTERESTING DECISION.

A verbatim report of the evidence and the judgment in the case of the Gramophone Co. vs. the Registrar of Trade-marks, in which the applicants sought to register as a trade-mark the word "Gramophone"—the application being dismissed with costs by the judge—has been published by the Phonograph Printing & Publishing Co., Ltd., 1 and 2 Whitefield street, Finbury, London, E. C., from whom it may be obtained post free for seven stamps.

A. RAYMOND & CO. SUCCEED.

A. Raymond & Co., 129 Fulton street, New York, who some years ago more than once took up the Snyder Sporting Goods Co., are building up an excellent business and constantly broadening out their lines, and in this connection state they find The Talking Machine World most helpful.

POINTERS ON AVOIDING LOSSES.

Said a merchant: "Our remedies in avoiding losses are chiefly as follows: Do not carry too many of your business eggs in one basket. Consider character and ability before capital. Take a large risk, it is based on character more than capital. We have had cases where we have given credit for nearly three times the amount of responsible capital, and in such cases the very inside of character must be known."
The invention is practicable for use not only for the production of phonograph records, but also for the production of so-called gramophone records, wherein the record exists as a sinuous groove of substantially uniform depth. In making a sound record of either of the types referred to there are certain factors which enter into the operations and by reason of which the quality of the recorded sounds is affected so that the record is not truly representative of the original sounds. The most objectionable of these disturbing influences encountered in experiments in phonographic recording is due to the inertia and momentum of the diaphragm and the recording device, carried by or connected with the same. As a result, when the diaphragm is subjected to vibrations of considerable amplitude the momentum of the parts causes the recording knife to cut to a disproportional great depth, and this aberration is manifested in the succeeding vibrations. Consequently it is found that the quality of the recorded sounds is in inverse ratio to the loudness thereof, so that when the attempt is made to make a very deep record, or a record of great amplitude, the louder notes are generally of poor quality and are out of proportion to the notes or sounds of less amplitude. Another disturbing influence which is encountered in experiments with the phonograph is that the record exists as a sinuous groove wherein the record exists as a sinuous groove of substantially uniform depth.

The present invention relates to an improved apparatus for making phonograph or other talking machine records, and the object is to secure a sound record which shall be of practically exact quality, and at the same time very loud. Such a record when secured may be used directly on the phonograph or other sound reproducing machine, but it is preferably employed as a master from which copies are obtained by any approved process of duplication, as, for example, by a molding operation.

Figure 1 is a diagrammatic view showing a portion of the original master, or metallic copy thereof. Figure 2 is a cross-sectional view through the original recording style, showing a recording 0.009 of an inch in diameter, the scale being one-half that of Fig. 1. Figure 3 is a diagrammatic view of the amplified duplicate record; Fig. 4, a cross-sectional view through the recorder used in cutting the amplified duplicate, illustrating the same cutting to its full depth, the scale being one-half that of Fig. 3; Fig. 5, a plan view of a preferred embodiment of the mechanical duplicating apparatus; Fig. 6, a cross-sectional view showing the shaving knife for trimming the blank to the exact shape and size of the original record; Fig. 7, a corresponding view showing the mechanism for securing the amplified copy of the original record, and Fig. 8, a sectional view on the line 8--8 of Fig. 6. In all of the above views corresponding parts are represented by the same numerals of reference.

The object of this invention is to do away with the harsh and metallic sounds usually produced by talking machines, and this object is accomplished by means of an improved resonance box attachment which is substituted for the usual metal horn, and may be attached to or used in connection with machines of the class specified without in any way changing or interfering with the construction of the machine or the box thereof.

The present invention relates to phonograph reproducers and has for its object to enable the loudness of the sound to be varied as may be desirable, in view of the size of the room in which the phonograph is operated, or in accordance with the character of the music or other matter being played. For this purpose there is provided a certain moveable construction of a variable number of teeth between the vibrating diaphragm and the record-engaging point or jewel.

Figure 1 is a perspective view showing the improvement applied to the reproducer of a Columbia cylinder phonograph; Fig. 2 is a sectional view of the reproducer lever, with parts in section, to disclose the construction of the lever and the manner in which it is connected to the cylinder; Fig. 3 is a cross-section on the line 3--3 of Fig. 2, showing also, in dotted lines, the fulcrum of the reproducer lever.

THE TALKING MACHINE WORLD.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Specifically Prepared for The Talking Machine World.
Washington, D. C., Oct. 8, 1910


This invention relates to an improved apparatus for making phonograph or other talking machine records, and the object is to secure a sound record which shall be of practically exact quality, and at the same time very loud. Such a record when secured may be used directly on the phonograph or other sound reproducing machine, but it is preferably employed as a master from which copies are obtained by any approved process of duplication, as, for example, by a molding operation.

The object of the present invention is to do away with the harsh and metallic sounds usually produced by talking machines, and this object is accomplished by means of an improved resonance box attachment which is substituted for the usual metal horn, and may be attached to or used in connection with machines of the class specified without in any way changing or interfering with the construction of the machine or the box thereof.

Figure 1 is a detail front view in elevation, partly cut away, illustrating the position of the ejector when thrown out of gear, Fig. 2 is a front view illustrating the position of the ejector when the record is inward at full distance; Fig. 3 is a top view of the mechanism disclosed by Fig. 2 of the drawings, the record and the record cylinder being partly broken, and Fig. 4 is an end view in elevation, the record being broken away.


The present invention relates to talking machines and particularly to attachments for automatic stopping of the machine when the record has been played.

Figure 1 is a plan view of the device as shown in Fig. 1; Fig. 2, a plan view of the device looking in the direction of the arrow X in Fig. 1; Fig. 3, a partial section on the line 4--4 of Fig. 2, and Fig. 5 a partial section on the line 5--5 of Fig. 3.


The present invention relates to phonographs and particularly to attachments for automatically stopping the machine when the record has been played.

Figure 1 is a plan view of the phonograph machine showing the invention applied; Fig. 2 is a view of the invention detached from the machine; Fig. 3 is a vertical sectional view of Fig. 4, on the line 7--7; Fig. 4 is an elevation of the braking device; Fig. 5 is a sectional view on the line 5--5 of Fig. 4, and Fig. 6 is a detail view of the trip detached.


The present invention has reference to improvements in talking machines and relates more especially to that class of talking machines known as phonographs, in which the recorder and reproducer travel longitudinally of the revolving cylindrical
record, and the invention more particularly has for its object certain improvements in this type of machine, which render it readily adaptable to be arranged within a relatively small space, as, for instance, within the body of a doll or the like.

The construction is simple, of small dimensions, light of weight, yet strong and not liable to become disordered or broken. The reproducer is limited in its lateral displacements, so that one-sided overbalancing of the containing body is obviated, which in the constructions now in use is apt to cause toppling over of the doll upon the recorder reaching one of its end positions. And, lastly, are provided means whereby the main spring cannot wholly run down or be over-wound, so that the reproducer travels with a constant velocity, thereby assuring correct and even reproduction of the phonogram.

Figure 1 represents a rear view of a machine embodying the essential parts of the invention; Fig. 2 shows a side elevation, and Fig. 3 a horizontal section, just above the driving spindle.


This invention relates to a sound reproducing device for talking machines and has for its principal object to provide a novel supporting means for the record needle or stylus and to so operatively connect such needle with the diaphragm of the sound-box that a superior reproduction of sounds is possible.

Another object of the invention is to provide an extremely simple, practical and durable device of this character of such design that the parts are interchangeable and are so delicately adjusted and positioned that the records can be made finer in vibrating lines and perfect natural tones reproduced, and at the same time the machine has a tendency to work without stopping for a period of time equal to that which is necessary for the longest record, in order to take advantage of this fact and employ a method of driving which would be unsuitable if the machine had to be continuously driven for an indefinite time without stopping.

According to this invention the number of turns of the table and the speed thereof are governed by the length and surface speed of a flexible driving band fixed at one end of a shaft controlled to turn at a constant angular speed and wound thereon with combinations of symmetrically increasing sizes, the surface speed and motion of the band when being wound on or off the constant speed shaft being transmitted to another shaft, which turns the table directly or through gearing.

The accompanying drawings show the improvements embodied in three differently constructed machines for reproducing purposes, the machines being provided with spring motors of the usual kind. Alternately an electric motor may be used. The attachment for recording purposes is not shown in the drawings, as it does not form part of the invention.

Figures 1 and 2 of the drawings represent in elevation and plan looking from underneath, respectively, the mechanism of a sound reproducing machine embodying the improvements. Figs. 3 and 4 respectively illustrate similar views of a modified construction of the improved machine. Figs. 5 and 6 also represent similar views of another modified construction of the improved machine.


Some phonographs are provided with tubular mandrel sleeves which may be slipped on and off the arbor of a phonograph and have phonograph records tubularly engaged with them.

This invention relates to such a mandrel sleeve made capable of expanding and contracting for the purpose of respectively securing and releasing a phonograph record.

In the accompanying drawings: Fig. 1 is a side view of a mandrel sleeve embodying the improvement. Fig. 2 is a section through a portion of the circumference to illustrate the means of connecting segments which are comprised in the mandrel sleeve. Fig. 3 is a central longitudinal section of the mandrel sleeve. Fig. 4 is a transverse section of the mandrel sleeve.

Forget it! ...

If you've made a grave mistake—One you didn't mean to make, Just—forget it!

Don't let it cause you pain, Just don't make the same again; And—forget it!

There are many more like you, Who have done the same thing, too, So—forget it!

There's a future in this world, And to those it is unfurled Who—forget it!

So just buckle up your mind, And encouragement you'll find To—forget it!

Make your mind "to dare and do," And good things will come to you; So—forget it!

Real advertising does just what the personal salesman does: It is a presentation of the merit of the thing or service for sale.

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.

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.
NEW VICTOR RECORDS.
2790 Pélton March (Chamber). Arthur Pryor’s Band. 10c.
3178 Symphony in B Minor (Unfinished). (Schubert). Symphony Orchestra and Chorus, Orchestra, and Chorus. 20c.
3179 Night brings the Starry and You (Lamb-Henri). Tenor Solo and Orchestra. 12c.
3180 Denar Symphony in G Maj. (Haydn) (Manchester). Orchestra. 12c.
3181 Don Caesar de Bazan-Sevilliana. French Opera (Massenet). Orchestra and Chorus. 20c.
3182 Let George Do It Bridal Song (from Rustic Wedding Symphony). (Bridges). Orchestra. 10c.
3184 You’ll Come Back (Ophelian-No). (Piantadosi). Orchestra. 10c.
3186 Greenlight in the Forest (Le Thirie) (Dance at the Symposium). (Massenet). Orchestra and Chorus. 20c.
3187 I’ve Got the Time, I’ve Got the Place. (Harry Burt). Orchestra. 20c.
3188 The Railroad Section Gang (Introducing “O Tantalized”). (J. Van der Stuyft). Orchestra. 10c.
3189 The Barn Dance (Kerry Mills). Orchestra. 10c.
3190 The Dubh Slag (Athreghe-Schueclav). (Piantadosi). Orchestra. 10c.
3191 Pretty Black Eyed Susan (Sympathy). Orchestra. 10c.
3192 Yacutana Man (Rossenfield-Henry). Orchestra. 10c.
3193 Loray Walks Home from “Piano Solo and Orchestra. 10c.
3194 When the SnowGoes Down. (Fred Rose). Orchestra. 10c.
3195 Boheme Fantasia (Puccini) (Cello). (Victor Berlin). Orchestra. 10c.
3196 ’Calm Sea and Happy Voyage”” (Overture (Men). (Mozart). Orchestra. 10c.
3198 The Arcadians (Selections). (Foster)...Prince’s Orchestra. 10c.
3199 The Watermelon Fete (Thurman). (Tosti)...Prince’s Orchestra. 10c.
3200 Selections. (Mozart)...Prince’s Orchestra. 10c.
3201 Moonlight in the Forest (Le Thirie) (Dance of the Nymphs). (Paul Whiteman). Orchestra. 10c.
3202 You’ll Come Back (Ophelian-No). (Piantadosi). Orchestra. 10c.

COLUMBIA 10-INCH DOUBLE DISC RECORDS.
3159 The Arcadians (Selections) (Foster)...Prince’s Orchestra. 10c.
3160 Hush-a-hidy Boy! Yodle Song (George P. Watson)...Prince’s Orchestra. 10c.
3161 Meet Me Tonight in Dreamland (Leo Friedman). Tenor Solo, Orchestra Accompaniment. 10c.
3162 Play That Old Time Hymn (Leonard and O’Donnell). Tenor Solo, Orchestra Accompaniment. 10c.
3163 A913 Bell Ringing Song (Edward G. Hughes)...Prince’s Orchestra. 10c.
3164 A915 Constantly Kindle. (Lindley)...Prince’s Orchestra. 10c.
3165 A905 Meet Me Tonight in Dreamland (Leo Friedman). Tenor Solo, Orchestra Accompaniment. 10c.
3166 E906 Kiss Me (Ted Snyder). Tenor Solo, Orchestra Accompaniment. 10c.
3167 Play That Old Time Hymn (Leonard and O’Donnell). Tenor Solo, Orchestra Accompaniment. 10c.

COLUMBIA 10-INCH DOUBLE DISC BLUE LABEL RECORDS.
3168 Paris and Helena—Gavotte (Christopher Von Graeck). Instrumental Ensemble, Orchestra Accompaniment. 10c.
3169 You’ve Got It! (1) (Merrill and Dance) (Edward G. Wright). Prince’s String Orchestra. 10c.
3170 The Gypsy (Three-Step) (Louis Ganne). Dancing Orchestra. 10c.
3171 The Arcadians (Selections) (Foster)...Prince’s Orchestra. 10c.
3172 The Nymphs. (Tosti)...Prince’s Orchestra. 10c.
3173 Hunt’r’s Farewell. (Archibald Brothers). Archibald Brothers Quartet. 10c.
3174 The Arcadians (Selections) (Foster)...Prince’s Orchestra. 10c.

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
3147 Pernel March (Straw). Band. 10c.
3148 Top of the World. Band. 10c.
3149 A913 Bell Ringing Song (Edward G. Hughes)...Prince’s Orchestra. 10c.
3150 I Know a Lovely Garden (Teachemacher and O’Donnell). Tenor Solo, Orchestra Accompaniment. 10c.
3151 Merry Dance (Melody). Thomas Jackson. 10c.
3152 When the Bells Begin to Ring (Brooks and Motter). Tenor Solo, Orchestra Accompaniment. 10c.
3153 Revolutionary War Revival No. 2 (Morse). Tenor Solo, Orchestra Accompaniment. 10c.
3154 Old Man of the Mountains (Piantadosi). Orchestra. 10c.
3155 (“Hush-a-hidy Boy! Yodle Song (George P. Watson)...Prince’s Orchestra. 10c.
3156 A918 A]</table>

NEW VICTOR DOUBLE-FACED RECORDS.
3145 Silver Bell (Weintraub-Madders). Peacock Quartet. 10c.
3146 Silver Bell (Weintraub-Madders). Peacock Quartet. 10c.
3147 Bridal Song (from Rustie Wedding Symphony). (Goldmark). Pryor’s Band. 10c.
3148 Boulevard March (Bert Williams). Tenor Solo, Orchestra Accompaniment. 10c.
3149 Conversation (Redmond). Edward M. Yaror. 10c.
3150 Eegeen in Them (Cincinnati Symphony). Anthony and Harrison 10c.

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5988 The Right Little Girl for Me
5990 A. -Any Little Girl That's a Nice Little Girl, Is
5994 B-A. King Radium March.
6008 B-A. King Radium March.
6012 A. Barn Dance
6020 A. If He Comes In, I'm Goin' Out.
6023 A. I've Got the Time, I've Got the Place, But It's
6032 My Soul Is Athirst for God
6044 B-That Mesmerizing Mendelssohn Tune
6054 A-Any Little Girl That's a Nice Little Girl, Is

MUSICAL SPEED INDICATOR.

Instrument Shows How Velocity Is Measured by Various Musical Tones—Series of Tuning Forks Employed for This Purpose.

A new speed indicator that shows, by different musical tones, the velocity to be measured, is described by a writer in La Nature, Paris. Its principle is not a new one, but it has only recently been adapted to practical use.

The Fahm speed indicator has been known to specialists for some time, but the great public is generally ignorant of the device, which is, nevertheless, remarkably ingenious and simple. It is based on the principle of mechanical resonance, having a series of tuning forks, each adapted to a number of vibrations of definite period. As soon as the fork tunes these vibrations is set in motion all the others remain immovable. It is known how many vibrations it makes per second, and this is sensibly equal to that of the object whose speed is to be measured.

The application of this principle to the measurement of the speed of a rotating machine is simple enough. A rotating machine, no matter how perfectly balanced, always presents defects of certain kind that cause slight shocks at each revolution—slight, but always enough to influence the indicator. Again, if these vibrations, due to the non-coincidence of the axes of rotation and of inertia of the rotating piece, are found to be too feeble, nothing is easier than to amplify them for transmission to the indicator. In general, the speed indicator is mounted directly on the axis whose speed of rotation is to be measured, without any mechanical intermediary. The use of these indicators is beginning to spread rapidly.

TRAVELING MEN AS BOOSTERS.

The Denver Chamber of Commerce has formulated a list of talking points relative to the advantages of that city and the resources of the State, which will be distributed to the commercial travelers of Denver and Colorado.

GOOD ADVERTISING.

Proper Stock the Basis—Various Successful Methods of Approaching the Prospect.

The groundwork of advertising is a well-selected, clean, properly arranged stock of goods, such as will supply the wants of the purchaser. One legitimate method of advertising is by addressing the customer direct by letter, catalog, or in the form of a circular; the other method is through newspaper advertising, with or without illustrations, and changed at frequent intervals. Billboards, frames for cards in hotels, and public places, are only valuable to the man who has arrived at a point where he is a recognized leader. The average dealer gets little or nothing from such forms of advertising.

THE SATISFIED MAN.

The man who is satisfied with what comes to him unsolicited answers few knocks at the door. The stay-at-home misses daily opportunities that pass at the next corner. Get away from the desk—get out of the chair tiring class. Opportunities are in perpetual motion. Get after them. Don't let custom dictate the boundaries of your business—don't let convention hold you down. Lay out a campaign for new business—then go after it. Exhaust every source, swing every prospect into line. Don't be satisfied with the business that you have—get more.

MAKE FIRST RECORD.

The Columbia Light Opera Co., recently organized by the Columbia Phonograph Co., General, has made its first record, which is made a special and goes on sale immediately. The record is AM229, double disc, with the vocal gems of "Mikado" on one side and the orchestral selections on the other. This record is in the "Blue Label" series.

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