

SPECIAL—THE TALKING MACHINE JOBBERS' CONVENTION

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The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



Zon-o-phone Wood Horn

We will allow you to order the \$50.00, \$60.00 and \$75.00 Machines with wood horn or metal horn at the same price; no extra charge for wood horn.

We will allow you to order the Concert with metal horn as per catalogue at \$40.00, or with quartered oak wood horn at \$45.00.

We will allow you to order the Parlor with metal horn as per catalogue at \$30.00, or with quartered oak wood horn at \$40.00.

Wood Horns list at \$14.00 each.

The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. We guarantee every wood horn.

New \$20.00 Zon-o-phone with new arm so horn can be turned in any direction.

Zon-o-phone Double-Record Disks. The highest type of record ever sold for 65 cents.

Hebrew catalogue just issued. The finest Hebrew Records ever made. Selections by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other well-known artists.

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The Talking Machine World

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Price Ten Cents

A LIVE BOSTON INSTITUTION

Is the Eastern Talking Machine Co., of Which E. F. Taft Is Secretary and General Manager—Have Prospered Because They Believe in the Future of the Business and Are Planning and Acting Accordingly.

(Special to The Talking Machine World.)
Boston, Mass., July 8, 1909.

The question is frequently asked: Is the talking machine business increasing, or is it falling behind, or is it merely a fad? The best answer to this is that those who are looking on the bright side are making steady headway. In view of this, now is the time to shelve pessimism and haul up the flag of optimism, for it pays best to look on the bright and not the dark side of things.

As evidence of the growth of the talking ma-

chine business we can point with pleasure to the accompanying illustration of the handsome four-story building occupied by the Eastern Talking Machine Co., at 177 Tremont street, one of the most prominent thoroughfares in Boston, and devoted exclusively to talking machines and supplies. This firm began business in March, 1894, in a small one-story building, with the nickel-in-the-slot enterprise as the chief source of income. But with constant improvements in their respective lines the nickel-in-the-slot business soon had to give way to the more legitimate line. And year by year the popularity and success of this firm has grown. As a result more room had to be added, greater facilities became necessary to handle the increased business, and the firm then asked themselves this question: "Is this business a fad? And the reply has been in the negative.

They then proceeded to erect a building that would accommodate any increased business that they might reasonably expect within the course of a few years to come. The expenditure and outlay for the construction of a new building was quite a few thousands of dollars, but they willingly spent the money, believing in the business and its future.

The Eastern Talking Machine Co. to-day enjoy a most prosperous business in Victor and Edison machines and records which they handle. In a recent talk with one of the company's managers he expressed himself thoroughly confident that this fall would go down in history as one of the most profitable years in talking machine history, and added: "Dealers and jobbers alike must be alert to the many possibilities and be ready to take advantage of it. They must be ready to put their shoulders to the wheel and co-operate with the manufacturer and help to keep the evils out of the business and must show confidence in the goods they carry. If they do these things they will be called optimists. In no other way can they expect the public to have confidence in them."

"TELEPHONOTYPOGRAPHE"

Is the Name of a New Apparatus Invented by Marconi and Which Is of Great Moment.

According to the Paris papers Marconi has invented an apparatus which he calls the "Telephonotypographe," by means of which words spoken through a wireless telephone are transmitted in writing at the receiving station.

The Parisian scientists are greatly interested in the report of this invention, which not only is regarded as feasible, but has long been expected.

Marconi has made no public statement yet, but is said to have admitted privately that the invention is practically completed and entirely successful. He promises a public announcement in a few weeks.

It is reported that he has been able to transmit spoken words by his invention over a considerable distance. The receiving instrument takes the message without the aid of an operator.

NEW BELLS FOR ST. MARK.

Pope Pius X. Restores the Peal That Hung in the Campanile—"Talker" Records Made.

The bells that used to hang in the Campanile of St. Mark at Venice are being replaced at the personal expense of Pope Pius X, who, it will be remembered, was Patriarch of Venice previous to his election as Pope. Only one of the five bells was unbroken by the fall, and the four that were reduced to fragments have now been recast.

A curious mixture of mediævalism and modernity has marked the completion of the new bells. The bells have been hung temporarily from a scaffolding on the piazza to await the completion of the Campanile, and on Trinity Sunday they were rung for the first time in the presence of Cardinal Cavallari and of the members of the municipality. Their first peal was recorded by a gramophone, which was at once despatched as a gift to the Pope, who has further undertaken to restore the great angel of metal that surmounted the pinnacle of the old tower.

JOHN H. DORLAN IN INDIA.

John H. Dorian, manager of the Columbia Phonograph Co.'s business in the Far East, started from Hong Kong, China, the latter part of June to visit the cities in the Strait Settlements, including Singapore, Malana and other important points there. He will also cover India, his first trip to that interesting portion of the British empire, where the talking machine enjoys such a vogue. Mr. Dorian, whose health

has greatly improved, will be gone from his headquarters in Shanghai for some time. His friends in the company were recently the pleased recipients of silks, curios and other gifts from Mr. Dorian, including a lot of talking machines picked up in various Oriental markets of European make. The trade of the Columbia Co. in that part of the world is rapidly expanding, due in great measure to the energy and skill of their capable representative.

TALKING MACHINES FOR TRAINS.

Rock Island Arranges to Equip All Limited Trains With Outfits for the Entertainment of Passengers—One More Step in Fierce Railroad Competition in West.

The very latest in the fierce competition of Western railroads for transcontinental travel is the equipment of trains with phonographs which will furnish grand opera to add to the comfort and pleasure of patrons to and from the Western scenic and health resorts. According to an official announcement of the management of the Rock Island, all limited trains of that road are to be equipped with phonographs. It is said in the announcement that the road has already contracted for the machines and records sufficient to equip its limited trains at a cost of approximately \$5,000.

The struggle of the various transcontinental railroads for the Western travel has reached a stage where the roads are furnishing patrons with extras which in many instances are a dead loss. The Burlington began the war by furnishing a table d'hôte meal, prefaced with a cocktail and followed by a perfecto cigar, all for \$1, when it is said that the whole cost the road about twice that amount. The Northern Pacific followed suit with the announcement that it had purchased and was operating its own stock, chicken and potato farms and dairies, which furnished real milk and provided eggs with the date of laying.

To keep up with the pace the Rock Island installed free stenographic service and baseball scores during the games and announced a clothespressing establishment aboard its trains, with no charge made for service. Now comes the installation of musical programs.

S. N. FIELD & BROS.' SUCCESS.

(Special to The Talking Machine World.)
Little Rock, Ark., July 8, 1909.

One of the most enterprising talking machine dealers in this section of the country is S. N. Field & Bros., who occupy an attractively arranged store at 705 Main street, this city. They are handling a full line of Victor and Edison machines and records, and are experiencing a great demand for Victor Victrolas.

Samuel N. Field, of this firm, previous to going into business for himself, had charge of the talking machine department of the O. K. Houck Piano Co., of Little Rock, and his two brothers, Ben J. and Owen W. are associated with him. They are all "live" talking machine men in the fullest sense of the word; they are full of enthusiasm and are branching away from the stereotyped way of doing things. They waste no time in lamenting, but are ever planning for future trade conquests. Is it any wonder they succeed?

In the contest recently conducted by the New York American with trips around the world to the successful juvenile contestants and the adult companions they choose, several hundred consolation prizes have been distributed to the hard workers, including one hundred Columbia phonographs, furnished by the Columbia Phonograph Co. and an equal number of Seneca cameras, supplied by the Seueca Camera Co., Rochester, N. Y.



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They then proceeded to erect a building that would accommodate any increased business that

NEWS FROM THE GOLDEN GATE.

San Francisco Trade Optimistic of Fall Business—Wiley B. Allen's New Department—Victrola XIII Excites Admiration at Sherman Clay's—Clark Wise & Co.'s Handsome Quarters—Sherman, Clay in Oakland—Bacigalupi Pushing Zonophones—Columbia Manager Grey East—Kohler & Chase to Move Downtown in July—Autophone Co. to Reorganize—All the News Worth Printing.

(Special to The Talking Machine World.)

San Francisco, July 3, 1909.

General conditions in the talking machine trade remain about the same as last month, and no great amount of business is reported anywhere. A fair demand has been noted for some of the popular lines of records to be used on outing trips, but the retail business in machines is rather quiet. The local dealers are doing some good work, however, and manage to keep up a fair amount of interest, leaving no reason for dissatisfaction when the usual condition at this time of year is considered. Indeed, the showing of the last month is decidedly good when compared with the volume of business last summer, and many of the dealers are surpassing their records of former years. It is still too early for a large wholesale business, the buying at present being limited to small lots of miscellaneous goods to fill up depleted stocks. The retail trade through the State, however, is beginning to take an interest, and a good inquiry is reported for all the new articles that are appearing on the market. From all indications the wholesalers will have a large business in the next few months. The trade is now sizing up the situation for the fall season and everybody is looking for a big run between September and Christmas. The territory is being more thoroughly covered by both wholesalers and retailers than ever before, the talking machine has been gaining more friends all the time, and the prosperous condition of the entire country will give a far greater purchasing power than has been in evidence for the last two years.

The Wiley B. Allen Co. do not expect to have the talking machine department of their new store in operation much before the end of July owing to the incomplete condition of the building. The finishing work is being rushed, however, and even at the present stage it is apparent that the store will be as attractive as any in the city. It will be about the largest place on the

coast devoted exclusively to retail talking machine business, and occupies one of the most advantageous positions in the city. It will include ground floor, with large display windows, and basement, 40 by 62 feet, in addition to a large balcony. The ground floor will be the general salesroom for machines, cabinets, etc. From the preparations it is evident that this company are preparing to give great prominence to the Victrola and high-class goods, as one balcony and the space under both balconies, on either side of the main floor, is set aside for Victrola rooms. The basement space is well lighted and ventilated and will be used entirely for the record business. It will afford ample space for the ten demonstration rooms, in addition to large shelves and racks for storage. The company will carry a general line and has already completed its arrangements for stock, which will be arriving in a few weeks.

Clark Wise & Co. state that their talking machine department continues to be one of their most profitable and popular features, and they are getting about as good a run of business as they had earlier in the year. Since moving downtown this house has found considerable increase in the sale of Victrolas, and as every one of these machines sold means a lot of business in high-priced records this line is giving great satisfaction. Mr. Wise states that he is keeping his stock of Victor records as complete as he possibly can, and at present he has every record in the Victor catalogue. He makes this a particular feature, as he has found that a complete stock on hand has brought him no small amount of new trade.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., and manager of the talking machine department, has just received the announcement of the new No. 12 Victrola. He has been an enthusiast on the Victrola ever since it first appeared, and is most favorably impressed with the new machine, which he believes will be one of the biggest sellers ever put on the market. He states that it has been well taken up by all the retailers in the city, and he has taken immense advance orders for it in other parts of the coast. Mr. McCarthy says that while June started rather quietly, the month as a whole has been satisfactory and considerable improvement has been noted in the last week or two. Quite a lot of goods have been received this month and orders as a rule can be filled promptly. Sherman, Clay & Co.'s new store in Oakland will be opened next week. The talking machine department is given considerable prominence and a

large retail business is expected there. Mr. McCarthy expresses great regret at being unable to attend the convention.

Peter Bacigalupi & Sons are still pushing out their zonophone records at 25 cents and report quite a large business in this line.

P. H. Beck is now in charge of the outside city business of Kohler & Chase's talking machine department and is certainly stirring things up. He has several men under him, and between them they keep a large delivery wagon busy most of the time. Owing to this policy of hustle the department has made considerable gain this month.

C. M. Jones, manager of the Pacific Phonograph Co., reports a fair wholesale business, with considerable improvement in most parts of the country. The improvement is largely due to the arrival of the Edison fireside machine, the sales of which have been fully up to expectations.

Charles F. Brown, of the Bruce & Brown Co., of Seattle, Wash., was calling on his numerous friends in San Francisco early this month. Mr. Brown has all his old-time enthusiasm, and he certainly seems well satisfied with the way things are going in Seattle.

W. S. Gray, coast manager for the Columbia Phonograph Co., is still in the east and will probably remain two or three weeks longer. In the meantime everything is going smoothly at the Van Ness avenue store, which is getting quite a lot of business for this time of year.

Kohler & Chase will move downtown before the middle of July, making their headquarters in the Harry J. Moore building until their own structure is completed. They have provided quarters on the fifth floor of this building for their retail talking machine department, as well as the wholesale business of the Pacific Phonograph Co.

Preparations are being made here for the reorganization of the Autophone Co., which has for some time been manufacturing a talking machine invented by S. H. Paxton. The machine is designed to play a number of records without changing, and has attracted the attention of capitalists, who propose to exploit it on a large scale.

MUSIC FOR HIS COWS.

Jersey Farmer Gets a Phonograph to Encourage the Milk Industry.

(Special to The Talking Machine World.)

Montclair, N. J., June 30, 1909.

Asserting that the psychic qualities of phonograph music have the effect of persuading his cows to give more milk than they are inclined to give without the aid of soul-stirring harmonies, Steever Smith, a farmer near Great Notch, came here to-day and purchased a dozen new records at a music store for use in his dairy.

Smith said he formerly had in his employ as dairymaid a Swiss girl, whose yodling to the cows had such a soothing effect that the bovines would have made him rich through their efforts if the pleasant conditions could have continued for a few years. The girl, Lena by name, got married, and after her departure the cows moped and refused to give much milk.

The accidental introduction of the phonograph at the farmhouse gave Smith a hint as to its advantages as a substitute for the songs of the tuneful dairy maid, and now the cows are in a fair way to become heavy milk producers as of yore.

COLUMBIA CO.'S JULY FOURTH WINDOW.

The retail headquarters of the Columbia Phonograph Co., 35-37 West Twenty-third street, New York, had a decidedly attractive window display for July 4. A camping scene was reproduced—the tent, the pot hanging over the outdoor fire and the other features of outdoor life.

Cards in the window emphasized the fact that a Columbia graphophone with a stock of records would be found a most valuable companion in the summer camp. A copy of the Talking Machine World showing one of the recent attractive advertisements of the Columbia records also had a prominent place in the display.

Good Service and Complete Stock

is just what the live dealer is looking for. Try us with your next order.

EDISON
and
VICTOR

JOBBERS

EDISON
and
VICTOR

The Klein & Hefelman Co.

OHIO DISTRIBUTORS

CANTON - - - OHIO



Here's a timely hint

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

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

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

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



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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

LIST OF VICTOR DISTRIBUTORS

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

SOME PLAIN WORDS TO DEALERS

The Good Work of Thomas Edens Osborne, of Belfast, Could be Emulated With Profit by Dealers in This Country With Profit—How He Has Raised the Prestige of the Talking Machine in His Territory—Gives Concerts in the Public Parks as Well as in Public Halls—Talking Machine Men in This Country Should Not Permit the Manufacturers to do All the Work, They Must Help in the Campaign of Publicity.

There is a talking machine jobber in Belfast, Ireland, who, by the utilization of gray matter, has brought the talking machine into a prominence in the Emerald Isle that is worthy of emulation by our talking machine friends on this side of the water—we refer to Thos. Edens Osborne.

It wasn't many years ago when we flattered ourselves that our European cousins were inclined to follow the lead of the Yankee, but in the talking machine field at least, Mr. Osborne has given the Yankee talking machine man some valuable pointers which might be put into practice with great success in all parts of the United States.

First and foremost, he is a persistent advertiser. He recognizes the value of printer's ink, and he is not afraid to spend money for it, because he knows it is money well spent. And in this special field our talking machine dealers can well afford to follow the example of Mr. Osborne. It isn't fair that the manufacturers of talking machines and records should do all the advertising. Their work should be supplemented by well-prepared, aggressive local publicity. In other words, dealers should utilize the valuable data given them by the manufacturers to interest the people of their towns or city, and thus make the talking machine a more potent factor in the community.

Another feature of Mr. Osborne's program which is worthy of consideration is his plan of out-of-door concerts in the summer time. He has so impressed the municipal authorities of Belfast with the dignity and value of the talking machine and the perfection of the talking machine records of to-day that he has been engaged to give public concerts in the parks of that city, with the result

that thousands of people are enabled to realize the tremendous advance made in the making of the talking machine and talking machine records. Thus he has put into effect the finest kind of publicity—publicity that enlightens the general public as to the standing and prestige of the talking machine, and which at the same time entertains and instructs.

These reflections have been based on the concert which Mr. Osborne gave on the evening of June 15 in the Botanic Gardens in Belfast, when through the medium of the Auxetophone, or as it is termed over there, the Auxeto-Gramophone, he delighted an enormous and fashionable assemblage. He was so successful that the daily papers of Belfast devoted as much space to the event as they would to an operatic concert or some other great musical event. And very properly, for Mr. Osborne presented the voices of all the famous artists in the world—artists that ordinarily cost \$5 each to hear sing for an evening—and he so diversified the program that everyone present expressed their satisfaction and appreciation.

The point is this: What Mr. Osborne has done in Belfast could be done and should be done by the talking machine men of this country. There must be a greater realization of the importance of the business, and a willingness to spend money in supplementing the splendid work of the manufacturers.

The Victor Co., the National Co., the Columbia Co., and the Universal Co. spend thousands of dollars in the magazines and in special literature, which is read by millions of people. And the local dealer or jobber can best secure the exact benefits of this publicity by bringing its salient points to the attention of the people of his locality. Through this educational campaign he will

have laid the basis for an appeal to his local town council or aldermanic board and can demonstrate how successfully the talking machine can replace the band on the village green in the public park. Thus instead of listening to players of mediocre ability, records of the very finest bands in the world, organizations that are famous, can be presented, as well as the voices of the great operatic singers of the day.

Just contrast the difference between the local village band and the great bands of the world, supplemented by the voices of the most famous artists! It doesn't take keen business men long to realize what an advantage this would be. It would not only be economical from the money standpoint, but it would be instructive and a novel feature.

The talking machine men of this country, at least a great many of them, are prone to move along stereotyped channels. In other words, if business moves along satisfactorily, they move with it. But they are not working for the future—they are not developers. The time has now arrived when the talking machine business needs being helped along by the wise counsel of bright, progressive and aggressive men in every town and city. They must wake up to the opportunities and possibilities of the business and realize that its success is largely in their hands.

The humblest dealer can do much if he is up and doing, watching opportunities of developing and elevating the industry. And he can feel assured that his efforts will be appreciated by manufacturers who are only too anxious to aid and abet every movement for the advancement of the business.

A PROGRESSIVE JUNKMAN.

A Wonderful Story Out of the West in Which a Talking Machine Figures Prominently.

A story comes out of the West to the effect that a junkman in an Indiana city found the talking machine an excellent business asset until the police interfered. It appears that the junkman had several cats and profited by their "scrapping" propensities to the extent of recording their caterwaulings. He then placed the talker in his back yard and started the record of the cat cries. On the first night he collected nearly a wagon-load of old shoes and boots, kitchen utensils, etc., thrown at the supposed cats by irate neighbors. When his own neighbors got "wise" the schemer placed the machine in the back yards of his friends in various sections of the city. His harvest of "junk" was rich but the local police, receiving many complaints, interfered before he got into the Rockefeller class, and a stiff fine was the result.

THE MISSION OF ADVERTISING.

Advertising introduces the goods and paves the way for the salesman.

Advertising insures for the traveler a respectful hearing when he arrives.

Advertising brings orders when the salesman is not on the ground.

Advertising increases the volume of the order which the salesman can secure in person.

Advertising makes the merchant respect the firm and the salesmen.

Advertising cements the friendship between the house and the merchant.

Advertising tells the merchant what the salesman forgets to mention.

Advertising supports the salesman in his statements to the merchant.

Advertising brings about a better acquaintance and understanding between the merchant and the traveler.

Christ Erb, dealer in Edison phonographs and records, Rochester, N. Y., was a recent visitor to New York, accompanied by his wife. He was on a vacation trip and visited all points of interest in the metropolis, as well as the Edison headquarters in Orange. Mr. Erb informed The World that he looked forward to a very busy fall, and that Edison goods were growing in popularity in the Flour City.



It's So Easy

Yes, it is not only easy to learn a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy to sell I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it

to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I. C. S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

Do you sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal now for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

ONE MACHINE and that the VICTOR OUR RALLYING CRY

DEVOTED ALLEGIANCE, SINGLENESS of PURPOSE and HORSE SENSE, have made the

OLIVER DITSON COMPANY

DISTINCTIVE as the only JOBBER OF VICTOR TALKING MACHINES, and SUPPLIES,
whose business has constantly grown, and increased during the depression
of business which began with the panic of 1907.

Five years ago the OLIVER DITSON COMPANY, were paying the VICTOR TALKING MACHINE COMPANY, an average of \$500 per month. To-day the monthly remittances are nearer \$20,000 than any other figure we can name. This very desirable condition for the VICTOR TALKING MACHINE COMPANY, and ourselves, has been brought about by a fixed determination upon our part to devote our entire energy, and the business machinery of our House to the selling and exploiting of one article that stands out foremost in every department. WE determined long ago that the VICTOR TALKING MACHINE must supersede every mechanical instrument manufactured, and have been consistent always in our requirements from the VICTOR COMPANY, that they in turn devote more time and more energy from month to month, and year to year, in the manufacture and distribution of the highest and finest class of TALKING MACHINES they could possibly make. To say they have backed up our desires is putting it mildly, and to-day we are selling more VICTROLAS, than we are any other grade of VICTOR TALKING MACHINE, and the combined sales of machines, which sell for less than the VICTROLAS, will make an average of 80 per cent. to the credit of Machines selling for \$50.00 and over.

WE did not permit the VICTOR TALKING MACHINE COMPANY, to do all the work and expend all the money in our field of operation, necessary to bring about our standing of Leadership. On the contrary our energies, our Advertisements, our devotion to the idea that the VICTOR TALKING MACHINE, was the ONLY TALKING MACHINE our customers should own, has brought to us a clientele in the purchasing world which must of necessity be the envy of competitors.

WE have been FIRST in many suggestions for the betterment of the business.

RECORDS were put into ENVELOPS and delivered in a perfect condition by us long before any one else took up the idea.

WE have constantly fought for and advocated the elimination and destruction of price-cutters.

WE have refused long credits and "ON SALE" accounts.

WE have determinedly lived up to the letter of Mr. Johnson's "Ideals," and never once encouraged imitators, or those who in any way attempted to steal the brains and the patents of the VICTOR COMPANY.

WE have determinedly lived up to the letter of Mr. Johnson's "Ideals," and never once encouraged imitators, or those who in any way attempted to steal the brains and the patents of the VICTOR COMPANY.

To those who have not signed with us we promise the best of consideration if they will sign. To those who are not interested in the TALKING MACHINE BUSINESS, we say: "COME IN." It is the best proposition in the MUSIC BUSINESS to-day. We also say, when you do come in make up your minds to SELL ONLY the



WE have with care systematized our business so there is seldom a time when we cannot deliver MACHINES and RECORDS the same day we receive orders.

WE refer inquiries from the territory occupied by our Agents and Representatives, to them. AS WE ARE ORIGINATORS we have what Mr. Johnson calls "Moral Support," from every one who does business with us. WE believe with Mr. Johnson, that the TALKING MACHINE BUSINESS will last as long as "Progress."

WE believe with Mr. Johnson, that the TALKING MACHINE is an education, and a pleasure, and the present generation will live to see the day when the TALKING MACHINE is a necessity

in every home, and with the VICTOR WE BELIEVE when they create we can also create, when they improve, we can also improve, when they Make Money, we can also Make Money, and we, therefore, offer the full benefits of our EXPERIENCE, our EQUIPMENT, our COMPLETE STOCKS, and our SERVICES to the ENTIRE TALKING MACHINE TRADE.

VICTOR TALKING MACHINE.

SINGLENESS OF PURPOSE, HEALTHY PROFITS and a GOLDEN FUTURE, the momentum of which has just begun, will be the REWARD of all DISTRIBUTORS of VICTOR TALKING MACHINES and RECORDS, but

BUY THEM OF THE DITSON HOUSES.

OLIVER DITSON COMPANY,
CHAS. H. DITSON & CO.,
8-10-12 East 34th Street,
NEW YORK, N. Y.

150 Tremont Street,
BOSTON, MASS.

J. E. DITSON & CO.,
1632 Chestnut Street,
PHILADELPHIA, PA.



EDWARD LYMAN BILL, - Editor and Proprietor
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L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN,
AUGUST J. TIMPE.

Boston Office: ERNEST L. WAITT, 69 Summer St.
Chicago Office: E. P. VAN HARLINGEN, 156 Wabash Ave.
Philadelphia: Minneapolis and St. Paul:
H. F. THOMPSON. ADOLF EDSTEN.
St. Louis: San Francisco:
CHAS. N. VAN BUREN. S. H. GRAY, 88 First St.
Cleveland: G. F. PRESCOTT.
Cincinnati: BERNARD C. BOWEN.
London, England, Office:
69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

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NEW YORK, JULY 15, 1909.

THE convention of the Talking Machine
Jobbers, which was held this month at
Atlantic City, is reported fully in another part
of this paper. It will be seen by a perusal of
the report that many important matters which
have a direct bearing upon the talking machine
trade and its development were discussed.

The jobbers are drawing closer together all the
time, and it would seem that there are a number
of points which are being considered by this or-
ganization which make for the betterment of
the entire trade, and the jobbers are evidently
impressed with the fact that the cleaner the
lines on which the retail selling end of the
business is conducted the better it will be for all,
and when they urge a quality business rather
than a quantity business they are working along
lines of sound business common sense.

It is far better to have the numerical strength
of the trade lessened if you will, while its sound
business strength is augmented. In other words,
in selecting dealers it is well to apply reasonable
tests which are used by the most progressive
men in other trades.

If a man lives up to his business obligations
and proves himself to be a progressive business
man in the development of his trade, then his
patronage is of the kind that is worth having,
but if he is indifferent as to his payments and is
lax in his business methods then he is of no
particular value to have as a customer or in
jobbers' books.

WHAT we want in this trade is men who
appreciate the advantages of the talking
machine of our times; men who believe in its
future; men who will not sit supinely and
wait for trade to enter their warerooms; but
men who will use modern business methods to
bring that trade to them, and are interested in
that which they have to offer.

Then, too, wasted territory is something which
should be carefully considered.

We made the suggestion some time ago to
jobbers to study what we term territorial
strength; in other words, to figure whether their
territory was developing the absorptive powers
that it should for talking machines.

We know of some men who have acted in
accordance with our early suggestions, they have
carefully investigated the subject of wasted terri-
tory and they have found to their surprise when
they came to analyze minutely that certain
sections were paying them practically nothing
when they should produce a rich and prolific
trade yield.

Why should there be wasted territory?

A TOWN having a population of 10,000 people
should have a talking machine absorptive
power to compare favorably with the business
towns of similar population. If not, there must
be some reason.

Then to get at the reasons.

If one or two dealers are simply holding the
business lid down they should be removed.

An agency is worth nothing to a jobber or to
a merchant unless it's a live one—unless it pays
something.

And how to make it live!

Well one way is to sift matters so thoroughly
that responsibility can be located.

If it is a backboneless dealer who is the cause
of the trouble then a change should be made, for
there is no reason why any man should try to
hold back the wheels of business progress.

The more we systematize the talking machine
business and get it down to a trade science the
better it will be for all, and the more intelli-
gence there is placed upon the business the
better the results obtained.

IF it is necessary, we will have to educate
business men up to the requirements of the
true situation.

Education is important to the individual be-
cause it means the development of the brain, de-
velopment of capacity for production and in-
creased chances of success.

We have got to begin a systematic study of the
problems of business and in proportion to our
intelligence we will find that progress is possible.

There are a lot of men to-day who are engaged
in many business enterprises who have not yet
got ten down to the root of business success.

They have only a superficial knowledge and
that is the reason why a good deal of wasted
territory—by that we mean unworked territory
is found in this industry as well as in others.

Men need shaking up a bit; they need com-
petition to stimulate them, and then they will
develop not merely their knowledge of better
conditions, but their fighting blood when com-
petition waxes warm.

IT will be our aim to impress upon every
reader of The World the necessity of making
his territory more valuable, productive of better
results to him and to those whose interests are
associated with his in the fight for trade
supremacy.

Some of us have got to get a lot of the old
mildewed theories of the past out of our brain
lest we be lost in the struggle.

There are new conditions and new forces com-
ing up all the time which must be considered.

It was but a few years ago when John Wana-
maker started to sell pianos in New York.

His entré upon the hitherto exclusive domains

of the regular piano men was quite naturally
resented, and comments were frequently made
predicting John Wanamaker's complete failure
in this special department, but somehow the
looked for failure never occurred.

On the contrary, Mr. Wanamaker's piano busi-
ness developed and thousands of pianos were sent
out from his New York warerooms, to the amaze-
ment of those who had made dire predictions
concerning his venture.

His work, however, has stimulated other de-
partment stores, and as a result many thousands
of pianos are sent out annually from department
stores in New York, a condition which ten years
ago would have been deemed absolutely impos-
sible.

Now the success of the department stores in
New York in the piano line shows one thing
clearly, and that is that there was wasted terri-
tory right here in New York, that the largest
city in the world had a piano absorptive power
that was not appreciated by men who had lived
here all their business lives.

It took an outsider to see it.

IN another part of this publication appears a
communication to the trade from the gen-
eral manager of the Victor Talking Machine Co.
It is a communication which should be carefully
read and seriously considered, for Manager
Geissler sets forth not merely the Victor policy,
but he shows court decisions in support of his
company's contention, and states that the Victor
Co. proposes to defend its legal rights vigorously,
and warns all trespassers to keep off the grass.

In this communication it is stated that the
Victor Co. own hundreds of other patents
which will enable them to control the disc record
business for many years to come. It is set forth
that the Victor patents cannot and will not be
circumvented by the employment of any seeming
evasion.

A reproduction of the article written by
Eldridge R. Johnson, which appeared in the May
issue of The Talking Machine World is enclosed
with this circular, and a perusal of Mr. John-
son's summing up of the talking machine situa-
tion is suggested.

AND right here it might be well to remark
that there has been no product from the
pen of any one in the talking machine industry
which has created such wide spread interest as
Mr. Johnson's article, in which the talking ma-
chine situation is set forth clearly and suc-
cinctly before the trade.

Mr. Johnson has been in receipt of many com-
munications from readers who have been in-
terested in his summing up of the talking ma-
chine situation. His reply to one of these com-
munications is typical of the man, and we re-
produce an excerpt from it:

"The talking machine business is a very
curious one and can only be made a success by
controlling a large number of great artists.
These great artists can only be controlled by
means of a large turn over. At present I believe
that the dealers' profits are very good compared
with other general lines of business. These
profits can only be maintained by holding the
business or a very large portion of it in the
hands of large concerns who are interested in
maintaining living prices and who are sufficiently
broad minded to give fair treatment all around.
Therefore, when the trade encourages the efforts
of the small piratical competitor to enter the

field they are working entirely against their own interests."

With Mr. Johnson rest is rust, for he adds: "The feature of the talking machine business looks very much greater to me than in the past, but, of course, it is very much like gold mine property. We have to dig it out. If we should rest on our oars at the present I do not believe the future would be particularly different from the past."

Now these are words from the president of a great corporation—great in any line of trade—and it shows conclusively that no poachers will be permitted on the Victor preserves, and that the men behind the Victor guns propose not merely to defend their legal rights but to protect as well the legitimate interests of the trade and safeguard them in every consistent manner.

Will not men who contemplate encroachment upon the rights of others learn something from the legal lessons of the past?

EDISON SUES FOR INFRINGEMENT.

Thomas A. Edison, the famous inventor, through his counsel, Louis Hicks, of New York City, filed on June 18, in the United States Circuit Court at Buffalo, a bill in equity to enjoin the Allis-Chalmers Co., the Empire Limestone Co. and the Casparis Stone Co. from constructing and operating near Pekin, in Niagara county, N. Y., giant rolls for crushing huge masses of rock in infringement of the Edison basic patents covering the apparatus and the process. The Edison giant crushing rolls are of immense weight and are provided on their surfaces with knobs or projections, which, by reason of kinetic energy or momentum acquired by the massive revolving rolls, crush instantaneously huge blocks of rock weighing as much as eight tons each. Mr. Edison has spent several hundred thousand dollars perfecting the giant roll. When Mr. Edison first proposed to crush rocks weighing eight tons each, it was generally thought that this could not be done, but the giant rolls proved to be just what Mr. Edison anticipated, and they are now used on a large commercial scale by the Edison Portland Cement Co. at New Village, N. J., and by quarry men throughout the United States operating under a license from Mr. Edison. The Casparis Stone Co., before entering upon the construction of the giant crushing rolls at Pekin, negotiated for a license under the Edison patents, but the license contract, which required the payment of royalty to Mr. Edison, was never signed, and the construction of the Pekin giant crushing rolls was begun without license. It is said that \$200,000 has already been spent on the Pekin giant rolls. Mr. Edison notified the Allis-Chalmers Co. and its co-defendants that suit for infringement would be brought, and as a consequence the bill commencing suit has been filed.

TALKERS AS EDUCATIONAL FACTORS.

(Special to The Talking Machine World.)

St. Paul, Minn., July 3, 1909.

Player-pianos and talking machines have won a high place in the estimation of educational authorities in St. Paul and Minneapolis, Minn., and it is strongly suggested that they be installed in the public schools of the Twin Cities as affording the best means of giving the children proper musical instruction. At present, however, the school authorities are hesitating in the hope that some larger city may take the initiative. It is argued that by means of the instruments referred to, a more accurate interpretation of the classics is obtainable than the average music teacher can offer and the children acquire the musical knowledge more quickly.

The dealers of the Twin Cities are much interested in the proposed innovation and are doing all in their power to further the project.

ATTRACTIVE QUARTERS

Are Those of the St. Louis Talking Machine Co.—Artistically Appointed in very Respect—Victor Goods Shown Exclusively.

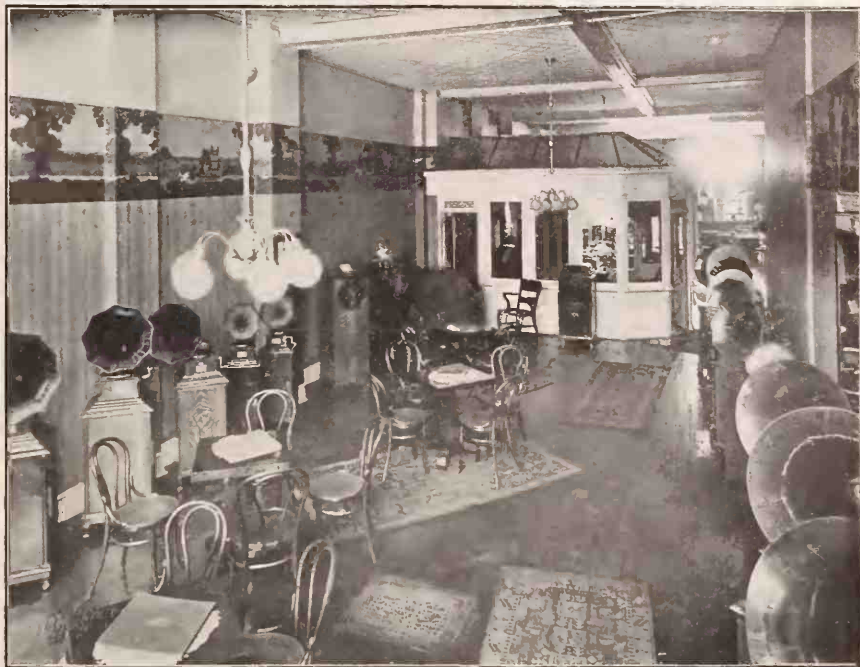
(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1909.

Without any indulgence in egotism, the St. Louis Talking Machine Co. may safely claim that they are the owners and conductors of one

alley in the rear. The floor is decorated with handsome imported Turkish and Persian rugs and the color scheme and decorations show the famous English "Coaching Days" with the fixtures in mahogany and marble white. A visitor to these handsome warerooms is impressed with the very tasteful display made of Victor talking machines and records, which they handle exclusively.

Under the management of O. A. Gressing this business has been steadily growing, and the



ST. LOUIS TALKING MACHINE WAREROOMS, AS SEEN FROM MAIN ENTRANCE.

of the most attractive talking machine stores in the United States. This establishment is centrally located at 1012 Olive street, the principal business artery of the "Saintly City." The front part of the store is for reception purposes, and there are in addition five glass panel and glass dome sound-proof demonstrating booths.

In the construction of these booths particular attention was given to the ventilation, and besides the electric fans to cool the air they are also equipped with a suction fan system which draws the impure air out of the booths into the

territory which they control is being carefully developed so that the talking machine dealers report trade in a healthy condition. Their policy has been one of buoyancy and ample faith in the future of the business, and along these lines they are working and developing a feeling of optimism which is doing much to give the dealers a broader vision of the possibilities of the business.

Stimulants, like bees, won't hurt the man who leaves them alone.

DEALERS In Michigan Northern Indiana Northern Ohio

WE WANT YOUR BUSINESS ON A
FAIR, MUTUALLY PROFITABLE BASIS

Because of our location we can serve you with promptness—get goods to you quicker than the other fellows can.

Because of the exceptionally large stock we carry in every line of Machines, Records, and all Accessories, we fill orders the day we receive them—no exasperating delays—no annoying excuses. We always have the goods to fill the order.

Because in anticipating your demands we keep the lines full for this purpose. You realize what this means.

And we are mighty "good people" to do business with. Let us have a sample order by mail, long distance phone, or wire.

American Phonograph Co.

252 Woodward Avenue, Detroit, Mich.

A VISITOR FROM SAN FRANCISCO.

W. S. Gray Chats Interestingly of Conditions on the Pacific Coast, Where He Represents the Columbia Co.—Visiting East for Pointers to Embody in New Store.

One of the main objects of W. S. Gray's visit East last month was to inspect the establishments reported to be the best arranged for the most effective display of talking machine goods, and whose decorations and general embellishment were classed as artistic. It is the intention to lease new quarters for the Columbia Phonograph Co. in San Francisco, where Mr. Gray makes his headquarters of the Pacific Coast territory, hence his seeking for ideas and suggestions in the "effete" East.

The place is to be on Grant avenue, the shopping district of the rebuilt California metropolis; the location has not been decided upon as yet, but with several to select from Mr. Gray will eventually choose the most desirable and have it ready for occupancy and business about October 1.

The territory specifically under the control of Mr. Gray embraces California, Oregon, Nevada, Washington and part of Idaho. Four men tour these States in the interest of the Columbia Co., and report to the San Francisco office, whence come the stock requirements to fill orders. There are seven Columbia Co.'s stores in the territory, besides their accredited jobbers and dealers.

Mr. Gray has been on the Coast fully ten years, and two years he passed in China and Japan, where he represented his company.

Therefore when reporting at the Columbia Co.'s executive offices in New York about the middle of June he had conferences with Edward D. Easton, the president, previous to his sailing for Europe on the 22d following, where he saw the chief off at the pier; and also with General Manager Lyle and H. A. Yerkes, in charge of the wholesale department. Here is where The World ran across Mr. Gray, who spoke of San



W. S. GRAY.

Francisco and prospective Coast business in sanguine terms, as follows:

"Really, San Francisco is now the most wonderful city in the world; that is to say, the most up-to-date in every respect. I was familiar with the city before the 'quake and what was tolerated there in the way of tumble-down buildings and squalid sections and other objectionable features because they had been a part of its growth in the early history of the place, have now been swept away entirely.

"The skyscraper, so common here, but rare be-

fore the great disaster, may now be found everywhere. The style of architecture has been vastly improved and we are spick, span and new, with a fortune before us in the way of prosperity that will surprise this world.

"Business prospects are excellent for the fall—the best in the country, I am free to say. Columbia goods have always been strong on the Coast, and we have not only maintained this prestige, but added to it. In the past year we have increased our sales 50 per cent. over 1908, but still have not reached our normal status. That mark we expect to pass easily, and make a yet greater expansion.

"I have come East principally to see how the 'show' places are fitted up and get pointers for our new retail establishment, which will be on Grant avenue, the swell district now, and where all the leading and most pretentious concerns may be found. I shall fix this store up finer than any other of its kind anywhere, bar none.

"I shall go to Boston to have a look at the Columbia store, which Mr. Yerkes says is about as swell as they make them. In New York I shall also look around. I believe it is a good thing for outside dealers to visit the handsome stores in the cities. It shows them how to fix up theirs, and is stimulating. Subsequently I will start West (June 28), and am scheduled to be in San Francisco about the middle of July. I shall stop off at Washington, D. C., Pittsburg, Pa., and Chicago, and also visit a number of towns in my territory, going in; that is, in the northern section, Spokane, Tacoma, Portland, Seattle, etc.

"Frankly, I feel positive the Columbia Co. has the best talking machine proposition in the market. That accounts for the splendid condition of our business now. I do not think it is any one particular thing that has brought this about; that is to say, in itself individually, not the double-face disc record, or the Indestructible cylinder, the new selling policy or the exclusive territory for jobbers, but all of them combined are to be credited with our great success."

WHOLESALE

EDISON

An order for the smallest part is given the same careful attention as would an order from a dealer for ten machines and a thousand records. During the seven years of jobbing Talking Machines I have never lost a dealer through poor service. My stocks of Edison and Victor machines, records and supplies are second to none in the country. I want the entire business of every dealer in Wisconsin and Northern Michigan, and I'll make good, when I get it. When you can't get service or the goods elsewhere, try me.

I Sell Nothing But Talking Machines

VICTOR

LAWRENCE MCGREAL

MILWAUKEE

THRIVING CONNECTICUT JOBBERS

Are the Pardee-Ellenberger Co., Who Conduct a Large and Well-Equipped Establishment at 96-104 State St., New Haven.

(Special to The Talking Machine World.)
New Haven, Conn., July 9, 1909.

The Pardee-Ellenberger Co., of this city, have been jobbers of talking machine goods since 1898, and at present are the only Edison jobbers in Connecticut, and one of the few in the entire country who are doing a talking machine jobbing business exclusively.

Several years ago they purchased a large building in the wholesale part of the city, giving them ample facilities for all departments of the business. On the first floor are the offices and ship-



PARDEE-ELLENBERGER CO.'S HEADQUARTERS.

ping department. The latter is very spacious and exceedingly convenient. Here it is possible for large drays to load and unload goods under cover. On the second floor is a stock room for records and other goods, the capacity of the record bins alone being close to a quarter of a million of records. Owing to the unlimited room there is no occasion to crowd these goods, and they are kept in a precise and systematic manner, making it possible to fill orders with accuracy and dispatch. The third floor contains the repair department and also storage for heavy stock, such as machines, cabinets, etc. Power elevator connects the several floors.

In addition to the general jobbing business the Pardee-Ellenberger Co. have many specialties which they control, and which they sell direct to the jobbers all over the country. As a matter of fact, this part of the business is an important one and has been growing rapidly of late. At present they are featuring a horn made of linen fiber to be used with the new Fireside machine, which appears to be meeting with general approval if the orders they are receiving is any indication. The officers of the company are W. O. Pardee, president and treasurer, and H. L. Ellenberger, secretary.

SUCCESS THE RULE OF LIFE.

Success is not the exception but the rule in life. A man doesn't have to be a monarch or make a million dollars to be a success. The good mechanic, the good farmer, the good man

of any kind, who makes a fair living, educates his children, adds to the comfort and happiness of those around him and lives a clean, decent life, is a success. A good wife and mother who makes her home happy and raises her children well is about as great a success as the world contains, even though the boys do not turn out to be railroad presidents and the girls don't marry dukes.

NEW EDISON ARGENTINE RECORDS.

Another Valuable Addition to the Foreign List Has Been Made by Mr. and Mrs. Gobbi for the National Phonograph Co.—The Repertoire Is a Large and Interesting One and Includes All the Creations Published South, Including Many of the National Hymns.

The National Phonograph Co., Orange, N. J., has made another series of first-class records in the Spanish language, both "Standards" (two-minute) and "Amberol" (four-minute). This series comprises some of the best songs of the Argentine and Uruguay republics. Alfredo Gobbi, baritone, and Mrs. Gobbi, soprano, were brought to New York at large expense for the purpose of recording a number of selections. Mr. and Mrs. Gobbi are acknowledged to be the best singers of popular songs in those countries. The list of records comprises baritone and soprano duets, baritone solos, soprano solos and also national hymns of Argentine and Uruguay sung by a mixed chorus under Mr. Gobbi's direction. These records are to be immediately placed on sale both in this and foreign countries. All the selections are accompanied by an orchestra, with the exception of sixteen baritone solos, which have guitar accompaniment.

The selections recorded are high class in every respect and include the very best of Mr. and Mrs. Gobbi's repertory, which is very large and varied. These artists have sung selections from the latest musical plays of those countries, and also a large number of popular songs typical of a quaint and picturesque type of Argentine and Uruguay—the daring gaucho. The gaucho is very brave, and corresponds with the cowboy of our western country, but is even more picturesque. He is very musical, and no gaucho outfit is complete without a guitar, as this is just as necessary to him as his horse.

Mr. Gobbi is not a gaucho. He is a man of refinement, an intense lover of the customs and traditions of his country, and, owing to this, he

has made a specialty of singing the gaucho songs, rendering them in costume. Besides, he takes part as first baritone in the typical zarzuelas (light operas) of Spanish countries. His wife co-operates with him as the first light soprano. They have sung in the principal theaters of Argentine, Uruguay, Spain, Brazil, Paraguay, Chili and also in Paris. They will now go to Italy, under contract to sing in several theaters



MR. AND MRS. GOBBI

there. Their last engagement was at the Teatro Nacional (National Theater) of Buenos Ayres, Argentine, at the head of a company of one hundred people. As this is the case with all other Edison foreign records, these are intended for Spanish-speaking countries, but they will shortly be placed on sale in this country.

REMARKABLE INDUCEMENTS

Being Offered to Visitors at the Seattle Exposition by the Railroads—The Use of Talking Machines the Latest Bid of One Line.

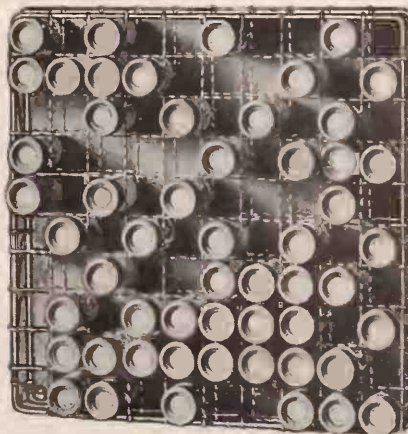
(Special to The Talking Machine World.)
Chicago, Ill., June 23, 1909.

Competition between western railroads for travel to the Alaska-Yukon-Pacific Exposition at Seattle has reached another notch in the announcement of one that all its limited trains will be supplied with phonographs.

Daily programs of grand opera selections and popular music are announced. On the dozen new trains put on by this railroad other bids for patronage have been made.

Extra Profit from Record Sales is Possible

By Selling Record Buyers the HEISE SYSTEM WIRE RACKS



Just the thing for the home. Small Racks for 100 and 150 records made upon the same plan as our store Racks which have proven so popular with dealers.

Compact, convenient and durable. Get in a line in time for fall trade. They mean more record sales, for owners want to see them filled.

Write us for interesting information.

We will supply Convincing Printed Matter for Dealers.

The 100 Space Racks ^{like} _{cut} in half doz. lots, \$15
The 150 Space Racks ^{crated} " " " \$20

Send to your jobber or us for complete Catalog of racks for store use.

SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: The R. S. Williams & Sons Co., Toronto and Winnipeg

3 Big

**Edison
Achievements**

1 Amberol Records

playing twice as long as the Standard Edison Records and longer than any other record of any kind. Offering, because of their great playing length, songs and music which could not, heretofore, be put upon records without parts being omitted or hurried.

2 Victor Herbert

eminent musician and composer, engaged in an advisory capacity, assisting in the selection of music for Edison Records and the artists to produce it. Also the exclusive services of Mr. Herbert's famous orchestra for making Records.

3 The Fireside Phonograph

to retail at \$22.00; a perfect instrument, playing both Edison Standard and Amberol Records; equipped with a long-running Motor, 19-inch horn, nickel-plated horn support, and new model Reproducer with two sapphire points.

A Record offering exclusive selections—a musical expert to choose the music and pass upon its reproduction—an instrument of unusual excellence at a price within easy reach of all.

Do you know of a more inviting proposition?

There is an Edison Jobber near you. Write him or us for full information.

National Phonograph Company

59 Lakeside Avenue

ORANGE, N. J.



ALL DEALERS

SHOULD SELL THE

Music Master Wood Horn

Every purchaser of a Phonograph or Talking Machine—*past or present*—is a possible buyer of this wonderful horn. It is an improvement over all metal or veneered wood horns. Constructed of *solid wood*, on scientific principles of acoustics, it renders a *resonant tone* to the record reproduction; it is as essential to the Musical Expression of any make machine as the sounding board is to the piano.

HAVE ONE SENT ON APPROVAL

Choice of Oak, Mahogany, or Spruce, *for any make or style machine.*

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

COLUMBIA PHONOGRAPH CO., exclusive distributors for Music Master Horns to fit Columbia Graphophones.

INDIANAPOLIS HAPPENINGS.

Ousting of Saloons and Its Influence on the "Talker" Trade—Wulschner-Stewart Now Victor Jobbers—Noted Columbia Purchasers—Mme. Butterfly Records Popular—After the Penny Arcades—Other Items of News.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 6, 1909.

Talking machine men of Indianapolis believe that the ousting of saloons in Indiana under the local option law recently enacted will result in an improvement in the talking machine business. Already business is reported some better. Traveling men have noticed that in the smaller towns of the State where men used to spend their time uptown at nights, particularly on Saturday night, they are now spending their nights at home and a talking machine is not an unusual means of entertainment during the evenings. The absence of saloons probably will help the talking machine business more than some other lines because

talking machines are within the reach of laborers who have patronized the saloons and at the same time they offer a substitute entertainment.

The Wulschner-Stewart Music Co. are advertising the line of Victor talking machines very extensively. This company purchased the stock of Victors and the jobbing privilege in Victors from the Kipp-Link Co., who will now handle only the Edison machine. They will quit the retail business and give all their time to the jobbing business. This will make this company one of the biggest wholesalers for Edisons in the middle west. The company will remove from its present quarters in Washington street, where they have been conducting their retail business and will establish offices at the wholesale and jobbing rooms at 445 East Washington street. The second floor location of the company, where their retail business was carried on, was not a good one.

The Wulschner-Stewart Co., it is said, will devote much space in their new building in Pennsylvania street to the talking machine business.

They will take possession probably by Sept. 1.

Capt. G. L. Bumbaugh, the well-known balloon man, who acted as aide for Carl Fisher in the balloon races which were conducted from Indianapolis several weeks ago, has just bought a Columbia graphophone for himself and one for his father-in-law, who lives in Virginia. Bumbaugh is an enthusiast in talking machines as well as balloons and may take a talking machine up in the air with him. Bumbaugh made some of the balloons which made the best showing in the Indianapolis race.

The Columbia Co.'s store has just received the first order of Madame Butterfly records, sung in English by the original Savage company. Salesmen are out taking orders for sets of the records and are meeting with great success, in part, probably, because the opera has been heard here several times and is a favorite.

Miss Florence Wiltzie, who has had charge of the talking machine department in Joseph Joiners' store in Massachusetts avenue, is now connected with the Musical Echo Co., in North Pennsylvania street. They handle Victor machines.

Frank Lesley, in Massachusetts avenue, has an unusual advertising device. Three horns extend out of a cabinet and passers-by are led to think that it is some kind of a new talking machine device. Lesley handles Edisons and Victors and sells them on the dollar-down-dollar-a-week plan.

The Indiana Phonograph Co., jobbers in Edisons, report trade quiet over the State. They express the belief, however, that they are getting their share of the business.

The new imperial disc record cabinet devised by the Columbia Co. is popular with users of disc records, and the first cabinet received by the Columbia store here was sold within twenty minutes after it reached the store.

Frank Greene, who runs a moving picture show at Vincennes, Ind., has started a new show at Fountain square, Indianapolis. He calls it the Air Dome and gives a long program. As a barker he uses a Twentieth Century Columbia graphophone. Mr. Greene is the man who, a few years ago, achieved fame by getting Edwin Booth and Modjeska to appear at Vincennes. Other large cities in Indiana, including Indianapolis, were passed up by the famous actor and actress. The actor and actress wished to make a certain trip between two stands and wished to do all of their traveling in the daytime. A friend of Greene's in New York told him of this and Greene at once opened negotiations which brought the pair to Vincennes. They appeared in a little old opera house which had a tin trough along the front of the stage for the electric lights. In front of the trough was a sign which could be seen from the stage and which said, "Please Do Not Spit in the Trough." Booth happened to see this sign in the midst of the play and it was so unusual that he blurted out in the midst of his lines, "Please do not spit in the trough." It was some little time before he could get himself together again and go on with the play; but it was a \$3,000 house and people came from many towns in Illinois.

The city authorities have been getting after the penny arcades within the last month. The mayor accompanied by police officers made a personal inspection. After peeping through several machines in one South Illinois street place the mayor ordered three or four of them removed.

MONARCH RACKS IN DEMAND.

The Syracuse Wire Works, Syracuse, N. Y., state the demand for their small-size record racks, especially the Monarch Midget, has kept up in remarkable shape. The small racks hold a surprisingly large number of records when their size is considered, and are both convenient and attractive in appearance. The trade would do well to stock up on these racks in order to be ready for the fall business, which is not very far off.

If some salesmen would sell as many goods in the merchants' stores as they do in the hotel lobby, a great many more would be making \$10,000 per year.

TRADE IN SOUTHERN CALIFORNIA.

Summer Weather and Conventions Make Business Slow—C. F. Dorian in Los Angeles—Victor Goods Selling Well—Big Demand for New Edison Fireside Machine—A Handsome Window—Selling Talkers to Camps—Other Interesting News of the Month.

(Special to The Talking Machine World.)
Los Angeles, Cal., July 3, 1909.

Amid the excitement of the coming Elks' convention and the warm weather business has become somewhat slow, although there is no direct complaint from talking machine dealers. A number of the employes of the trade are having their vacations during the quieter season.

C. F. Dorian, of the Columbia Phonograph Co., has been a visitor in this city, where he has been looking into his company's interests. His trip overland has been a pleasant one, so he says, and he is greatly pleased with Southern California.

Sherman, Clay & Co. are busy as usual with Victor goods, a shipment of the second supplement of double-faced records having just been received. The announcement of the new Victor Victrola XII has been warmly received by the trade and its success is already cited.

The Southern California Music Co. have been shipping out the new Edison Fireside machine in great numbers. An increased demand is reported, especially from out-of-town dealers. The retail department has been doing a splendid business in Victrolas and Columbia records. Two very attractive displays have been created by their window trimmer, the first for Columbia records, a life-size statue of Miss Columbia in stars and stripes, attracted much admiration; the latter, for Cal. Stewart and his famous Uncle Josh records, in which was represented Uncle Josh sitting under the trees listening to the Victor. This window was truly a rustic affair, even to the trees and hay. Mr. Stewart, who has been at one of the local theatres for the past week, was greatly pleased with his wax

impersonator. While in the city he made a number of souvenir records for different members of the Southern California Music Co., which are all new and original and greatly prized. Frank Bush, one of the Edison artists, who has been in this city, also left several records as souvenirs.

The Geo. J. Birkel Music Co. are busy with their summer trade and have decorated their building in an excellent manner for the Elks celebration.

The Fitzgerald Music Co. suffered some little excitement over a small fire in the basement of their building. No serious damage was done, however. Their talking department is doing nicely.

Sibley Pease, of the Holmes Music Co., is expecting to leave for a short vacation, when he will journey to the Seattle Exposition.

The camps along the Los Angeles Aqueduct, which is in course of construction, have proved a splendid market for talkers. There are over fifty camps along the proposed line of the aqueduct, which will be more than two hundred miles in length; each of these camps employ upward of 150 men. As these camps are not located within easy distance of any city, the men are anxious for amusement and entertainment. This is now being furnished by numerous talking machines and a goodly stock of records. A system similar to that of a library has been arranged for the exchange of records among the different camps. One of the local dealers has a contract to supply a stated amount of records monthly, which are paid for by collections from the different camps.

Among the current events worthy of mention is the marriage of Wm. A. Salsbury, which took place at Santa Barbara, Cal., June 18. Mr. Salsbury has been with the Southern California Music Co., of this city, for several years, and has sold a great many talkers and Regina music boxes. After a short trip he will resume his former position as manager of the Regina department.

John H. Gill, representing the National Phono-

graph Co., has just departed for Orange, N. J., after a successful trip covering the entire Pacific Coast.

TRADE NEWS FROM THE TWIN CITIES.

Business During the Past Month Proves Fairly Satisfactory—Talkers Well Established in Northwest—Columbia Business Excellent for June—Other Items.

(Special to The Talking Machine World.)
Minneapolis and St. Paul, July 7, 1909.

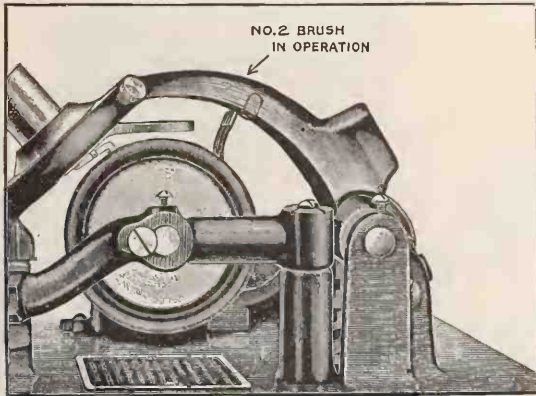
Talking machine dealers in Minneapolis and St. Paul are highly satisfied with the appearance of their books for the past few weeks, as they filled more pages than they ever had expected.

"June was a specially good month for us," said H. L. Lucker, of the Minnesota Phonograph Co. "We looked to see business slack off a little in June, but the usual trend has been reversed. A great many machines have gone to the lake resorts near the twin cities in particular. This is somewhat unusual, for ordinarily the lake dwellers have taken their instruments with them from the city and we have derived little if any benefit from the annual migration. We have been getting it this year, however.

"Talking machines now are firmly established in the Northwest. Where people formerly hesitated to spend \$15 for a machine they now think nothing of spending \$100 to \$200, while the highest-priced records sell—well just like hot cakes, to use an old expression. We have been very successful with the Victor and the Edison lines."

Manager Jay H. Wheeler, of the Columbia Phonograph Co., has had an extremely gratifying experience. His office handles the Columbia jobbing business in Minnesota, North Dakota and South Dakota and northern Wisconsin, as well as retail stores in Minneapolis, St. Paul and elsewhere. "Both our retail and wholesale departments have been doing a very nice line of business," says Mr. Wheeler; "unusually good for June. We are much pleased with the standing that the Columbia is attaining in the Northwest."

BY USING **SAVE THE LIFE OF YOUR RECORDS**
THE PLACE AUTOMATIC RECORD BRUSH
FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES. PATENTED September 25 and October 2, 1906 and September 10, 1907.



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

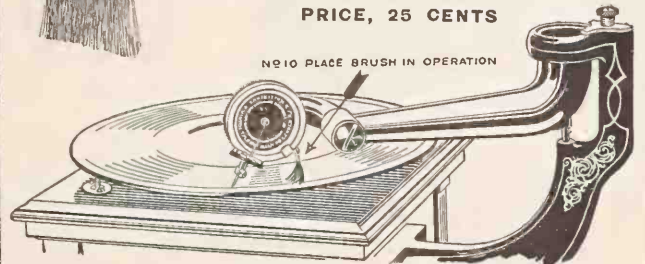
Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

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



THE PLACE No. 10

DISK RECORD BRUSH
FOR
VICTOR EXHIBITION SOUND BOX
PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

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

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN
President

97 CHAMBERS STREET, NEW YORK

"The White Blackman"

MR. JOHNSON'S ARTICLE WIDELY DISCUSSED.

The Article from His Pen Which Appeared in The World for May Results in Some Interesting Correspondence, Which With Accompanying Letter from L. F. Geissler, Forms Symposium Full of Information Regarding Legal Conditions in the Talking Machine Trade.

The article written by Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., for the May issue of The Talking Machine World, entitled, "The Recent United States Supreme Court Decision; Its Effect, and the Future of the Talking Machine Business," created so much comment in the trade not only in this country but throughout the world that the Victor Co. reprinted it in very handsome form for general circulation. Mr. Johnson's comprehensive statement regarding the patent situation was so lucid, and his predictions regarding the future of the talking machine business so gratifying that many complimentary letters were sent him by distributors and dealers. One of these communications was from W. Berdy, vice-president of the Bronx Airlight Co., New York city, and reads as follows:

"New York, May 17, 1909.

"Eldridge R. Johnson, President Victor Talking Machine Co., Camden, N. J.:

"Dear Sir—We beg that you accept our heartfelt thanks for the most excellent article of the "statements of single facts" in The Talking Machine World of the 15th inst. As dealers, we felt right along, as a good many others do, that the litigations about the various patents was a thing that concerns the manufacturers only, and like the rest being indifferent as to the outcome. It's true that the dealers were not personally engaged in the fight, but indirectly it was a fight for life and death to them just as much, it was only then as you presented the facts in the masterly way we realized.

"We humbly suggest that you print the said article in the biggest type and have it circulated to the entire trade, force them, if you can, to read every syllable of it; they will have then a

clear conception of the trade they are in, and what they are in for.

"The undersigned has been a visitor to the Victor factory for three days last month, perfecting himself in the mechanical construction of the machine. The friendly spirit shown from the office force, from Mr. Lambert, superintendent of the factory, and all along the line was praiseworthy, and having had the chance of observing the greatness of the Victor factory, then reading the above-mentioned article, one can only see that the talking machine business has not seen its better days; it is yet to come. With best wishes, we beg to remain yours for the good of the trade,

BRONX AIRLIGHT CO., INC.,

"W. Berdy."

Of course it was impossible for Mr. Johnson to reply to the numerous letters sent him, but his answer to Mr. Berdy, appended herewith, and which accompanied the four-page folder sent out containing the original article, gives the views of this gentleman so clearly and forcefully that they merit the closest consideration of readers:

"Camden, N. J., May 19, 1909.

"W. Berdy, Vice-President, Bronx Airlight Co., Inc., New York:

"Dear Sir—Your letter of May 17 received. In my article in The Talking Machine World I tried to set the talking machine situation clearly before the trade. I do not know that the Victor Co.'s interests have ever been irreparably injured by the attempts of piratical concerns to copy our goods, but we have certainly been greatly annoyed thereby, and in some instances—a rather small proportion, I am glad to say—we have been further annoyed by the encouragement the trade seemed to offer. If we can get the trade to appreciate what you seem to understand by your

letter, we will certainly have accomplished much.

"The talking machine business is a very curious one and can only be made a success by controlling a large number of great artists. These great artists can only be controlled by means of a large turn-over. At present I believe that the dealers' profits are very good compared to other general lines of business. These profits can only be maintained by holding the business, or a very large proportion of it, in the hands of large concerns, who are interested in maintaining living prices, and who are sufficiently broad-minded to give fair treatment all around.

"Therefore when the trade encourages the efforts of a small piratical competitor to enter the field, they are working entirely against their own interests. Goods which are bought at a low price cannot always be sold at a high price. The profit is, of course, the difference between what it is bought for and what it is sold for. It is the Victor Co.'s policy to maintain this difference to a satisfactory figure, and we should receive the unanimous and unqualified support of our entire trade. I am pleased to say that in a majority of cases we do receive it.

"I am also pleased to reassure you that the future of the talking machine business looks very much greater to me than the past; but, of course, it is very much like gold mine property, we have to dig it out; if we should rest on our oars at present I do not believe the future would be particularly different from the past. Yours very truly,

ELDRIDGE R. JOHNSON, President."

The following letter sent out by Louis F. Geissler, general manager of the Victor Talking Machine Co., in connection with the reprint of Mr. Johnson's article, and his letter to Mr. Berdy, above referred to, emphasizes anew the position of the Victor Co. in regard to infringements of their patents at issue and adjudicated. It will be noted they have taken steps in all parts of the country and abroad to maintain their patent rights in the Berliner invention, which have been sustained by the courts of last resort. Mr. Geissler says:

Edison Fireside

The Best Selling
Proposition

YET



An Amberol attachment for the Gem. Better order one and make even the Gem add additional profits by selling four minute records.

List price
\$4.00

Let Us Fill Your Orders Complete

With the advent of the Edison Fireside, a new Amberol attachment for the Gem, you can turn July and August into two of the busiest months of the year, just a little more energy on your part, a little more "ginger" into your selling force, plenty of Firesides in stock and complete lists of records both Victor and Edison and our filling of the orders will do the rest. You had better send us an order for more Firesides. The demand will be greater than you think.

Victrola The XII A Winner

Mr. Dealer.—We call your attention to the many possibilities you have for increased profits with the introduction of this new Victrola. Do not overlook the fact that many people in your territory have been waiting for this NO HORN MACHINE at a popular price. Now that the Victor Company have made it possible, go after the business. Show your confidence in the goods by having one to show and be ready to clinch the sale without having your customer wait and perhaps lose his enthusiasm before it comes. This machine will be the biggest winner that has ever been offered to the public "besides, regular discounts apply."

EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.



"It occurred to the writer that it would be perfectly proper to write such parties who are supposed to be financially interested, directly or indirectly, in the talking machine business, a letter which might set before them the legal as well as the other commercial situations as they now exist in the talking machine industry, in a manner in which they would not be apt to receive it from people perhaps interested on the other side.

"Realizing that such a letter would be considered by most people under the circumstances as a bluff, it is with much trepidation that I endeavor, by any means whatever, to bring the situation as it really exists before your personal attention.

"I enclose herewith a copy of a circular embodying a letter written by our president recently at the earnest solicitation of The Talking Machine World, which, if you will take the pains to read, you will find (perhaps by your own experience or observation) carefully and honestly sets forth the present situation in the talking machine business.

"Since our recent favorable decision in the Supreme Court of the United States we have been successful in further suits, a decision having been rendered on May 27, 1909, by Judge Knapen, in the United States Circuit Court for the State of Michigan, southern division.

"The defendant's machine, the Duplex Phonograph Co., which sought to invade the field covered by the Victor talking machine, had an attachment called 'an elastic mechanical feed, operating by so-called yielding mechanical pressure.' The court, however, held that this so-called 'mechanical feed construction' clearly infringes claims 5 and 35 of the Berliner patent No. 534,543, and gives to these claims the broad construction to which they are entitled, in view of the prior art, thus following the decisions of the United States Court of Appeals in our other suits against other defendants.

"A decree was entered on June 4 and a writ of injunction has been served permanently enjoining and restraining the Duplex Phonograph Co. from using or making the apparatus in question.

"Furthermore, on June 4, 1909, in an opinion by Judge Archbald from the bench, upon motion for preliminary injunction and after full argument in this case by counsel for both sides, granted the Victor Co.'s motion and entered an order enjoining the Hawthorne & Sheble Mfg. Co. from manufacturing, selling or using its machines, which the court held to be an infringement of this Berliner patent. This machine also contained a so-called 'mechanical feed device.'

"Pursuant to the rights finally placed in our hands by the courts, and by the lack of the exercise of which, in the past, the Victor Co. has suffered untold losses and damages, both real and consequential, the legal department has now gone vigorously to work to enjoin the sale of the various stocks of the infringing dealers throughout the country, thus far successfully proceeding against the stock in the hands of R. H. Macy Co., New York; Siegel-Cooper Co., Chicago; John R. Smyth Co., Chicago; Aretino Co., Chicago; The Fair, Chicago; James I. Lyons, Chicago; Robert Johns, Chicago; Butler Bros., Chicago; Montgomery Ward & Co., Chicago; Hillman's, Inc., Chicago; The Central Camera Co., Chicago; Dillbahrer & Robbins Record Co., Chicago; Leon A. Olmstead, trading as 'The Vim,' Chicago; James O'Neill Co., Chicago. Proceedings have also been commenced against many more of the largest concerns across the continent, and will be vigorously pressed for an accounting and damages.

"Aside from the many victories that we have been able to record in the courts by suits brought under our patents thus far infringed, we believe that we are capable, by virtue of hundreds of other patents that we own, of thoroughly controlling the disc record business for many years to come, and we are thoroughly convinced that our patents cannot and will not be circumvented by the employment of any seeming evasions, such as 'mechanical feeds,' 'up and down cut records,' or other ideas which may not have thus far occurred to some imaginary genius.

"We shall regret, especially in view of the

wrecks which strew the paths of the talking machine industry in America, as well as Europe, to see others, by the alluring prospectus offered by some promoter or by those probably already in hot water, lured to the rocks.

"Again we commend your very serious thought to Mr. Johnson's letter."

In the motions for preliminary injunctions against the foregoing mentioned firms, and also the Simpson-Crawford Co. and Butler Bros., New York, the orders have been issued. It is more than likely the suits will not go to trial hearing, but consents will follow to make the injunctions permanent.

SUMMER TRADE IN BALTIMORE.

Vacations Now Under Way—Moving Machines to the Country—Good Record Sales.

(Special to The Talking Machine World.)

Baltimore, Md., July 5, 1909.

Local talking machine dealers are just now either enjoying or preparing to enjoy their annual vacations while the slump in sales, due to the hot weather, is at hand. Those who have returned or have not yet taken their holiday are laying plans for an early and heavy fall trade, which they confidently expect is due to make its debut by the first of September. With this idea in view, the talking machine men, like the piano dealers, have their vacations arranged so that the last persons off will be back by August 15.

While there has been some business in the way of sales of the various priced machines, the best showing during June and the first part of July has been in the shipment of the owners' machines to their summer homes, either in the mountains or at the quiet seashore resorts. Many demands in this line have been received by the various dealers, the owners preferring to have experts do the removing rather than take the risk themselves of breaking the instruments. The moving of many of the residents for the summer has had a very good effect upon the demand for records of the latest song hits, a large assortment being taken along to the seashore and mountains for evening entertainments.

All of the local dealers displayed their patriotism to-day by remaining closed and celebrating the Declaration of Independence.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., will leave this week for a vacation in New York and other northern points. He reports the sales of machines to be a bit slack, although the collections have shown up well, which seems to indicate that the currency is fast getting back into circulation in this section. Mr. Lyle reports, too, that the fall prospects are very encouraging, especially on the Eastern Shore.

ROBT. BOZON'S GENEROUS OFFER.

Claims to Have Discovered a Material That Gives a Better Result Than Mica.

The following interesting letter has been received by the editor of The Talking Machine World from Robt. Bozon, of 302 Garrett Lane, London, S. W., Eng., in which he says:

"Dear Sir: I am a reader of your valuable journal and have gained much useful information from it. My experiments for some time have been to find a material that gives a better result than mica. As a good many like me, I have tried nearly everything, and at last my labor has been rewarded by my making them of real tortoise shell. The result of the diaphragm being made of this material has a most natural effect with 'Amberol' or disc records. I have patented it in England, but as I should not have the means of manufacturing it in the U. S. A. it would be of no use for me patenting in your country. Therefore if anyone would like to make them they are at liberty to do so in the States. Yours faithfully, ROBERT BOZON."

If you are looking for business, put in good displays. If you are not, any old kind of a display will fill the bill.



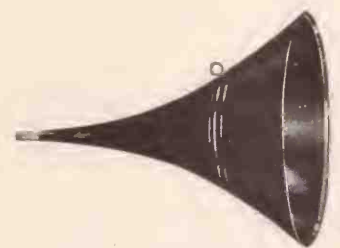
THE FIRESIDE

SELL A LIN-O-TONE HORN WITH EVERY FIRESIDE

You can do it, Mr. Dealer, if you set out to, and with no great amount of effort either. If you do, you will accomplish two very important things: you will please your customer and increase his admiration for his machine, and incidentally put an additional profit in your own pocket.

The tonal effects produced by the Lin-o-tone are wonderfully clear and musical; far more natural than can be obtained from horns made of metal or any other material. This is not accidental, but due to the fact that it is made of Linenoid, or pure linen, which has remarkable reproducing properties, and also because it is made in one piece without seam or joint.

These horns are being received with enthusiasm everywhere. Your jobber can probably supply you. If not write us and we will furnish you with the name of one in your vicinity who can.



Specifications:

- No. 404—Ivory black with gold stripe.
- No. 405—Vermillion with gold stripe.
- No. 406—Ultramarine blue with gold stripe.

The colors are rich and brilliant and the entire effect enhances the appearance of the machine in a marked degree.

Length, 21 inches; bell, 17 inches.

RETAIL PRICE, \$3.00

The Pardee-Ellenberger Co.
96-104 State Street
NEW HAVEN - CONN.



Reg. U. S. Pat. Off.

¶ When a Jobber carries as large a stock as can be found anywhere and devotes his entire time, energies, talents and attention *exclusively* to the one line, you have the biggest proof in the world of the superior Service and attention that your orders will receive.

¶ Your business demands the best Service possible. You are ever on the alert for some means to increase your sales.

¶ Are you satisfying *all* of your customers and filling all their wants? We are here to help you in this respect. Here's why we can do it:

Perfect Service { COMPLETE STOCK.
ORDERS SHIPPED SAME
DAY AS RECEIVED.
VICTOR EXCLUSIVELY.
Orders Filled Complete.

¶ Hitch your wagon to a "live wire" and get acquainted with us **TO-DAY.**

**St. Louis Talking
Machine Co.**

MILLS BUILDING

7th & St. Charles Streets
ST. LOUIS, MO.

Exclusively VICTOR Distributors

TRADE NEWS FROM SAINTLY CITY.

Business Makes Fair Showing During Month—Columbia Co. in New Store—Personal Items of Interest—Dealers as a Rule Satisfied With Present Conditions—High Class Instruments Have the Call—Vacations Now in Order at All the Leading Stores.

(Special to The Talking Machine World.)
St. Louis, Mo., July 6, 1909.

The talking machine trade for the past month has been seasonable, and while not very active it has made a fair showing. The first six months of the year shows quite an improvement over the same period a year ago.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., reports that their trade for the month of June has been fair. Mr. Gressing left Saturday, July 3, for Chicago, and the National Talking Machine Jobbers' convention at Atlantic City, N. J., accompanied by the firm's salesman, L. A. Cummins, who recently returned from a successful trip through northern Missouri and Illinois.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their retail business is holding up better than in 1908. The wholesale trade is good, and prospects favorable for a good summer's trade. This firm are now nicely ensconced in their new store at 1008, and it is very fine in every respect. A feature is their new grand opera sound room, which is fitted up in a most elaborate manner, and it has made a great hit already.

A. W. Roos, chief accountant of the Chicago store of the Columbia Phonograph Co., accompanied by his wife and two children, spent a week here recently visiting Mr. Roos' parents.

Ralph Connor, of the Columbia Co.'s retail sales department here, has gone on a two weeks' vacation, which will be spent at Hot Springs, Ark. Miss L. L. Biest, secretary to E. B. Walthall, manager, is spending two weeks' vacation at Wright City, Mo.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports trade fair. He left on Sunday, July 4, for the National Talking Machine Jobbers' convention at Atlantic City, N. J., and expects to be away ten days.

A. A. Knight, of the Knight Mercantile Co., returned recently from a week's trip to Chicago and other Illinois points. He reports trade moving along pretty fair.

D. K. Myers, the Zonophone jobber, reports trade for June very fair, and that prospects are favorable.

Manager A. J. Robinson, of the talking machine department of the Thiebes-Stierlin Music Co., reports that the demand is good for high-class instruments. He also reports a good trade on instruments for country and summer homes and also for outing parties.

Mr. Victor, of Victor & Wilson, Columbia, Mo., a moving picture concern, was here recently to close a deal with the St. Louis Talking Machine Co. for an auxetophone.

Emile Kaliski, of the Kaliski Music Co., Monroe, La., spent one day here on his way home from the National Piano Dealers' convention at Detroit, Mich.

George Porth, a talking machine dealer of Springfield, Mo., was also a recent visitor here.

VICTOR DEPARTMENTAL CLOSING.

Motor and Pressing Plants Will Have Two Weeks for Cleaning Up—Rush in Cabinet Factory.

The Victor Talking Machine Co., Camden, N. J., will inaugurate its annual two weeks closing down in the motor factory and pressing plant on July 26, and remain closed in these departments, only, the last week in July and the first week in August, enforcing vacations in these factory departments during that time rather than to have their force more or less demoralized by vacations or other lay-offs continuing during the summer months.

These two weeks will be devoted to the general cleaning up, painting and repairing that is always necessary periodically in a large active concern.

None of the other departments are affected, and the cabinet factory cannot close down, as it is working night and day and getting ready for its removal into the mammoth new cabinet factory now in process of construction.

VICTROLA AND PLAYER-PIANO.

Wm. B. White Succeeds in Accompanying Voices of Grand Opera Singers in Difficult Selections With Player-Piano to the Delight of Cultivated Audience—Some of the Problems to be Overcome.

In many of the leading hotels all over the country it is a common sight to see the orchestra accompanying the Victor Auxetophone or Victrola in a very creditable manner and as a rule greatly enhancing the beauty of the local selections by prominent artists.

The player piano demonstrator in one of the large department stores of Greater New York, however, has succeeded in accompanying some very difficult arias and even the famous sextet from "Lucia," that marvel of recording, played by a Victrola, with a player-piano, in a way to bring the audience, consisting of people who were in a position to appreciate true musical quality, to its feet in one great ovation.

The man who accomplished this was William B. White, whose technical discussions on the subjects of piano scale drawing, piano construction, regulating and tuning have appeared in The Music Trade Review for some years, and who is a musician of fine discernment.

In referring to the achievement, Mr. White said: "Whether the idea of accompanying grand selections, rendered by a Victrola or a player-piano has ever been carried out before or not, I am unable to say, but in this instance it was of my own conception. For over a week preceding the recital I practically remained closeted with the Victrola and the player-piano.

"Each record had to be played over innumerable times until the speed of the machine had been so adjusted as to render the pitch exactly that of the player-piano. Then the playing of the music rolls had to be studied until they could be played in exact accordance with the personal delivery of the singer.

"The music rolls could, of course, be so played as to exhibit the individuality of the operator; the records naturally displayed the individuality of the singer or singers. To get these two factors working in complete harmony was far from being an easy task.

"When accompanying a singer in the flesh it is a comparatively simple matter to follow him, for each note can be watched, as it were. Where the tones issued from the depths of the sound-box, from nowhere, so to speak, a most weird impression is forced upon the operator at the player-piano."

COPYRIGHT LAW IN FORCE.

The new copyright law went into effect Thursday. On records using copyright music, etc., the manufacturer is required to "furnish a report under oath" on the 20th of the month. The first royalty payments are therefore due August 20, and not on the first, as has been erroneously stated.

The Talking Machine Co. Film Service, Inc., of Rochester, N. Y., have been incorporated with the Secretary of State at Albany, with a capital of \$3,000, for the purpose of manufacturing and dealing in moving picture films, projecting machine apparatus and supplies. The incorporators are Arthur A. Schmidt, Sophie M. Rice and Ethel A. Gardiner, all of Rochester.

Don't become discouraged if your first window displays are not effective; keep trying, but do more thinking; learn to improve by observation and experience.

FROM OUR EUROPEAN HEADQUARTERS

59 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDI, MANAGER.

TRADE HAPPENINGS IN LONDON.

Business Conditions Show Slight but Encouraging Improvement—Better Times Looked for Soon—Offer Space at Canadian Exhibition—Comment Upon the Latest Victor Co. Move—More Opinions Arent the Copyright Question—J. E. Hough's Letter—J. E. Hough, Ltd., Takes Over Assets of Russell Hunting Co.—New Beka Records—New Edison Machines on August 1—July Gramophone Records—New Company in Manchester—Record Prices for Rubber—Other New Records—Plans of the Colmore Depot—Telegraph Rates Reduced—Gramophone on Polar Expedition—New Rena Co.'s Machines.

(Special to The Talking Machine World.)
London, E. C., July 7, 1909.

Business conditions in general trade circles indicate an improvement which, though slight, is happily the forerunner of a steady and gradual return to the normal. Even in the talking machine trade things have brightened up somewhat, and while there is little prospect of a continuance over the summer, it is morally certain that by the end of September at the latest business will be in full swing again. As yet it is rather too early to arrive at any definite conclusion touching upon trade during the whole of next season, but the country is generally fairly quiet, labor troubles are conspicuous by absence, harvest prospects are good, money is freer, and everything seems therefore to point to considerably better times ahead. General exports are fairly good, while some colonies offer an exceptional field just now for talking machine goods. In South Africa, for instance, mining and prospecting are active, and agricultural industries are also growing. This prosperity very quickly repeats itself in the accounts of those traders handling luxuries, and a strong effort should therefore be made by British and other manufacturers of talking machine goods to obtain a share of the trade.

The Canadian National Exhibition.

The manager of the Canadian National Exhibition of Toronto offers in August free space to

British Chambers of Commerce for collective exhibits. It presents a good opportunity to talking machine firms, and it is surely possible to get up a representative exhibit of musical merchandise.

The World Covers the World.

Since the favorable decision of the United States Supreme Court finally upholding the Berliner patent in that country against all comers, the Victor Talking Machine Co., of Camden, N. J., have addressed a letter to the English advertisers in *The Talking Machine World*, wherein they carefully set out in detail a close analysis of conditions as they now exist in the American talking machine trade. Now, as this letter was sent not by request, obviously it had a very pertinent mission to fulfil, and the only interpretation one can place upon it is a request to "keep off the grass." The American market may be the just and legitimate preserves of the Victor Talking Machine Co., and in soliciting advertisements for this paper we have always recognized it. But apart from the patent situation, there is not much opportunity to trade with the States, since the enormous tariff wall precludes English houses from exporting their goods on a profitable basis. It therefore follows that British traders are only represented in *The World* to appeal to colonial and foreign markets other than America, and consequently neither the Victor nor any other company need alarm themselves with the idea that *The World's* English advertisers are seeking to sell their wares in the United States.

More Points for Copyright Committee.

It is very gratifying to note that the propaganda started in these columns against any form of tax upon records is meeting with general satisfaction throughout the trade. Important manufacturers have freely expressed their strong reasons for and against any restriction of this industry which would undoubtedly follow the imposition of the music publishers' unjust demands, and it is only fair that these sincere convictions should meet with very weighty consideration at the hands of the Board of Trade committee, whose secretary, in the course of a recent interview, stated that whatever the conclusions arrived at, they would be based upon the

fairest and most impartial findings. Up to the time of writing no further meeting of the committee has been held, and several important trade witnesses have not therefore yet had the opportunity of expressing their views. Let it be distinctly understood that the recent meeting of record and perforated music roll makers resulted in a determination to oppose any levying of a tax, but should the committee take an alternative view, then, and then only, it is suggested that the authors' demands will be justly met by a royalty of one farthing on cylinder records, and a penny on double-sided discs; these amounts to be due only on records actually sold.

Mr. Hough's Views on Copyright.

J. E. Hough, whose large interests in this matter entitle his remarks to very serious consideration, expresses his views as follows in a letter to *The World*:

"To the Editor *Talking Machine World*:

"Dear Sir—In response to your request I comply with the desire for my views on the question of the imposition of royalties on the manufacturers of talking machine records. I dislike personal correspondence in the press, but the importance of this subject to our trade causes me to depart from my usual attitude.

"In the first place, having given every consideration to this matter and tried to look through other people's spectacles as well as my own and those of the trade, I can see no real legitimate ground why any burden should be imposed, and I venture to say that there is no copyright owner who would ingenuously refuse the publication or his work on 'sound' records. Of course I am aware that, actuated by spurious feelings of cupidity and jealousy, some authors and copyright owners have professed to make a great noise of the 'injury' done to them. On the other hand, composers who have not become famous frequently appeal to the trade and in many cases offer manuscript copies of their productions, soliciting that they should be popularized in advance of printing, by publication as sound records. This experience has been mine continuously during the last 16 or 18 years.

"While on the subject of 'injury' to artists, let me mention that in England phonograph records are sold retail for 9d. All persons engaged in the business can realize the expense of distribution and leakages to the manufacturers arising from returns, obsolete and unsalable records, and also breakages, hence the profits are already reduced to a very fine point; indeed, if a duty is imposed it will be necessary to raise the price, and that price will be borne in most cases by a very humble section of the population. The cheap phonograph record brings a gleam of sunshine and pleasure into the homes of those who have no other means of musical recreation, such as a piano, and no skilful education to manipulate it even if they had one. How does the copyright owner suffer in this case? Those persons would never require to buy a copy of his music, but indirectly benefit might come to him or the author by inducing the purchaser of the record to visit some concert or other place where the musical selection was being played in its entirety. The fact must also not be overlooked that talking machine records of necessity only contain an excerpt or selection from an ordinary composition or song, its duration being limited to a very short period of time.

"As to injury is inflicted on the author or copyright owner by persons in a higher station of life in consequence of purchasing talking machine records, I have a deep conviction that such persons, possibly admiring the selection they hear on their talking machines, would be more likely to go and buy a complete copy of the music in order that they might have it to produce the whole in their homes than they would have been had they never purchased the record containing

THE ONLY 5-MINUTE CYLINDER RECORD "EBONOID,"

COMBINATION ATTACHMENTS

(PATENT 2196-09)

FOR ALL EDISON MACHINES.

ALSO "CLARION"

CYLINDERS and 10-in. PHONO CUT DISCS.

WE CAN INTEREST YOU. WRITE US.

The Premier Manufacturing Co., Ltd.
THE POINT WANDSWORTH, LONDON, S. W.

FROM OUR LONDON HEADQUARTERS—(Continued.)

a selection only, and I fail to see that there is any justice whatever in this cry, which I honestly believe to be thoroughly spurious, coming from copyright owners or authors. If, however, the British section of the International Convention should decide to impose a tax, it seems to me the difficulties attending its equitable collection will be enormous, but they present themselves to my mind in such varieties as would more than exhaust the possibility of being included in this letter, and any person who chooses to give close study and who knows anything at all of the incidences of this business can readily enough conceive them for himself.

"One great question will require solution, and that is as to whether a duty shall be retrospective, that is, will be applied to selections which are already in existence, or whether it shall only be applied to products yet to come. The former seems to open a field of great consideration. Copyright owners have purchased these productions, many of them, for a mere bagatelle in the past, without any expectation whatever of remuneration from this source; authors are dead, and it would be extremely unfair to impose restrictive duties on this industry for the benefit of making presentations to copyright owners who have neither been authors or composers in the past and who have given no consideration whatever for the privileges now sought to be conferred. It seems only equitable that the past should remain as the past, and if duty is imposed at all it should only apply to the creations of the future.

"The next important consideration is as to whether the copyright owner of the future should be at liberty to enter into the open market to sell his wares; should this be the case it will mean an extinction of the weaker members of the business to the benefit of the stronger. Copyright owners who are already disparaging the cupidity to which I have referred would simply hawk the goods to sell to the highest bidder to

the exclusion of others. This appears to contain an element of justice, but it must be remembered that the position is unique, industries have been established under lawful conditions, and the exclusion of a selection which becomes highly popular would inflict a considerable injury to the general trade and to the immense advantage of the longest purse.

"Indeed it would establish a state of competition which is extremely undesirable and would not in the end be beneficial to the holder of the copyright. For example, take an opera—20 to 30 selections may be made from an opera, not in all cases exactly as written by the author, but cut down so as to give the most effective representation of various selections within the compass of a two to three minute reproduction.

"Another important factor which has obtained in the past would be eliminated; the producers of talking machine records have in the past vied with each other in the production of the best parts of the selection and in the mechanical excellence of that production, thus giving an assurance which should be gratifying to the author that his creation is placed before the public in the most excellent manner, mechanically speaking, in which it can be done. This competition leads, and has led in the past, to the improvement in the recording of sound and to the development of this industry. One has only to compare a sound record of a few years ago at a very high price with that which is produced today at less than a quarter of the money to realize the truth of this statement.

Among other matters which also require attention there is one which strikes me very forcibly, though I have not heard it mentioned by any of my confreres; it is as to the duration of the copyright, and as to the ridiculously infinitesimal prices which are paid for it; this matter should receive close attention if it is deemed advisable that fees should be paid as suggested. Compare a patentee with an author—the crea-

tions of both are the result of brain effort and may be said of genius; the patentee goes to an enormous expense illustrating and describing his work, necessitating the assistance of a skilful profession, and he has heavy duties to pay which are continuous for 14 years, contributing to the revenue of the country, and at the end of 14 years his invention becomes public. The author or composer pays a paltry registration fee of (I think) 5s., hands in a copy, and without any further trouble whatever on his part his production is protected for over 40 years; this seems absurd, and he ought to be placed more in the position of the patentee. If his composition is worth keeping alive he should pay fees in like manner; if he fails to do so it should become public property, and in any event the duration of that which is now sought to be imposed should be much curtailed, particularly if it be now decided to grant him a royalty without personal responsibility or effort of any kind, simply to fatten on the labor of others, go to sleep (so to speak) periodically, and receive his fees for so long a period. It is a preposterous proposition.

"I am very much afraid copyright owners and authors have not realized the great advantages they have for so many years enjoyed in contrast to others equally entitled to protection. This is a many-sided question, but I must ask you to excuse me for discussing it in so lengthy a letter as this, which possibly you may think worthy of taking a part in this controversy."

An Important Move.

As announced in these columns last month, the firm of J. E. Hough, Ltd., have taken over the plant, machinery, matrices and other assets of Russell Hunting & Co. The whole of the Sterling matrices are now in the Peckham works, while most of the machinery was sold by auction, June 28, at the old Russell Hunting Co.'s factory at Cambridge Heath. This is the grand

A Special Line for Colonial and Foreign Traders

Favorite Records

10-inch Double Sided, sh: 2/6 & 12-inch Double Sided, sh: 4/-

LOOK OUT FOR OUR JULY LIST



Astonishing Value
Better Than Ever



Latest Songs—Best Artistes—Best Bands

ASK FOR CATALOGUES (GRATIS)

INTERNATIONAL FAVORITE RECORD CO.

Incorporated with H. Lange's Successors, Ltd.

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58a Wells Street, Oxford St., London, W., Eng.

Telephone: 8522 & 12239 Central

FROM OUR LONDON HEADQUARTERS—(Continued.)

climax and final exit of the Russell Hunting Record Co., Ltd., from the ranks of the cylinder record makers, which considerably lightens the burden of competition which characterized this branch of the industry during the last few years. In many quarters much regret is felt at the passing of the old Sterling organization, but it is some satisfaction to know that under the able auspices of J. E. Hough, Ltd., the Sterling record will live again to amuse the countless thousands of its admirers throughout the world.

Current Beka Issues.

The current Beka issues include one of the popular 12-inch double-sided Meister records by the Beka Symphony Orchestra. These selections—"Wotan's Farewell and Fire Music" from "The Valkyrie" (Wagner), and "Prize Song and Dance of Apprentices" from "The Meistersinger" (Wagner), present many difficulties in recording by reason of the diverse instruments employed in the original score which are necessary in obtaining an adequate and successful representation of the work. These Beka issues are up to the mark in every respect, while of the other impressions in this list I would mention the following: "Sullivan Memories," part 1 and 2; "The Chancellor" (march), "La Victoire," "Dance of the Kittens," and "The Donkey Laugh" (march) are all good selections by the Beka London Orchestra. Of songs we have "Only An Old-Fashioned Cottage," by James Hudson; "What Might Have Been," "A Sergeant of the Line," "My Old Shako," the last three being sung in fine style by Harry Thornton.

New Edison Machines.

Formal notice has been conveyed to Edison dealers that about August 1 the National Phonograph Co. will place upon the market several new machines, which should have the effect of helping dealers and factors to largely increase their turnover during next season. Particulars as follows: The Edison Fireside phonograph, price 4 guineas, plays both Standard and Amberol rec-

ords, is equipped with a new reproducer, model K, which will play either record by simply turning a small lever, bringing into use the particular sapphire required. In addition to the regular types of Standard, Home and Triumph machines, there is now three new models to be known as Edison Standard Combination phonograph, the Home Combination phonograph, and the Triumph Combination phonograph at £5 15s., £8 8s., and £13, respectively. These machines will play either record, and are equipped with models "C" and "H" reproducers. On and after August 20 the price of the "Gem" phonograph will be reduced to £2 6s., and the list price of both models "C" and model "H" reproducers to £14 6s. On August 19 the present existing exchange on reproducers will be discontinued. Traders must exchange such repros as they have on hand prior to this date, and place orders for an equal number of model "C," in order that the transaction may be completed before the new prices become effective.

Many Good Things in Gramophone List.

The July Gramophone list contains many good things, and from a recording point of view the following records are excellent: "Festival Overture" (Tchaikowsky); "Rustic Dance II" and "Graceful Dance III," by the band of H. M. Coldstream Guards; "Suspiros de España," Spanish Royal Band of Halbadiers; "Brune ou Blonde," valse (Waldteufel), La Garde Republicaine; "Yankee Shuffle" (Moreland), Pryor's Band; concert music—"Annie Laurie," John Harrison; "Your Tiny Hand is Frozen" (Rudolph's Narrative) ("La Boheme"), sung by Evan Williams; "I Hear You Calling Me," Hirwen Jones; "Arab Love Song" (Hobart-Hein), H. Macdonough; "At the Mid-Hour of Night" (Cowen), Miss Agnes Nicholls; "Dove Sone" (Mozart), by Fri. Signe von Rappe; "Jerusalem" (Mendelssohn), Miss Perceval Allen; "Time's Roses" (Barry), Miss Pelgrave Turner; "Love Is Means to Make Us Glad" (German) Miss Margaret Cooper; "The

Lord Is My Shepherd," Mme. Dews; duet, "Marie Magdaleine" (Massenet), Mme. de Montalant and Mons. Beyle; "Hip, Hip, Hurrah!" and "Many a Lover," from Leo Falls' "Dollar Princess," and sung by the Dollar Princess operatic party; "Humoreske" (Dvorak), instrumental, by the Renard Quartet; "Three Studies" (Chopin), piano, by Herr Wilhelm Backhaus; "Bonnie Lezzie Lindsay," humorous record by Harry Lauder; and "Carmena" (Lane Wilson), whistling record by Charles Capper.

Discharge in Bankruptcy.

Jacob Dyon, lately trading as the Universal Talking Machine Provider, at Bishopgate street, applied for his discharge as a bankrupt, but the court refused the application and suspended his discharge for two years.

A New Microphone.

Two Swedish engineers have invented a wonderful new microphone, so sensitive as to enable telephone communication over double the distance now attainable.

Megaphone for Witnesses.

Owing to the bad acoustic properties of the Old Bailey courts, Justice Darling is asking to be supplied with a megaphone for the use of witnesses.

New Company.

Perfectophone, Ltd., capital £10,000 in £ shares; objects, to acquire certain British, American, Canadian, French and other patents relating to the manufacture of railway signals, lamps, talking machines and records, magazine holders, etc., and to develop and turn to account the same. Private company. Registered office, 62 Royal Exchange, Manchester.

Subject for a New Lauder Song.

Mrs. Harry Lauder, wife of the famous comedian, had an exciting experience while taking home a bulldog which her husband had bought in Blackburn and sent to London by train. At Easton the dog broke loose and tasted the calves of two porters. In company with Mr. Vallance.

ROYAL APPRECIATION

of the



To H. M. the KING OF ITALY



BY APPOINTMENT To H. M. the QUEEN



To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE OF EGYPT



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD,

LONDON

15 Rue Bleue, PARIS

36 Ritterstrasse, BERLIN

56 Balmes, BARCELONA

139 Belleghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

her brother, Mrs. Lauder drove in a motor-brougham to fetch the dog from Willesden station. On the way home the beast attacked Mrs. Lauder, biting her in the leg. Mr. Vallance tried to save her, only in turn to be viciously attacked himself. Mrs. Lauder fainted as man and dog rolled over in the street, Mr. Vallance struggling to keep the animal's teeth from his throat. Three policemen hurried to the spot, and after a fierce fight the dog was killed. Mrs. Lauder and Mr. Vallance were taken to the hospital, and both were able to return home after having their injuries cauterized and dressed. The next time Mr. Lauder buys a bulldog—well, will he ever?

High Prices for Rubber.

The price of India rubber, which has become one of the necessities of industrial life, touched record figures in London this week. Para rubber sold for 6s. 3½d. a pound, and fine plantation rubber, 6s. 10d. A few years ago rubber of any sort was a drug in the market at 3s. a pound, but the uses to which it is put have increased rapidly of recent years, and prices rule accordingly.

Russia to Fall Into Line.

About to become a signatory to the Berne convention, Russia has a new copyright bill before the Duma which has passed both readings. Rights are limited to thirty years only.

New Tetraxini Records.

Five new gramophone records by Mme. Tetraxini have been issued, and they are meeting with a ready demand.

"Twin" List for August

The "Twin" list for August is full of good things, while in the September impressions we are promised selections by the band of the First Life Guards; all for 2s. 6d., double-sided!

Simulated Bechstein Name.

A heavy fine and costs was imposed upon Henry Zender & Co., Ltd., of Cazenove Road, Stoke Newington, for causing to be applied to a piano the false trade description, "C. Eckstein, Berlin." The prosecution was at the instance of the well-known piano manufacturers, Messrs. Bechstein, of Wigmore street. There was no such name as C. Eckstein on the German register of pianoforte manufacturers, and the magistrate said the defendants were guilty of an absolutely fraudulent action.

The New Political Campaign.

Twenty-nine political vans start a summer campaign shortly, each equipped with gramophone and records of speeches by some of the leading statesmen of the day. Other records, comprising band and song selections, will also be carried, presumably to start the ball rolling.

Talking Machines, Records and Accessories of Every Description

WHOLESALE, RETAIL and EXPORT TRADER
On Cash Lines at Close Market Prices

Should you desire to buy English or Continental goods, write me at once. Prompt attention given to all inquiries, and orders shipped at shortest notice. DEALERS who desire to keep in touch with this side please state requirements.

For the past 3 years we have sent goods all over the world and in each case continuous repeat orders have been the result. We are prepared to STUDY YOUR INTERESTS if you favor us with your inquiries and orders.

OUR SPECIALTIES ARE

MACHINES, MOTORS, GEAR and GEAR WHEELS
NEEDLES, ALBUMS, REPRO and SOUND BOX-SPARES
FAVORITE, BEKA and ZONO RECORDS, ETC.

Lists and all particulars free on demand.

"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.

The suffragettes have not announced their intention of opposing these political meetings, and it is morally certain they won't ask for the vote here, since the gramophone politicians would not argue if they could.

Colmore Depot's Active Program.

The Colmore Depot (Birmingham and Manchester), through Frank S. Whitworth, writes The World as follows: "Dear Sirs—We have pleasure in advising you that our program for the coming season is now very nearly complete, and we shall be shortly placing same before all Midland dealers. Our campaign will be a very progressive one this season. Not only shall we have the new patterns of Edison phonographs and of Zonophones to place before our customers, but we are introducing into the market for the first time a special line of machines, which will be built for ourselves, and which we shall guarantee as being absolutely tip-top quality. These machines will be suitable for retailing at popular prices. In addition to machines, we have every anticipation of a very successful 1909-1910 season for Amberol records, and for the Zonophone and Twin records, those three being our staple lines, together with the evergreen "Standard" Edison records.

"The enormous demand that we have experienced for Gem attachments has given us good hope for what we shall do later on. We placed one of the biggest orders for these Gem attachments that the Edison Co. received in Great Britain, yet so far we have only just been able to keep pace with the orders we have received, besides which we find that where dealers are buying the Gem attachments they are also buying heavily of the Amberol records, so that by pushing the attachment the dealer is reaping double profits by selling Amberol records in the same quarter. We are emphasizing this point very strongly to all our dealers, and consider that those who have taken our advice have benefited very largely during the last few weeks."

Latest Clarion Records.

Clarion records to hand this month include six 100-thread and six of the new "Ebonoid" 200-thread style. The Standard records are: "You Might Shake Hands," Charles Lester; "For Months, and Months, and Months," Harry Fay; "The Wedding o' Sandy MacNab," Jock Walker; "Stars and Stripes" (march) Premier Military Band; "Vision of Salome," Bijou Orchestra; and "Lucinda's Serenade," Premier Concert Orchestra. The "Ebonoid," which are remarkably good, cover the following titles: Grand march, "La Reine de Saba," Premier Concert Orchestra, which also is responsible for "Sunday with the Troops"; "The Dollar Princess," and "Pot Pourri"; Stanley Kirkby sings "The Bandolero" in fine style, while "A Smoking Concert," by Messrs. Kirkby and Godden is a good selection of a humorous character.

Lower Rates for Telegrams.

At a recent meeting the Postmaster General intimated that in a few months time it would no doubt be possible to send telegrams to every part of the Empire at a shilling for 12 words. He had particulars of an invention by which 60,000 words could be transmitted per hour.

The Gramophone in the Antarctic!

About the only deviation from the hardships of Lieut. Shackleton's historic expedition in search of the "Pole" was the joyful gramophone concerts which crowned many a strenuous and exciting day's work. And the famous explorers were not the only ones appreciative of the music, for hundreds of penguins joined the company, and seemed to listen with the greatest interest. "Put Me on an Island Where the Girls Are Few" seemed especially to the liking of the older birds, but the younger generation of these queer creatures hung their heads in sadness. Perhaps next time the gramophone is taken South it will record their sentiments. In the meantime we have to acknowledge that the gramophone has fulfilled yet another mission in life, and next

time it goes "farthest South" I hope it may reach the Pole.

Rena Co.'s New Line of Machines.

I have had an opportunity of inspecting the Rena Mfg. Co.'s new line of interior horn cabinet machines, which are put up in oak, mahogany, satin walnut, maple, and other woods, and range in price from £10 up to 27 guineas. In point of value it would be impossible to give the palm to any particular model, since without exception each one represents the finest workmanship and finish which it is possible to obtain at the price. All are fitted with the famous planet motor, while a new feature in this class of construction is the patent mouth-shaped sounding board forming the top of the otherwise square-tapered interior horn. Several records were tested, and even with the cheapest model the reproduction was marked by an absence of the usual muffled-like sound so much associated with this class of machine. The cabinet designs are of an original nature, while at the same time being neat and dignified in appearance. Altogether the "Sonola" cabinet machines, as they are designated, form a splendid selling line for home and colonial traders, to whom the Rena Co. offer most generous terms.

Quicker Time With American Mails.

A saving of several hours in the landing of the American mails is now effected by a new plan of making Holyhead a port of call direct from Queenstown. By this arrangement some eighteen hours are saved, as very often the boats are held up at Liverpool bar by a dead low tide.

A Columbia Move.

The Columbia Co., having decided to do a factors' business only, have located their offices, stock room and staff at their factory. Factors' orders are now being sent direct to the new address, Bendon Valley, Garratt Lane, Wandsworth, S. W., and all shipments are being made from



THE STROH VIOLIN

A Novel Instrument
Possessing a

VIOLIN TONE

of Great Beauty and
Remarkable Power

**INVALUABLE IN SMALL
ORCHESTRAS**

These instruments are used by all the leading Talking Machine Companies.

The STROH VIOLIN, being constructed on scientific lines, will withstand the varied temperature of the tropics, where the ordinary violin is useless.

We have a special proposition to make to Musical Instrument Dealers.

A Descriptive Booklet free on application
to the SOLE MAKER

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

there. Much time is saved by this arrangement, as must inevitably follow the concentration at one spot of the manufacturing, order and despatching departments of the business. This move is the logical outcome of the change in business policy inaugurated some time ago by the Columbia managers, when they determined to retire from retail trading and conduct a wholesale business only. The trade was fully advised of this decision at the time, but it was impossible to carry through all the various stages of the new plan without some unavoidable delay. However, all obstacles have now been overcome, and the policy of dealing exclusively through factors is in active operation. Dealers' orders will not be filled direct, but will be referred to the factors.

Zonophone July List.

The Zonophone July list is a good one, and from which I would mention the following: "Austrian March," concertina solo by Alexander Prince; "Juliana March," by Mr. Tapiero on his ocarina; operatic selection, "La Traviata," well sung by E. Pike and Miss A. Yarrow; "Yeomen of the Guard," by the Black Diamond Band; "A Jovial Monk Am I," by Peter Dawson; and "Two Eyes of Gray," by Ernest Pike.

Lower Rates for Cablegrams.

Rates for cablegrams in the European system will be reduced by 1/2d. per word as from July 1. On which date also the new rule that artificial code words must be pronounceable comes into force.

Here's a State of Things!

At a recent London County Council meeting it was mentioned that music licenses in London are granted under the Disorderly Houses Act of 1751.

Columbia Indestructible Records to be Introduced.

The Columbia Indestructible cylinder record will shortly be placed on the English market by

J. G. Murdoch & Co., Ltd., who have secured the sole selling rights for the United Kingdom. There should be a good field for this class of record, but hitherto attempts in this direction have not been good enough for the record buyer. And although this new record appears to be scientifically constructed along lines which will withstand the ordinary fluctuating temperatures of our climate, the success of an indestructible

record has yet to be demonstrated on this market. If it fails in this consummation it will not be the fault of Messrs. Murdoch & Co., whose organization stands second to none among the factors in this country.

Capital is 1,250,000 Marks.

Messrs. Linstrom, whose capital was placed at 750,000 marks in this column last month, inform us that it is now 1,250,000 marks.

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, July 3, 1909.

Liverpool traders generally are going through a quiet time. Holidays are now generally in vogue throughout the trade.

Cramer & Co., who have one of the finest window displays in Liverpool, report good sales, especially with the "Pigmy Grand" machines.

Archer & Co. have found their Gramophone salon a decided success. Closed in, away from the noise and bustle of the street, customers are enabled to listen to the records they propose buying under the best possible conditions, and, as a result, their business is increasing.

Mr. Johnson, the wholesale factor in White-chapel, is most enthusiastic over the Clarion products; also over the new Clarion attachment for the Edison machines, and anticipates doing a large trade in them.

Messrs. Richardson, of Paradise street, look for large sales of Edison goods during next season. Mr. Abbott, the manager, considers that thousands of Amberol records will be sold as soon as the buying public get to know that with the Gem attachment they can obtain equally as good results as with the larger machines.

The Melograph Disc Record Co. have given up their offices at 22 Sir Thomas street and con-

solidated their business at one address—namely, 26 Jasmine street, Everton Road, Liverpool, which is the recording department.

MANCHESTER.

Manchester, July 4, 1909.

In Manchester business looks much more promising than for some time past. The Lancashire "wakes" or holidays are just commencing, and from now till the end of September this will be the principal thought of most of the people in the district.

Messrs. Richardson, of both Manchester and Blackburn, expressed themselves as well satisfied with business during the past few months. They have already issued circulars to the trade regarding the future prices of Edison goods, which have been considerably reduced. They are making special efforts to push the new Edison attachment for the Gem machine, as well as the larger machines, and anticipate exceedingly large sales to result therefrom. They will, in addition, handle the new Zonophone machines at £2 2s. and £4 4s., respectively; also Zonophone and Twin records, besides which they will have several special models of their own disc machines. Altogether, Messrs. Richardson appear

The "RENA" MACHINES



"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8 1/2 in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickered Aluminum TAPERED TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor

The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted to "RENA" Machines from £3 10s. upwards.

The Life of a Talking Machine is its Motor —WE'VE GOT THE MOTOR!



"RENA" MACHINE, No. 5a, £8 8s.

Cabinet: Solid Mahogany, with Inlay, size 16 in. by 16 in. by 8 1/2 in. Fitted with "PLANET" 24 minute Motor. Self-regulating SPEED INDICATOR. Nickered Aluminum TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

"The Machine With the Guarantee."

Manufactured by
THE RENA MANUFACTURING CO., Ltd.
27 Worship Street, Finsbury Square, London, E. C., Eng.
Cables and Telegrams: TALKINGDOM, London. Telephone: 5642 London Wall
WRITE FOR FULLY ILLUSTRATED LISTS.

"The Motor That Runs In Grease."



Our "Elite" 9 Machines One of the Best.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS
EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

to be well on with preparations for the next season's requirements.

Mr. Duwe, of High street, considers that we have now reached the bottom of the lengthened depression, and, taking all facts into consideration, trade is slightly better than it has been for some time past.

Mr. Davies, of the Colmore Depot, Deansgate, states that they are experiencing a considerable demand for the new Clarion Ebonoid five-minute attachments, which are now made to suit all types of Edison phonographs. Exceedingly simple in construction, they may be attached by a novice to the existing machines. They also supply a special stylus bar with the sapphire fitted with the outfit, and from what we understand the demand is likely to be exceptionally large.

At Robinson's, Deansgate, where they make a special feature of the export business, some very nice orders have been shipped during the past week or two to various parts of the world, West Indies, etc., etc.

LEEDS.

Leeds, July 4, 1909.

In Leeds normal conditions still exist. Stock-taking and balancing up of the previous year are occupying the attention of some of the dealers

here. This and the summer holidays are the most important events at the moment. The traders in this district are very optimistic, believing that business is likely to improve as soon as the holiday season is over.

J. Ribbons, of Hilton & Co., states that he anticipates the next season will be a very good one. They will have several novelties for the market.

The Perfectophone Co., in Kirkstall Road, anticipate that the forthcoming season will be a phenomenal one as regards sales in the specialties which they make.

Scott & Co. have given up their establishment in Albion street and will confine themselves to the wholesale business, with premises in King street.

BRADFORD.

Bradford, July 4, 1909.

In Bradford, like other towns in Lancashire and Yorkshire, traders are looking forward to improved conditions.

Business with the Parker Phone Co. is about normal.

Joshua Marshall & Co., Ltd., 19-21 Bank street, have extended their show rooms right through into Queensgate and have decided to make the

Gramophone department a separate adjunct on a lower floor. When completed it will be a distinct advantage, and there is no doubt that a separate salon for the Gramophone and record trade is necessary in a high-class piano and musical instrument business.

Messrs. Appleton, the wholesale dealers, report business as quite satisfactory, both here and in Leeds. Mr. Appleton makes a special feature of handling popular goods at popular prices.

At Dyson's, Ltd., the cylinder trade is quiet, but Mr. Tidswell thinks that there is a slight improvement on the summer trade of last year. Roller skates are occupying the bulk of their attention at the moment. Although we cannot say definitely we believe that next year Edison goods and Zonophone and Twin products will be their special lines.

Mr. Moore, of Manchester Road, is placing a new hornless machine upon the market called the Premier.

Regarding the copyright question, although the factors here received communications upon this subject from the chief manufacturers, in nearly each case, however, they recognize that it is a question that concerns the manufacturers far more than the dealers. The general opinion, as far as we can gather, is that if there is to be a tax upon the records it should be only upon those

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in



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

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

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

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

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

actually sold and not upon the records that the dealer stocks, as in many cases a considerable number of records are removed from the lists and returned, and it would obviously be very unfair to have to pay royalties upon records that were not actually sold to the public.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., July 9, 1909.

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

JUNE 15.

Amapala, 5 pkgs., \$275; Antofagasta, 8 pkgs., \$224; Colon, 4 pkgs., \$195; Demerara, 9 pkgs., \$313; Guayaquil, 3 pkgs., \$104; Havana, 29 pkgs., \$798; 11 pkgs., \$436; London, 4 pkgs., \$693; 128 pkgs., \$5,059; 23 pkgs., \$2,949; 150 pkgs., \$4,207; Manila, 9 pkgs., \$613; Maracaibo, 7 pkgs., \$122; Paita, 13 pkgs., \$340; Rio de Janeiro, 10 pkgs., \$1,358.

JUNE 22.

Berlin, 30 pkgs., \$260; Cartagena, 11 pkgs., \$155; Cape Town, 13 pkgs., \$293; Havana, 3 pkgs., \$183; 3 pkgs., \$150; London, 15 pkgs., \$574; 34 pkgs., \$923; 90 pkgs., \$3,535; Maracaibo, 3 pkgs., \$233; Para, 32 pkgs., \$1,756; St. Petersburg, 5 pkgs., \$174; Sydney, 5 pkgs., \$795; Tampico, 7 pkgs., \$322; 3 pkgs., \$310; Trinidad, 10 pkgs., \$293; Valparaiso, 2 pkgs., \$249; 3 pkgs., \$115; Vera Cruz, 88 pkgs., \$2,934.

JUNE 29.

Buenos Ayres, 55 pkgs., \$4,179; Callao, 5 pkgs., \$124; London, 30 pkgs., \$491; Sydney, 13 pkgs., \$1,955; 266 pkgs., \$7,100; Tampico, 17 pkgs., \$793; Vera Cruz, 68 pkgs., \$2,908.

JULY 7.

Berlin, 200 pkgs., \$1,370; Buenos Ayres, 126 pkgs., \$9,005; Capetown, 68 pkgs., \$1,925; Guayaquil, 4 pkgs., \$209; Hamburg, 1 pkg., \$127; Havana, 16 pkgs., \$1,126; 7 pkgs., \$171; Hong Kong, 30 pkgs., \$1,039; London, 476 pkgs., \$4,293; 14 pkgs., \$569; 9 pkgs., \$222; Manila, 10 pkgs., \$711; Melbourne, 3 pkgs., \$180; 3 pkgs., \$306; Milan, 3 pkgs., \$100; Para, 10 pkgs., \$487; Rio de Janeiro, 7 pkgs., \$453; 50 pkgs., \$940; Savanilla, 7 pkgs., \$198; Singapore, 10 pkgs., \$692; Tampico, 29 pkgs., \$1,099; Valparaiso, 2 pkgs., \$140; Yokohama, 20 pkgs., \$1,649.

It pays to advertise when business is good, to let people know what you have, and when business is poor to let them know you are still selling goods.



EDISON'S RECIPE FOR SUCCESS.

Hold on When Others Get Discouraged—Must Toil Unremittingly and Face Many Disagreeable Experiences in Order to Reach the Top—An Inspiring Article.

The question of success and how to attain it is always a familiar topic. It makes good copy, no matter in what calling one may be engaged. Everyone has aspirations and ideals and whatever the station of life may be the American spirit is to look and aim higher up.

Take the career of Thomas A. Edison, the inventor of the phonograph, for instance. Here we have as an example a man who from a newsboy has worked his way up to the very top in the scientific world, and a man, too, who has won a fair share of the world's goods as a reward for his ability and industry. How great men have climbed the ladder of success is always interesting, and it is worth listening to Edison's recipe. He said some time ago: "In scientific work, as in all other work, the chief factor of success is the power of sticking to one thing. I attribute all that I have accomplished to the fact that I hold on where most persons get discouraged."

Stated another way, the reason why most men fall short of success is that they are unwilling to pay the price. They are not willing to toil unremittingly in the face of discouragement. They want the fruits, but are unwilling to plant and tend the tree for years.

One goes to a concert by a famous pianist or violinist or singer. One admires and marvels at the ease with which the artist produces wonderful music. One wonders why the musician should receive a thousand or two thousand dollars for doing such an easy thing.

But one never stops to think that perhaps for twenty years the artist practiced hours every day to learn to do the thing that seems so easy.

No matter what it is in which a man or woman becomes pre-eminent, back of it all lie years of hardest, most discouraging work.

Whether one be a success as a painter, sculptor, toe dancer or an acrobat, there is only one way to reach the top—perseverance, stick-to-it-iveness.

It has been said that when Edison was engaged upon some difficult problem he would lock himself in the laboratory and work day after day without sleep. His meals were handed in to him through a window.

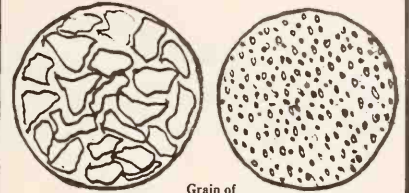
When he was engaged on the problem of making an incandescent electric light he tested and carbonized thousands of fibers brought from all over the world until he found the right one.

EPIGRAMS OF ENERGY.

Utilize every minute.
Systematize your hours.
Don't dodge daily duties.
Change window shows weekly.
Special monthly sale of slow stock.
Endeavor to increase yearly profits.
Be active and accurate always.

Don't put too many signs in your window; one, or possibly two, is plenty. Make them plain and short; the public hasn't time to read a dozen signs; put the goods in; they will take time to look at these.

Don't Buy Needles Wasting Records



Bad Needles Condor Needles

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

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

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

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

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

AROUND THE CINCINNATI TRADE.

Conditions Same as Last Month—Interest in Victrola XII.—Wurlitzer Sale to Standard Oil King—Big Sales of Fireside Phonographs—Larger Display Space for Columbia—Other News Worth Recording.

(Special to The Talking Machine World.)
Cincinnati, O., July 9, 1909.

The conditions in the talking machine trade are practically the same in June as they were in May. Large dealers, who have been forced by their investment and their expenses to continue their efforts, seem to be enjoying a very profitable and satisfactory business.

The sales force of the Rudolph Wurlitzer Co. are awaiting the arrival of the new Victrola No. 12, stock order for which was placed immediately upon receipt of the announcement by the Victor Co. This instrument fills the demand which has always existed for a hornless Victor, more reasonable in price than the Victor-Victrola No. 16. The sample which was received several weeks ago was promptly tested, and its splendid reproducing qualities awakened the greatest enthusiasm among the Victor sales force.

This new style Victor-Victrola will be featured in a number of concerts to be given in representative churches and clubs in Cincinnati, and will undoubtedly be the means of increasing the volume of retail business manifold.

One of the largest retail sales made in Cincinnati consisted of a Victor-Victrola in white and gold, which was made up especially for Alexander McDonald, the local "Standard Oil King." This instrument was made up by the Rudolph Wurlitzer Co. especially for use in the immense music room of Mr. McDonald's Clifton home. The price of the instrument itself was \$500; the large number of records sold to Mr. McDonald will easily make him the largest retail Victor customer in Cincinnati.

The Rudolph Wurlitzer Co. report a heavy demand for their record albums. Practically all

of the more enthusiastic Red Seal record buyers are using this system of filing their records, and nothing is more pleasing and satisfactory than to find a collection of records filed away in a bookcase, with other valuable collections of books and pictures.

The new Edison "Fireside" phonograph has had a tremendous sale, which is especially remarkable in view of the fact that trade in cheap instruments has been very light during the season. The sale of this instrument, however, shows the confidence that the dealers have in the phonograph proposition, and that while the little cross-road merchant is temporarily neglecting the talking machine line, there are plenty of up-to-date merchants who are pushing the goods and making sales.

The Columbia Phonograph Co. have changed the front window of their storeroom, giving a larger display space with a better appearance. A fine marble base to the window adds to its attractiveness. A special sale of XP gold mold wax records at 15 cents each is the feature of the month in the record line. The sale of the Indestructible records was larger in June than were the sales of last December, when a record mark was attained. Both local and wholesale the demand for these records has more than pleased Manager Nichols. He said of business with his store: "General business during the past month was away ahead of the same period last year. Cash business is on the pick-up, being much ahead of the instalment trade. The settlement of the tariff question will do much to inspire trade to its old-time vigor. I may add that the work done on the front of our store is but the beginning of improvements that are to be made looking to the handling of a larger trade this fall and next spring. I have every confidence in the future of the business here, and expect improvement right along from now on."

The Milner Musical Co. have stimulated the machine trade this month with an advertisement of the Fireside phonograph, which sells at

\$22. This brought in the buyers and helped trade to a marked degree since the first of this month. The outlook for this month is, accordingly, encouraging. Cash business is reported good. The workmen are again getting where they can indulge themselves. This will help trade. This store has a regular trade of well-to-do people of the city in the Red Seal line that is a regular asset each month.

E. D. EASTON SAILS FOR EUROPE.

Many Friends and Business Associates Wish Him Bon Voyage.

On June 22 Edward D. Easton, president of the Columbia Phonograph Co., General, sailed from New York for Europe on the "Noordam," of the Holland-American line. He was accompanied by his wife and two daughters. Mr. Easton will place his family in one of the most picturesque spots in Switzerland, which he will make temporary headquarters, making trips of inspection to the various Columbia offices on the Continent. He will be back about August 1. A large number of personal friends and business associates were at the steamer's side to wish the party bon voyage.

A VISITOR FROM TORONTO.

A. F. Tero, manager of the Columbia Phonograph Co.'s business in Canada, with headquarters in Toronto, who has been visiting the executive offices for several days, left New York June 28, returning home. He is also president of the Toronto Phonograph Co. A. P. Anderson, treasurer of the same company, and at one time private secretary to Edward D. Easton, president of the Columbia Co., General, who came to New York with Mr. Tero, started back next day. The Toronto Phonograph Co. are exclusive Columbia jobbers for the province of Ontario, and are doing a fine business. M. Anderson said the Canadian talking machine outlook was excellent.

The "B. & H." Fibre Needle

is the only common-sense and logical one
for use on a disc record

Scientifically Shaped,
Scientifically Prepared,

just rigid enough for the specific purpose for which it is intended.

The Ideal Needle for the Home.

THE RESULT OF SEVEN YEARS' CAREFUL EXPERIMENTATION.

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

208 East Kinzie St.

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Second Annual Convention

of the

National Association of Talking Machine Jobbers

Atlantic City, N. J., July 6, 7, 8, 1909.

The second annual convention of the National Association of Talking Machine Jobbers was held in Atlantic City, N. J., July 6, 7 and 8, and in point of attendance and results accomplished it was a decided success in every sense of the word. Over half of the entire membership of the association was present. Representatives came from as far as Portland, Ore., and Houston, Tex., and when the meetings were over felt that their trip had been well worth while.

With the convention opening on Tuesday, following a practically three-day holiday due to the Fourth of July, many of the members brought their families to Atlantic City, and including the period of the meetings, made the occasion a very enjoyable week's outing. Of course, the majority did not reach town until the morning of the first session, but that in no wise interfered with the entertainment features.

Shortly after breakfast the jobbers and their ladies could be seen separating in all directions, some to the inlet for a sail far out to sea, others to the beach for a dip in the surf; still others for a jaunt along the boardwalk, while those who cared not for any of these pleasures found entertainment on one of the several piers. With no meeting to hother about in the morning, the pleasure was unalloyed, and the wisdom of the plan was proven by the attendance at the meetings when they opened, for everyone seemed to realize that the afternoon should be devoted strictly to business.

James F. Bowers, president of the association, presided at all the business meetings, and to Mr. Bowers' admirable executive ability may be attributed much of the success of the association gathering.

He has devoted a great deal of time and thought to the affairs of the organization, and it must have been with a keen sense of gratification that he witnessed the success of the united efforts of the talking machine men as illustrated by the Atlantic City convention.

Considerable regret was expressed when it was known that Mr. Bowers would not stand for reelection to the presidency, but he said that his own business affairs rendered it imperative that he should cut somewhere.

Never before at a talking machine gathering have so many leading men of the industry been gathered together.

The presence of Thos. A. Edison, considered by many to be the most distinguished American of the century, lent unusual interest to the affair.

Then the men who are at the head of the business departments, directing forces of great organizations, were there. Louis F. Geissler, general manager of the Victor Co.; Geo. W. Ly'e, general manager of the Columbia Phonograph Co.; Frank L. Dyer, president of the National Phonograph Co.; R. G. Royal, president Universal Talking Machine Mfg. Co., with important members of their staffs, were strongly in evidence.

The general arrangements of the convention reflected much credit upon J. Newcomb Blackman and Louis Buehn.



JAMES F. BOWERS,
The Retiring President of the National Association of
Talking Machine Jobbers.

They received and deserved the hearty congratulations of their confreres upon the result of their work in arranging the convention affairs.

The plan of holding the business meetings in the afternoon worked admirably. This enabled the members to enjoy the mornings along the beach and in various forms of pleasure.



PERRY B. WHITSIT,
The Newly-elected President of The National Association
of Talking Machine Jobbers.

The first meeting was called to order at the Chalfonte on Tuesday, the 13th inst. In making his annual report President Bowers said:

President Bowers' Report.

"To the officers and members of the National Association of Talking Machine Jobbers:

"Gentlemen:—On this occasion, the second of our annual gatherings, we are to be congratulated on having reached this stage of our journey, and it is proper before going further on our pilgrimage to come together for instruction, caution and advice concerning our business and its many details and ramifications. The year just closed, while not entirely to our satisfaction, has been something better than its predecessor, and the year opening holds promise of still better things. We have gone through two gruelling years and a better state of affairs will be welcomed by all of us. The law of compensation runs through all things and our recent adversity is not an entirely unmixed evil. The Association has, to an extent, been tried by fire and much of the dross of the business burned away. There is not now, nor has there ever been, any sound and valid reason for the fear of the future of the trade. Let me say to you that its future is all before it. Read carefully and ponder thoughtfully the ringing utterance of the head of the Victor Co., Mr. Johnson, on this very topic. There are, as there always will be, doubting Thomases, but we are made of sterner stuff. He who dallies is a dastard, he who doubts is damned.

"Our membership is growing satisfactorily, both in number and usefulness. We have brought about better conditions for the trade, largely through the kindly, prompt and encouraging acquiescence of the great manufacturers in our recommendations and suggestions, and to those concerns our thanks are due. I am satisfied that the manufacturers are of a mind with us in realizing that our interests are mutual, and I further believe that just as long as we carry our Association work along careful, reasonable and prudent lines, just so long will we have the support and hearty co-operation of the men who head the splendid concerns from which we draw our supplies and much of our inspiration.

"The reports of your secretary, treasurer and the chairman of your various committees will give the vital statistics of the organization and on these I will not intrude. I congratulate you on the possession of such men as your secretary, Mr. Perry B. Whitsit, your treasurer, Mr. Louis Buehn, and the chairman of your press committee, Mr. J. Newcomb Blackman. To the efforts of these men is largely due the position the Association holds to-day and also the high regard in which it is held. I trust the deliberations will be harmonious and satisfactory and result in the still greater good of all concerned. Matters of serious moment will come up for discussion and settlement and these should receive your best attention and most conscientious consideration."

President Bowers' remarks were heartily applauded by the members.

The next report was that of the secretary, Perry B. Whitsit, and was as follows:



DELEGATES TO THE NATIONAL TALKING MACHINE JOBBERS' CONVENTION AND GUESTS PHOTOGRAPHED IN FRONT OF THE CHALFONTE.

Report of Secretary Whitsit.

When the Convention was called at Atlantic City last year, the association numbered 111 members. Since that time there have been added to the membership 19 distributors.

The following firms have been dropped as members of the association for the reason that they are no longer jobbers of talking machines: Pittsburg Phonograph Co., Conroy Piano Co., A. J. Denninger, Texas Phonograph Co., Powers & Henry, W. C. DeForest & Son, J. A. Fetterly Piano Co., Musical Echo Co., A. J. Rummells Arms Co., Zed Co.

The following questions have been taken up with the Victor and Edison companies: The matter of the companies either directly or indirectly selling to dealers or consumers; the matter of the Victor Co. raising the initial quantity purchased by prospective dealers allowing them a discount; asking the manufacturers to limit their catalogs and issue an even exchange on cut-out records; asking the National Phonograph Co. for a special license on all second-hand machines, allowing them to be disposed of at less than the regular price; making a fixed price for second hand or shop worn machines according to the number and age of the machine; asking the Victor Co. for a larger discount on double disc records; asking the Victor Co. to exclude from their qualifying purchase, Victrolas and Auxetophones; asking the Victor Co. to issue their doubled-faced records in smaller quantities instead of 100 or 200 at a time, thereby allowing smaller dealers to stock them gradually.

After taking a vote of the Victor distributors in the United States, whose opinions were unanimous against consignment of records, I forwarded the opinion of these distributors to the Victor Co., and asked them to make it a part of their contract that no records should be sent out on approval.

The companies have received these suggestions in the kindest manner, and in most cases have complied with the request made by the association. Some of them they are still considering, and no doubt will act favorably upon them. We have always found both companies willing and anxious to receive suggestions which the association felt would be beneficial to the trade, and in all cases where it would work no extraordinary hardship on the companies, more than willing to comply with these requests. Your committee has been received with the kindest of feelings by both the Edison and Victor companies, and been given all the attention which they could expect. The impression left upon me is that both companies felt that their interests are identical with their jobbers, and for that reason, if no other, the opinion of their jobbers is well worthy of consideration.

The reports of the various committees were then called for, and, summarized, were as follows:

Committee on Resolutions Report.

As chairman of the press committee, J. Newcomb Blackman referred to their functions, and that the work was carried on with a view of interesting the members as well as the manufacturers, and to supply the newspapers with proper information for publication, so as to keep the trade at large in touch. He stated their relations with the factories were most amicable.

Also as chairman of the resolutions committee, Mr. Blackman submitted quite a lengthy report, dealing mainly with the suggestions made to the manufacturers on behalf of the association, the greater number of which were favorably acted upon. He stated they had accomplished a good deal, not because it was requested, but because it was asked for in a proper way, and that everything was first carefully considered before submission. The Victor Co. was especially commended for promptly granting the usual discount in double-disc records.

Mr. Blackman then summarized the results gained by the membership committee, and said that they had worked hard to make additions and secure a large and representative attendance at the convention. The program for the different days was explained.

In his committee of arrangements report the

same gentleman expressed much pleasure over the presence of Thomas A. Edison and W. E. Gilmore, former president of the National Phonograph Co., who had been urged to attend in order to meet a host of staunch friends, even if he had retired from the field, and who recognized in him the "man who created the Edison business." The expected coming of President Johnson, of the Victor Co., was likewise mentioned in a similar pleasing vein. The unavoidable absence of Emil Berliner, the inventor, was referred to with regret.

After the reading of the reports of the various officers and committees, various matters were brought up for general discussion under the heading of new business.

Sales on Instalments.

Burton J. Pierce, of the J. W. Jenkins Sons' Music Co., Kansas City, Mo., read an interesting letter regarding the question of increasing the prices of talking machine outfits sold upon the instalment plan. The question involved created considerable discussion among those present and it was the general decision that interest at least should be charged on goods sold on instalments and the matter will be taken up with the manufacturers by the executive committee at an early date.

Record Lists Discussed.

The size of the record lists now issued was



LOUIS BUEHN, TREASURER.

also a subject of discussion, the feeling being that the lists were too large and responsible to a great extent for the increasing surplus stock of both jobbers and dealers.

Clearing House for Surplus Records.

It was also strongly suggested that some plan be devised for providing a clearing house for surplus records by either the manufacturers or the Association. While the members of the Association agree that the manufacturers have been very liberal in their treatment of the jobbers in the past, nevertheless, surplus stock will accumulate through faulty judgment in the election of records. Very often a certain record is expected to prove an instantaneous "hit." Sometimes, however, it proves only a moderate seller and those jobbers who have stocked up strongly on a prophecy find practically dead records on their hands, which sell, however, in just sufficient numbers to prevent the factories from discontinuing them.

The matter was placed in the hands of the executive committee that they may secure data and opinions as to the best solution of the problem.

Louis Jay Gerson's Remarks at Meeting.

The necessity of some action on the part of this association along the lines of securing legislation in our several States covering the protection of talking machines, when leased or hired, is one of importance, and it should be considered, and, if possible, acted on at this time. I refer to the exemption of talking machines, leased or

hired, from levy or sale and execution or distress in rent. In every State there is similar legislation that has been enacted to protect pianos and organs, sewing machines and typewriters are also protected in some States.

In 1895, on the 25th day of June, Governor Hastings, of Pennsylvania, signed the following Act of Assembly, exempting sewing machines and typewriters. It reads as follows:

"No. 194. An Act to exempt sewing machines and typewriting machines, leased or hired, from levy or sale on execution or distress for rent.

"Section 1. Be it enacted, etc., that hereafter all sewing machines and typewriting machines, leased or hired by any person or persons residing in this Commonwealth, shall be exempt from levy and sale on execution or distress for rent due by such person or persons so leasing or hiring any such sewing machine or sewing machines, typewriting machine or typewriting machines, in addition to any articles or money now exempt by law. Provided, that the owner or owners of such sewing machine or sewing machines, typewriting or typewriting machines, or his or their agent or the person or persons so leasing or hiring the same, shall give notice to the landlord or his agent that the instrument is leased or hired."

The reasonableness of a like action, protecting talking machines, is obvious; inasmuch as it not only protects those who are engaged in marketing these goods on instalment, but it also affords an opportunity of having the talking machine line placed on a higher level and of having it within legal protection, as well as establishing, through such an act, a ground work for precedent on which court decisions involving ownership and questions of title could better be obtained, and all in the interests of the lessor of the property. In other words, such an act would establish a better relationship between the buyer and seller in an instalment sale of a talking machine, which transaction we generally carefully disguise by legal phraseology, by terming it "a rental proposition."

The business of leasing talking machines has grown so large, and so many business houses have adopted the instalment policy on these goods that the masses are being educated to that method of purchasing, and as this follows so closely in the footsteps of the piano business, in which we all know that the cash business is the exception, it should be readily conceded that the majority of talking machine outfits put out on the regular plan are located in rented homes.

I therefore recommend that this association take up the question of securing a like protection for the talking machine industry with a view of embodying this matter of protection in proper verbiage. Also, that committees be appointed in each State for the purpose of securing the interest and favorable action of legislators, doing it through the co-operation of the members



FIVE ASSOCIATION ENTHUSIASTS.

of the local association, or through the dealers resident in that State.

Mr. Gerson Discusses Instalments.

Mr. Gerson then took up the instalment question and proceeded to show where the manufacturer's present policy, as covered by their distributor's and dealer's contracts, work a hardship upon the trade. The injudiciousness of a one-price system is clearly shown in the focus of instalment against spot cash. The option is the customer's. Shall it be \$100 cash down, or \$1 down and \$10 a month, until the \$100 is paid?

I call this very important question to the attention of the talking machine trade, and particularly to the thinking members of this Association. The manufacturers have endeavored to quiet our anxieties on this subject by shaking a "bug-a-boo" before our eyes and saying "let it alone, and be satisfied with our iron-clad, non-breakable contract system of "oneness of price," for if you don't look out, the "price-cutter" will get you."

Tremendous Wane of Profits.

Those in charge of the financial end of talking machine houses doing any instalment business at all cannot help but realize that there is a tremendous wane of profit on this class of business, before you get your money. You figure 83 per cent. or 100 per cent. profit on your investment "on paper." You have not figured



J. NEWCOMB BLACKMAN, VICE-PRESIDENT.

your cost of selling, your expense of collecting and the apportionment of loss derived from repossessions (generally damaged), legal services and "skips."

This loss is directly enhanced by the fact that many "cash sales" are turned into instalment leases, because there is no advantage offered for the immediate money, nor any penalty imposed, nor interest added for accommodation granted. The absence of interest or adequate compensation for the investment of the dealer is contrary to all laws of business or common sense. And, in a like manner, the pendulum swings over to the other side, and the restrictions which forbid discount for cash also seem unreasonable.

The question at issue is one where competition makes it imperative for all active dealers to exploit the instalment game, and advertise "no interest, no bonuses, no extras." "Just one price, and one price only." "Buy from us, and take your time, one day or one year to pay in—now suit yourself." The large department stores of the country render competition very keen through publicity, wherein they offer: "Any talking machine in the house on small weekly payments." Quoting from an advertisement now before me a department store advertisement reads: "This machine and records delivered to your home on free trial; terms—nothing down, and \$1 a week." This was a Victor III with one dozen records.

Victrola Proposition Exempt.

While the above illustration may "not" apply



In the chair, Jas. F. Bowers, Retiring President. By his side, Perry B. Whitsit, the man who now heads the organization.

to Victrolas, it may soon come, as it has with pianos. At any rate, Victrolas may be leased almost anywhere at the same price as cash. Terms of \$10 down and \$10 a month on this \$200 machine with records are offered everywhere. What does this year of waiting mean to your investment, and what does the second year of waiting mean to your profits?

What inducement is there to offer a purchaser of a Victrola who understands the advantages of instalment terms, and who "could" pay cash? Any "good" business man who pays spot cash for a several hundred dollar purchase does so for one of two reasons. Either he knows nothing of the instalment terms, or he does not want to be bothered with the custodianship of the money.

There are several reasons that, in my experience, appeal to talking machine purchasers in favor of paying cash, for instance: First, they do not desire to be bothered by collectors. Second, they believe they are getting better goods, new goods, at least. Third, their idea that they are saving money, or their ignorance of the situation. I leave it to any of the gentlemen present, if they would hand out \$200 spot cash on receipt of goods, without a discount, in payment of a bill marked "Terms: two years, no discount for cash."

The entire situation is positively wrong, illogical and without precedent in the business world. It makes liars of our salesmen (if they are successful ones), and develops misrepresentation, if not actual dishonesty, which will redound to our discredit, sooner or later. We are all after the cash, and the cash is in sight, but with no inducements to offer, the way is difficult and even impossible. The situation is getting worse and worse, as competition grows more keen.

Development on a Larger Scale.

The instalment end of the talking machine business is now being developed on a larger scale than ever, principally by piano houses and department stores, which extend to the talking machine line the same basis of instalments or easy payments, or so-called "clubs" through which the public is induced to believe it is getting better prices and terms than it individually could control.

If this situation is not soon relieved, the development of the existing conditions will result in great discouragement to the small dealers, if not their entire elimination, for how will they be able to handle the instalment business on small and insufficient capital? There is a remedy!

The manufacturer who will not favor an amendment to the distributor's and dealer's con-

tract, permitting either a discount for cash on talking machines, or the insistence of an interest charge on instalment sales of machines, has not the trade's interest at heart. The whole subject boils down to the reason for "interest and discount." There is a reason! Accommodation must be recompensed. Spot cash must be rewarded. Who is going to pay the bill?

WEDNESDAY'S MEETING.

James F. Bowers has done splendid work for the organization, and that his work was appreciated by the members of the association is evidenced in the fact that had Mr. Bowers desired a re-election his fellow-members would have been delighted.

When the nominations for officers were in order, Mr. Bowers left the chair and in some very eulogistic remarks placed the name of Perry B. Whitsit in nomination, and moved that he be elected by acclamation.

The secretary was instructed to cast one vote for Mr. Whitsit.

New Officers Elected.

At this meeting the following officers were duly elected for the ensuing year:

Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, O., president.

J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, vice-president.

J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., secretary.

Louis Buehn, of L. Buehn & Bro., Philadelphia, Pa., treasurer.

Executive Committee.—E. F. Taft, of the Eastern Talking Machine Co., Boston, Mass.; J. F. Bowers, of Lyon & Healy, Chicago, Ill.; Lawrence McGreal, Milwaukee, Wis.; Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O.; H. H. Blish, of Harger & Blish, Des Moines, Ia.

THURSDAY'S OPEN MEETING.

The final meeting of the convention was held on Thursday afternoon, and was, as scheduled, an open meeting where those in the trade, not jobbers, might bring up matters for consideration and discussion. And be it said, the idea of an open meeting was a decided success in every sense of the word, and the session was attended by over a hundred association members and their friends. The meeting was called to order by President Bowers, who called upon W. D. Andrews to act as chairman. Mr. Andrews stated that first would be heard a number of papers by association members upon various subjects of trade interest, and suggested that the manufac-

turers give thought to the various suggestions and endeavor to carry them out if possible.

The first subject discussed was "The Value of Records that Educate" in a paper prepared by E. F. Taft, of Boston.

THE VALUE OF RECORDS THAT EDUCATE

E. F. TAFT

I feel that the subject is a broad one, and one that would lend itself to a lengthy and more



BIG ONES OF THE NATIONAL PHONOGRAPH CO.

Front row, from left to right, Frank K. Dolbeer, Frank L. Dyer, C. H. Wilson. Rear; L. C. McChesney, N. C. Durand, C. E. Goodwin.

learned treatment than I am capable of giving it. However, as the paper requested was upon the subjects of records and not my own capabilities, I will from now on confine myself to "The Value of Records That Educate."

Three Classes of Records.

That good records do educate I believe is universally acknowledged, and such records may, I think, be divided into three classes—instrumental, vocal and those prepared for the purpose of teaching foreign languages. Our association cannot take the credit upon itself of being in any way responsible for these records, but must concede to the factories and the experts employed in their recording laboratories all credit. To my mind the uplift given the talking machine business in the past few years is almost directly traceable to the high quality and educational value of the records produced. This class of record has lifted the talking machine of a few years ago into the musical instrument class of to-day.

Due credit must be given the factories for their progressiveness and the enormous expenditure of money made by them to secure the services of talent capable of producing educational records. Credit must be given to those who through their far-sightedness and experience as purveyors of education in connection with the teaching of foreign languages have expended their money to obtain the services of foreign professors to prepare cylinders by the use of which one can readily master French, German, Spanish and Italian. These records are purely and simply educational.

When such men as John Philip Sousa, Arthur Pryor, Victor Herbert and their like lend their names, reputation and talent to the producing of instrumental records, none but those which educate and elevate one's musical tastes result, and we find ourselves drifting away from our rag-time propensities into the realms of the standard and classic music of the masters.

Uplifting the Business a Mission.

Education is the development of the mind. What better education can one find than in the hearing of the works of the greatest composers the world has produced, interpreted by such recognized artists as Caruso, Bonci, Gogorza, Scotti, Daddi, Melba, Eames and countless others with whose records you are familiar. To those classes of records can be traced, I think, the educational value of the talking machine, or, as we are pleased to now call it, our musical instrument.

The uplift given the business through the medium of these high-class educational records has resulted, not only in a favorable recognition of the talking machine by a critically musical public, but in a demand for a higher-priced and better instrument for the reproduction of the records. While all due respect must be accorded our desires to educate the public, close to our hearts is the thought to increase our business and our profits. So I say let the good work go on, and let us by co-operation with those who have fearlessly invaded the "talent" markets of the world and by their reproduction of this "talent" given us the best that is obtainable, continue the uplift of the business, the education of the public and the swelling of our net profits.

The next paper was one prepared by Wm. F. Davison, of the Perry B. Whitsit Co., on "The Value of State Organization of Dealers."

VALUE OF STATE ORGANIZATION OF DEALERS
WM. F. DAVISON.

The value of State organization of dealers in our line is unlimited. Not only is organization valuable to the dealers, but it makes itself felt through the entire trade, including the dealer, the jobber, and the manufacturer. In every instance organization is calculated to do one of two things, either to bring about better conditions, or to make better men. The very fact that practically all lines of business in this progressive age find it advantageous and profitable to maintain associations would seem to indicate that the



LOUIS F. GEISSLER AS HE CAME OUT OF THE CHALFONTE FOR A STROLL ON THE BOARDWALK.

talking machine dealer would develop much faster had he the opportunity to meet with his fellow dealers. If we are to have better talking machine dealers, we must have more of them who have confidence in the future of the business. This confidence can best be imbued by State associations. Too many talking machine dealers fail to realize the possibilities of their line, or if they do, then there is something lacking about their way of going after the business. In fact, there are numerous ways in which their methods might be faulty. You no doubt have dealers on your books who are doing an enormous business, while you have others in localities just as good who are not doing the business. Apparently, there is nothing the matter with the dealer or his territory, yet the fact remains that he is not getting the business. Is it not reasonable to suppose that by associating with other dealers he would learn something which

would make him a bigger and better dealer. Associations are bound to arouse the dealers' enthusiasm. They are bound to increase his business and in turn increase his jobbers' and the manufacturers' business.

Dealers Should Aid.

It will be well, gentlemen, for you to lend your aid to the promotion of dealers' associations in your various territories. When you are asked to give assistance or advice, do so. Keep in close touch with them. The dealers are liable to make mistakes. They are prone to jump at conclusions quickly. They sometimes get an idea that existing conditions are unjust to them; yet, when these conditions are carefully gone over and the real facts exposed, the very dealers who were loudest in their denunciation are the first to admit they were mistaken. In order to be successful, these associations must not be radical. They must be reasonable. Each important question which arises should be carefully weighed and discussed, at length before action is taken. It is at critical moments your advice is most likely to be sought.

What Has Been Done in Ohio.

In connection with this subject, it might be well to refer to the Ohio Association of Talking Machine Dealers. The officers and members of the Ohio Association of Talking Machine Dealers are justly proud of their association. Organizing at a time when conditions in the talking machine business were never worse speaks well for the character and spunk of their members. Like many other good movements, the first few months of this association's life were filled with trials and tribulations. The first meeting was held November last in Columbus, Ohio. The attendance amounted to a meager handful when the number of contracted dealers in Ohio is taken into consideration. At this meeting officers were elected and an active campaign started for members. The second meeting was held at Cincinnati, Ohio, in February. The attendance at this meeting was somewhat better than the Columbus meeting, but there was still room for much improvement. The third meeting was held at Cleveland in May, and was the banner one of all. The untiring efforts of the officers had begun to show results. There were thirty-five of the leading Ohio dealers present. The feature of this meeting was the presence of two expert repair men, one from the Victor factory and one from the Edison factory. Practical demonstrations were given on all kinds of repair work, which were very beneficial to the dealers present. Dealers who were attending a meeting for the first time were warmest in their praise of the association. They were convinced that an association was a good thing for them. Relating experiences, exchanging ideas, and learning the different forms of advertising used are all valuable to them, because these are the things which will help them build up their business.



A NUMBER OF CONVENTIONISTS SNAPPED BY THE WORLD'S PHOTOGRAPHER JUST AFTER A BUSINESS SESSION.

Has Membership of Twenty-Six.

The secretary of the association tells me that its membership at the present time is twenty-six members. He expects to have at least fifteen more before the next meeting, which will be held the first Wednesday in August at Cedar Point, Sandusky, Ohio. Ohio jobbers have assisted the association in every possible way. From three to six jobbers have been represented at each meeting, and have done much to encourage the dealers. Our company has been represented at each meeting, and we consider ourselves well repaid for the time and expense incurred. It has not only been a good way of advertising ourselves, but it has enabled us to become more intimate with the dealers in our State. Dealers' associations will give the dealer a better knowledge of his business. They will give him the ideas of fifty men instead of one, and they will do much to make him see the future of the business in the right light.

H. H. Blish then read his paper on "The Manufacturer, Jobber and Dealer; Why Their Interests are Identical."

THE MANUFACTURER, JOBBER AND DEALER—WHY THEIR INTERESTS ARE IDENTICAL.

H. H. BLISH.

Are the interests of the manufacturer, jobber and dealer identical? To my mind the success or failure of the industry will measure in the ratio of the completeness of this knowledge to the interests of each being understood to be identical. There is no industry where it can be more truthfully said that the interests of the manufacturer, jobber and dealer are more identical than in the talking machine business. The very nature of the industry makes this so. The business being wholly a contract one makes dealer and jobber a part of one of the most perfect industrial machines the commercial world has ever seen. That this is all the more remarkable,

it must be remembered, that its growth has been only during half a score of years. And right here I want to pay my tribute to the most extraordinary business sagacity of the men who have had charge of the business end and who outlined its policy during the trying time of its formation period, for to their foresightedness in establishing the policies governing the business at that time is due the wonderful growth and most marvelous success of to-day.

Policy of Publicity Created Business.

One of these early policies which has remained unchanged from the start embodied the marketing of this product, and the jobber or distributor was created and given a share in the profits of the business. At first these distribution centers were few and at widely separated points, but the manufacturers' policy of publicity soon brought such a flood of business, that nearer centers of distribution were found necessary in order to render more prompt freight service and to make the freight cost less burdensome; and to-day I know of no industry whose business wheels move with less friction and steady stride than do the manufacturers and jobbers of phonographs and talking machines.

Ostensibly, it is the manufacturer's province to create the demand with the public for their wares. The nature of these goods being unusual and easily a luxury it requires rare skill and judgment to so create, by advertising, a demand by the public for them. Yet how well the manufacturers have taken care of their end, along this line, I need only say that since I have been east I have been told that the advertising appropriation of the Edison, Victor, Columbia and Zonophone companies for the coming year exceed half a million dollars, and all this for the immediate and direct benefit of the dealer.

In order that the flood of business which I firmly believe will follow in a golden stream this coming fall and winter may not be lessened by the unpreparedness of the dealer who may be caught napping, hard and conscientious work on the part of the jobber will be required to so till

his field that when the harvest time comes manufacturer, jobber and dealer may each share in the generous yield.

If there ever was a case of one's reaping, or at least a chance to, where somebody else has sown, I think we have it most strikingly shown in the talking machine industry. A neglect on the part of the dealer, of the jobber, or of the manufacturer to prepare by sufficient stock on hand when the fall season opens, will render this advertising fortune futile.

Plea for Greater Stability.

To my mind, the full measure of the success of the talking machine business will never be reached either by manufacturer, jobber or dealer until the business has been made more stable than it is at the present time. One of the greatest obstacles that the jobber has to contend with is the difficulty in holding the dealer interested after he has been once established. We establish him to-day through the efforts of the diligent salesmen, and next year we are obliged to try again for a new man.

The dealer's stock has run down to one machine and possibly twenty or thirty records, and he refuses to stock up, simply because of his lack of confidence in the business. The advertising of the manufacturer, the labor of the jobber all going for nothing, or nearly so, in that field, simply for the want of that "something" to give stability to the business. There is no reason why this business should not be made just as stable as that of hats and caps or boots and shoes. All of us must admit that the goods are selling, and selling heavily. There is no lack of confidence in the goods on the part of the public. Why, then, this timidity on the part of the dealer to invest and carry a representative stock?

If I might be permitted to offer this suggestion I should say that in forging the chain of their magnificently planned campaign of publicity for the creation of the demand for the goods by the public the manufacturers have left a link in the chain less welded to the whole than it should have been. Direct the same intelligent campaign toward the dealer, conducted with the same energy and earnestness that has characterized that with the public, and the manufacturer will have an ally of unheard of possibility.

Let the manufacturer instil in the dealer that same confidence and faith in the business that they themselves have shown by their recent enormous expenditures in advertising and new buildings, and they will at a single bound have overcome the greatest obstacle now in the way of permanent success.

Patent Situation Touched Upon.

Competition in manufacture is practically eliminated by reason of the exclusive patents held by the three parent companies, and by means of wise policies governing their retail distribution are gradually making the business non-competitive for the dealer, thereby assuring him the practical control of the business in his field.

Similar policies have not as yet been inaugurated for the benefit of the jobber, and thousands of dollars are wasted monthly by competitive salesmen covering the same field for business. Whether territorial restrictions, as in the case of the piano business, would make the business more profitable for the jobber, I am not prepared to say; but it is self-evident that we have a vast useless outlay of the jobber's funds that in some way might be eliminated.

To sum up in a few words why the interests of the manufacturer, jobber and dealer are identical, I would say that while the jobber possibly is not quite so important a factor as the dealer in this business machine, he is none the less indispensable. While it is manifestly the manufacturer's province to manufacture and to create a demand for the product it would be wholly impracticable for them to undertake the merchandising as well and measure the same success. Situated as they are, so far from the source of demand would render satisfactory service impracticable and almost impossible.



COLUMBIA STALWARTS. POSED SPECIALLY FOR THE WORLD.
From left to right: Paul H. Cromelin, T. H. McDonald, George P. Metzger. Rear: H. A. Yerkes, Geo. W. Lyle.

Twenty-nine Millions Invested.

That the jobbers have taken a most important part in the rapid growth of this business none of us will gainsay. You may be interested in knowing that the combined capital represented by the jobbers who are representing the talking machine companies exceeds \$29,000,000, and they have with their capital greatly aided the manufacturers in granting credits to the trade, without which the industry never could have attained its present proportions. The details of the contract system have been most satisfactorily handled by them, and among themselves has grown up a reference credit bureau of the utmost importance, the volume of which is increasing every day, and could not have been acquired by any single manufacturer.

This very lack of confidence on the part of the dealer in this line—to carry a representative stock—has led to the practice of living from "hand to mouth," taking an order to-day for tomorrow's delivery for the machine or records that the dealer hadn't the confidence to carry, the jobber being expected to always have on hand an overstock of confidence as well as machines. It will readily be appreciated that while this condition on the part of the dealer continues it becomes practically impossible for the jobber to foresee what his probable business might be three or four months hence, and thereby place his orders that far in advance, or run the chance of not getting deliveries when he needs them.

Once the line is given that stability with the dealer that it deserves he will invest in it to whatever extent may be necessary to ensure its success; and if he does not engage in it exclusively it will at least be prominently featured in his business and pushed. Any unwise policy or rule enforced by the manufacturer restricting the dealer or causing a wavering of his confidence or loyalty will be instantly reflected through the jobber to the manufacturer, their interests being identical.

Interests of All Interwoven.

The interests of the manufacturer, jobber and dealer are so closely interwoven that it would be hard to separate them without impairing the structure. Adverse interests affecting the industry affect us all. *Until the dealer shall have been educated to the possibilities that are in the business for him* it will be necessary for the manufacturers to still continue their campaign of publicity with the public, for with lessened publicity and no counter effort on the part of the dealer to hold up his sales the business mercury will go down with an ominous thud.

That the manufacturers feel and realize that our interests are identical, and that they must share in our weal or woe, is shown in the closing lines of a letter recently sent the jobbers, the truth of which statement I fully concede, namely: "We have a right to expect and demand that our business be pushed. We do our share and have no other way of personally pushing it than through our distributors and the dealers through them, and we must all be very careful that we do not load ourselves down with narrow-minded rules and red tape that will not make for the best interests of all concerned." Educate the dealer, I repeat with redoubled earnestness. Then, and only then, will the talking machine business for manufacturer, jobber and dealer come into its own.

George E. Mickel prepared a paper on "The Best Work of a Factory Salesman." He was, however, obliged to leave, and he requested Mr. Blackman to read his paper for him.

**THE BEST WORK OF A FACTORY
SALESMAN**

GEO. E. MICKEL

The work of any salesman is to get business for the house he represents. The factory salesman's position differs largely and essentially from the ordinary salesman, in that his value must not be measured by the number of orders he takes, but by the business that is developed in his



SOME OF THE LADY "DELEGATES" WHO THINK THAT ATLANTIC CITY IS THE BEST PLACE IN THE WORLD FOR A CONVENTION.

territory. He must be rather a superintendent of agencies, and not allow his efforts to be circumscribed by the mere selling of a few machines and records.

Enthusiasm and Coaching the Dealer.

His success and value to his factory is not in the securing of orders from the dealers, but should be in his ability to enthuse the dealer and in teaching him how to move more goods. He should be thoroughly familiar with the line he represents. But this is not enough. He must know and be an enthusiastic believer in the policy of his company, so that he can instill into the agent's mind that the life of the business, and the opportunity to make money out of it, is based in the contract and the policy under which our leading companies operate. And yet not enough for him to know this, but he must have backbone enough to stand up and not degenerate into a mere order-taker.

Two years ago I traveled 500 miles west and called on a firm that I knew had the opportunity and ample capital to develop a large phonograph business. Our own salesman had called on these people three times before and got practically no business.

I met the general manager and he introduced to me the department manager, under whose direction the talking machine business was

placed. I did not attempt to get an order, but interested myself in his department, showed him how the business could be gotten, the profits to be made out of it and awakened his ambition to make the line a success. Since this time their business has grown continually, and I might add the Nebraska Cycle Co. have sold them the goods.

Overanxious Salesmen Rebuked.

We have had factory men in the West (and this particular type is probably found only in the West), who were so anxious to get an order they would extend privileges to the dealer that were clear violations of the factory agreement, and that would entail a loss to the jobber handling it. You have enjoyed the privilege of having a pessimistic traveler come in and sit at your desk and say: "Well, business is dull, and I am sorry that I have only a few small orders for you. What is going to become of the talking machine business anyway? I have worked hard the last few days, but couldn't sell anything."

I once said to a traveler of this kind: "Do you talk to the dealers that way? Why didn't you say that the dealers who had good stocks were having a nice trade? Why didn't you say that the people who had money were buying more and better phonographs to-day than ever before; that the factories were unable to supply the demand for the higher-priced outfits? Your trouble is that you have been trying to work the dealer instead of getting the dealer to work."

Taking Orders Incidental Only.

The business of the factory salesman should be the coaching of the retail dealer in the successful way to market the product. He must be optimistic and an enthusiastic believer in the future of his line and get the dealer aroused to his opportunities. His taking an order should be an incident and not the object of his work. He cannot hope to succeed unless he gets up out of the ranks on a higher plane and gets a broader view.

Once I knew a man who was called a very successful salesman in another line, but to my surprise he said that he seldom made a sale. How did he do it? Why, he had any number of men to whom he furnished the nerve, the enthusiasm and the *how*, and they did the business. And, mind you, the factory salesman will not succeed, nor begin to do his best work, even though he knows his line of goods and is familiar with the policy of the company he represents and the details of the retail business unless he is enthusiastic and has the ability to enthrone the retailer.



MR. AND MRS. GERSON OUT FOR A MORNING RIDE.



OFFICERS, MEMBERS AND GUESTS OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS

Posed specially for The World

The Chairman—The chairman of our Entertainment Committee, after considerable persuasion and a good many threats, had a paper prepared on "The Future of Our Industry," and he prepared it himself. We will listen to that paper read by the author, J. Newcomb Blackman.

THE FUTURE OF OUR INDUSTRY.

By J. NEWCOMB BLACKMAN.

There is a great future for the talking machine industry and no danger of the demand falling, as long as the buying public appreciate music. The life of the talking machine business will, of course, depend upon a continuous new issue of the latest popular selections, both vocal and instrumental.

While our industry has suffered as all others during the recent business depression, it stands out as a wonderful example, for the reason that those who have handled the standard makes of machines and records have suffered only the loss of business. The value of the goods has not deteriorated, for full prices have been obtained, whereas in almost every other line of business to the loss of business must be added the cutting of profit on account of the necessity of selling the goods at great reductions.

This depression has given the manufacturers, jobbers and dealers ample time to consider very critically the many ways in which their methods could be improved.

Value of Protective System and Character.

The manufacturer realizing the importance of retaining among their jobbers and dealers those of standing and ability introduced a protective system. This system guards those in the trade who are satisfactorily representing the manufacturer, from unreasonable competition and removes those who have been handling the goods in an unsatisfactory manner.

This policy is generally conceded to be a most wise one and the jobber and dealer should support the manufacturer by giving a full measure of return for the protection thus afforded.

The success of the talking machine industry will depend very largely on the character of the firms representing the manufacturer as jobbers and dealers, for the organization should be one capable of constantly uplifting the industry and commanding respect in the eyes of the public.

Policies That Ensure Trade Stability.

In treating the future of our industry it is my desire to advocate certain policies which I think will insure a steady and permanent future success.

The manufacturers deserve great credit for establishing and maintaining a one-price system, and especially in keeping the quality of their goods up to a standard that will cause the public to recognize full value at restricted prices. This policy should be continued by all means, for it gives dignity to the merchandise for sale and creates a feeling of respect from the prospective customer.

The business has reached a point where the manufacturer should be very careful in whose hands he places his goods, and the present system of investigating every application for dealers' and jobbers' privileges should be very thorough.

One good jobber in a given territory, who has ample capital, will carry a sufficient stock and be in a position to grant the necessary credit to dealers, will give much better results than several smaller jobbers who probably conduct the talking machine business as a side line. Encourage the jobbers who handle talking machines exclusively, for it is natural that better results will be obtained, as their entire time and energy are given to the line.

Encourage the "Live" Dealer.

Among dealers much more satisfactory results have been obtained, in my experience, by having one live representative dealer, as compared to two or three who handle the goods in

a half-hearted way and have a very poor stock. The business in the town or city will be handled much better if retail customers can patronize a dealer who carries a complete stock. Such dealers have more capital invested and are bound to give more close attention to business.

The factory salesman can be made a very valuable part of the factory force, if given authority to remove or add competition, as the circumstances warrant.

Work for the Factory Salesman.

I would recommend a special representative to be the head of a certain corps of salesmen in a given territory, to whom the regular salesmen can report cases requiring attention. Where a dealer is not measuring up to the required conditions of carrying a sufficient stock and the salesman, or special representative, thinks he is an undesirable dealer, this opportunity should be taken advantage of by removing him.

If sufficient dealers were left, it would encourage them to carry larger stocks by the removal of this petty competition, or should a new dealer be desirable to take the place of the one removed, one should be selected with great care to insure better representation. It is quite difficult for the jobber to handle these cases without considerable feeling among those in the territory to whom he sells.

Planning to Meet Future Requirements.

The action of the leading companies during the last year in requiring that no other goods of the same class as their own be handled by their jobbers at first met with some opposition, but I believe if the factory will give the jobber and dealer proper protection this plan is a good one.

The factory should realize, however, that when the dealer or jobber handles their goods exclusively it obligates them to always be prepared to meet competition and be up-to-date with improvements.

The most successful corporations to day work years ahead, for while business at the present time may be extremely prosperous, and the demand cannot be filled, part of the earnings should be invested in experiments which will produce improvements for the future to stimulate in dull times.

The public no longer considers the talking machine a wonder because of its ability to reproduce sound. The machines and records of to-day are respected because the ability of reproduction is unlimited and almost perfect.

By recording records by the highest-priced grand opera stars and vaudeville artists, the leading companies command respect for their product from the critical public. I think this policy should be continued, for the purpose of the talking machine of to-day is nothing but a musical instrument to bring vocal and instrumental talent in the home.

Let us therefore employ the greatest artists in their class, catering from vaudeville to grand opera. In years to come such records will constitute a library of great value and will insure the future of the talking machine industry for generations to come.

Wherein High-Priced Goods Benefit.

It is a known fact that the masses follow the classes on luxuries. It therefore seems to me most important that all the leading talking machine companies have as a part of their product high-priced instruments and records. We want everybody to buy talking machines and records, from the millionaire to the most humble wage-earner. To insure the permanency of the business as a large industry, it would probably be unwise to make nothing but high-priced goods, or, on the other hand, those at extremely low prices.

The man of money rode a bicycle when they were too expensive for the ordinary wage-earner, but when they were reduced to a price where practically everybody could ride they were discarded by people of means. It should, therefore, always be the aim of the manufacturer to produce high-priced goods, for by this method will the people of means be kept buying and the



LAWRENCE MCGREAL, Executive Committee.

masses will follow, as far as their pocketbooks will allow.

Selling for Cash and on Instalments.

The time will come when the manufacturer will realize the necessity of making a difference in the price between the talking machine outfit sold for cash and on the instalment plan. At the present time machines are sold on easy payments at the cash price without even interest charged. Are we not impressing the public by this method that our product will not warrant a cash investment?

I could cite cases where a cash buyer, who found his money was not recognized by a difference in the cash and instalment price, refused to buy and spent the amount for some other article of luxury. The patronage of those who require the easy payment privilege should be encouraged, but this is just as true of the cash buyer, and the small dealer needs some cash business to help him carry his instalment accounts.

System for Handling Goods.

The factories would do well to devise a most thorough system for the handling of their goods. Their salesmen, or special representatives, could show good returns if they were authorized to spend the necessary time with jobbers or dealers who show a lack of system in their method of handling the goods.

I refer to methods for carrying stocks of records to insure the least surplus on a satisfactory stock of records, advertising campaigns to work in harmony with that of the manufacturer and a suitable system for handling instalment business to insure the least loss. Here is a field for the special representative of the factory among both jobbers and dealers. The product should be handled by the high-class merchants, for the buying public often judge the merchandise by the merchant who handles it. A little system injected here and there among some of



THE GLORIES OF OLD OCEAN, AND NOT A SEASICK MEMBER.

our live jobbers and dealers will do a world of good.

Looking Forward to Good Times.

There is every indication that this fall will start a revival of good times and the entire trade will then expect to get the reward they deserve for sticking to the ship during a business depression. Many jobbers have struggled under the weight of poor sales, bad debts and large outstanding accounts, not for the present, but for the future in which they had confidence.

The jobbers have used their capital to give weak dealers a helping hand and being lenient in the extension of credit where justified have enabled many good dealers to remain in the business. I hope the factories will bear this in mind and give those jobbers the benefit of the business as it improves. It will be very discouraging and probably cause many jobbers to discontinue the business if the return of prosperity is followed by additional competition in their ranks where unwarranted.

Co-operation Between All Most Essential.

The business has made a remarkable showing, and we want that kind of co-operation between the manufacturer, jobber and dealer that will enable all to share in the prosperity which is slowly but surely returning.

The manufacturer should get the opinions of their jobbers and dealers whenever possible, for hasty moves which appear wise from the factory standpoint might be viewed in a different light if the opinion of those in the real selling field among dealers and jobbers were consulted.

The National Association of Talking Machine



HAYNES OF RICHMOND IS A GOOD CARD PLAYER.

Jobbers represents almost all of the successful jobbers in the country, and as its object is to promote anything that appears for the improvement of the industry a consensus of opinion from this body should be given careful consideration. Let the future of our industry, therefore, represent the most harmonious co-operation between the manufacturer, the jobber and the dealer.

The Chairman Asks for Opinions.

The Chairman—Gentlemen, this completes the papers that were prepared to be read at this session, and the subjects, you will agree with me, have been handled very carefully, very conscientiously and very completely. They have suggested a line of thought, doubtless, in the minds of everyone here, and we would like to hear from the members of the association with any additional views or any additional thought that have occurred to them as these papers have been read. After that, we will call on the manufacturers to follow out the line of thought as it has appealed to them. If there are any members of the association who have any remarks to make, do not feel at all backward.

Mr. Blackman—I feel responsible for asking everybody to be present here, and it may be well for me to explain that in discussing this meeting we decided that what we wanted here was not discussion in any sense of the word. We do not expect competing forces to get up and talk shop, but at the same time it seems to me that one of the great objects of this gathering is to create optimism. In fact, it strikes me that nothing but a lack of it is the basis of our suffering during the recent business depression, and the idea, therefore, was to call on the various companies and have some representative talk from an optimistic standpoint. I think most of us are enthusiastic, but for the benefit of those who

are not we want to give the manufacturer a chance at this time to get up and instill in all of us such confidence and enthusiasm.

The Chairman—I will call on some member representing the National Phonograph Co. to start the ball rolling by following out the line of talk suggested in one or more of the papers, and later I will ask for the other companies to also talk.

Frank L. Dyer's Cheery Talk.

Frank L. Dyer—Mr. President and Gentlemen: I had intended to speak to-night at the banquet, but I will do that, too, on matters of interest, so that I hope you will not expect me to say very much this afternoon. I would like, however, to say purely a personal word. It was one year ago to-day that I became president of the National Phonograph Co., succeeding Mr. Gilmore, who is with us to-day, and whose great work in the phonograph business we all appreciate. At that time I was absolutely ignorant of business matters, and did not know the difference between a bill of lading and a bill of complaint, but through the co-operation of all of you gentlemen, my work has been very pleasant, and I have formed a very large list of new friends whom I treasure very highly. Prior to that time I confess that my view of a jobber was a very narrow one. I had always looked upon him as a price killer, as a man who had violated the agreement and whose particular offense had been brought to my attention. I now find that they are really very decent fellows and that the percentage of delinquents is very small. In fact, out of thirteen thousand dealers on our list, I do not think we have hardly one-tenth of one per cent. who are delinquent.

On the subject of optimism I do not think it is necessary for me to say more than a word or two. I have an absolutely unwavering faith in the success of the phonograph business and I know Mr. Edison has. We are going ahead exactly as we always have. We have spent half a million dollars a year in advertising, and we intend to continue spending half a million dollars a year or more from now on. We intend to increase our sales staff at least fifty per cent. I think the optimism that we feel could not be better shown than in the recent settlement which was made by the National Phonograph Co. in the long pending litigation in New York when we went down into our pockets and paid \$450,000 for the protection of the New York jobbers when we might very readily have avoided that payment. I thank you. (Applause.)

The Chairman—Will some representative of the Victor Talking Machine Co. take up the same trend of thought?

L. F. Geissler Full of Optimism.

Louis F. Geissler—Mr. President and Gentlemen: I am full of optimism. Good feeling permeates my whole system on account of the particular trend of friendliness I have observed here between the jobbers and dealers and that includes the factories. There absolutely seems to be a certainty that we are getting closer together and will understand one another better than we ever have in the past.

As far as our future is concerned, we have told you in our various circulars what we are doing. I can only go back from the time of the past two years. About two years ago I happened to be in London with Mr. Johnson, from which viewpoint we could see the clouds gathering a little better than we could when we were in America. At that time we had decided on extensions to our factory to the value of about \$400,000. It looked blue there, and we resolved to wire our directors here to consider whether they had better do that or not. We did not say, "Don't do it," because the ones who are at home here run the business. They decided to postpone those improvements. We have undertaken those now, and during the next six or eight months we will expend some \$600,000 in extensions. We do not need that at present, as you are all aware, but we are going to need it sure as shooting, as the boys say, next year, and we will probably have use for a part of it this fall, and we can build our fac-

ories a little cheaper now than we can a year from now, we think. We find it difficult to get material in some branches. The steel industries cannot fill orders in many lines and our factories are delayed, and I am very glad to see it. I think by next year we will be back to the year of 1906 anyway, if not 1907. Our business so far this year has proven—I predicted thirty-three and a third per cent. increase over last year for the summer months, but it is beating that very much. Our business for June was the



AND E. F. TAFT SAYS THAT HE NEVER SAW DOUBLE.

best June we ever had except 1907. That is, it beat 1906, which was an excellent year, as you all know.

I am quite sure we all of us have every reason to go forward expecting to see a full renewal of our past prosperity by next year, at least. We are certainly getting together. You read us the Riot Act once in a while and we get a good deal of good out of it. Some of your views we cannot deal with at once and some of them perhaps we have discounted and digested and intend to deal with as soon as we are able to do so. It looks to me as though your organization has nothing but good in store for itself and for the factory, and I am certainly very happy to have met you all here to-day.

The Chairman—I had a short talk with Mr. Lyle, of the Columbia Phonograph Co., and he is full of enthusiasm. He reports their business is showing enormous gains and perhaps he can say something that will lead us to believe that the business is coming back to its old form, and I will call on Mr. Lyle.

Lyle Talks of Columbia Progress.

George W. Lyle—Mr. Chairman and gentlemen—I am glad to be here to-day to show our



AND THERE IS BUT ONE CARL DROOP SHOWN HERE.

good feeling toward the Jobbers' Association and also to express our wishes for their continued success. We feel optimistic and know that we are warranted in so feeling. It occurred to me that possibly what this association would be most interested in would be something about the company's plans for the coming season. Having reviewed last year's work we are prepared to say that there will be no changes whatever in our policies for the coming year. Our policy is very simple. We have it divided into three headings: One is exclusive sale of goods. By this we mean not compulsory exclusive sale, but we offer to the jobber that exclusive territory, wherein he can handle all the goods of our manufacture exclusively and reap the benefits of whatever comes from that business. We carry that further with an exclusive arrangement which we are only able to offer because of our exclusive jobbing arrangement to the dealer. We feel that any dealer that opens a store and handles our line is entitled

to the exclusive privileges and results of such a store, so that we require of our jobbers and dealers, whereby they in handling our goods exclusively shall have the exclusive results of such work.

The next policy has been the question of the elimination of the amount of capital required for the jobber and dealer to handle the business. To do this, after a great deal of study, we decided on the double disc record. There was a good deal of smoke and talk and confusion last fall when that policy was adopted, and we have followed it through and believe to-day that the smoke has cleared away and there is a general feeling that the double disc record has come to stay, and we propose to push the double disc record further than ever and harder than ever.

The third policy is in advertising. We expect to do 50 per cent. more advertising than last year. We want every resident of the United States to know there is a double disc record which can be purchased at a reasonable price.

Those are the three principal policies which we hope to carry out, and we welcome jobbers and dealers interested in that line of thought.

There is one other thought. We believe that this association should take up seriously the question of the continuous issuing of monthly lists with a large number of records. We believe that is wrong, and we are ready to-day to join with the association and with the other manufacturers in eliminating the unnecessary expense of putting out monthly records which have no particular value. One of our vice-presidents is to address the meeting this evening on the business policies of our company, and I feel I have said about all I should try to say this afternoon.

The Chairman—There are representatives here of trades outside of talking machines. One of the accessories which is quite necessary is the cabinet. While one of the companies is making a machine that does not require a cabinet most of them find a cabinet quite convenient, and we would like to hear from Mr. Carpell, of the Herzog Art Furniture Co.

M. A. Carpell Renews His Faith.

M. A. Carpell—Mr. Chairman and gentlemen—Physically we are all not alike. Some people perspire and some do not. Up to the time of the panic I belonged to the class that perspire quite freely. I was porous and optimism just came out of me. I was full of it. During the panic, gentlemen, I am frank to admit that I got me chilly. I never had any chance to perspire at all. I must say that since I have listened to the different speeches this afternoon the optimism I had before the panic has come back to me doubled. I have to-day more faith in the talking machine business than I ever had before, and I assure you that I am in a position to infuse optimism among the members of our firm. I will also say that we will try to do our very best and give you a class of manufacture in our goods that will protect you from the standpoint of the manufacturer, the jobber and dealer.

The Chairman—We have one gentleman with us who is so full of enthusiasm that I am afraid if we call on him we will not adjourn in time for the banquet—Mr. Durand, representative of the Edison Business Phonograph Co. If he will agree to limit his speech to four hours and a half we will give him the floor.

Nelson C. Durand Brief and to the Point.

Nelson C. Durand—Mr. Dyer will talk on our business to-night, and I represent such a small proportion of the trade to-day that it is not worth while putting me down in the minutes. I firmly believe that next year I will be here and our business will be better represented. I thank you very much for considering the subject at all.

The Chairman—The National Phonograph Co. have recently taken on their force a man who is going to have charge of the traveling salesmen—a man whom you all well know—Mr. Goodwin, and while perhaps he has not been long enough in the harness to outline his policy perhaps he

can make some remarks to show us what they intend to do.

Goodwin a Jobbers' Advocate.

C. E. Goodwin—Mr. Chairman and gentlemen—I have not been in my new position long enough to be able to discuss the policies of our company or of my particular work. I have been on the other side of the fence so long, however, that I can assure the jobbers here that in all of my work in connection with the company I will be a sort of advocate of the jobber and always present the jobber's viewpoint. I will have to turn over what is outlined for me to do and what the prospects are to Mr. Dolbeer, who will be my superior. I thank you.

F. K. Dolbeer Discusses Credits.

F. K. Dolbeer was then called upon and said: Mr. Chairman and gentlemen—Speechmaking is not in my line, and when I accepted the invitation to attend this convention it was with the understanding I was not to say anything; but there were one or two things brought up here this afternoon, particularly in relation to the matter of credits, in which I have been vitally interested, and I believe the main object of your association should be co-operation in the line of credits. It occurs to me that the proper thing for your association to do is to plan some way whereby the dead beats in the business should be entirely eliminated. I mean a man who will obtain a line of credit from a certain jobber, and when he has run to that limit switch his business to some other jobber who is not acquainted with his business methods. That is all wrong, and I believe the association can correct that.

There is one other matter which was brought up by a gentleman here this afternoon, and that is on the question of the monthly list of records. I am not familiar enough with some of the jobbing business to know whether or not they would desire that changed, but it is my personal opinion that the elimination of the monthly list of records would be a step backward. I certainly believe that the major portion of your business during the last few months, or perhaps during the past two years, has come from the sale of the new records, and while this matter was taken up some time ago I believe about two years ago the association officers suggested that if the National Phonograph Co. would maintain their list at about fifteen hundred numbers that would be about the proper figure, and so long as we issue monthly lists and issue cut-out lists correspondingly large, there is no reason why the monthly list should not go out. I believe some of the gentlemen here will agree with me on that.

Mr. Blish in his paper spoke of the amount of money to be expended in advertising, or which was spent in advertising by the manufacturers in the last year. His figure was too conservative. I know that the larger manufacturing concerns, the four larger ones, must have expended three times that amount in the last year in advertising, and there is no reason to doubt that they will materially increase that expenditure in the next twelve months. I do not think of anything else I can say on these subjects.

The Chairman—I would state for the benefit of Mr. Dolbeer and Mr. Lyle, who have both touched on the issuance of monthly lists, that I think we have never held a meeting but what that subject has been discussed, and while we all have different views and perhaps if each of us were running a factory we would have different sized lists the general opinion seems to be that we do not care so much for the size of the monthly list as for the size of the catalogs. If you will keep the catalogs down within our means to carry them, we will leave it to you to issue such monthly lists as you see fit.

H. C. Brown on Salesmanship.

Henry C. Brown, advertising manager for the Victor Talking Machine Co. was next called upon and addressed the gathering as follows:

Mr. Chairman and Gentlemen: Mr. McChesney was not here last year and I was, and I got mine last year, and I think he ought to get his this year. You have had considerable talk about optimism. That is my strong card. I have been living on it for the last thirty years. Optimism



MRS. J. NEWCOMB BLACKMAN, WHOSE HUSBAND WAS BUSY MAKING THE CONVENTION A SUCCESS.

is a strong factor in hope, and if a fellow keeps on hoping he will probably get there some day. But we have got past that in the development of the talking machine industry. As several of the gentlemen have pointed out to-day, we are past the stage of experiment or toy. We can look into almost every refined home throughout the country and find one of the high grade machines, and it has been put there because it represented full value, and it has been pleasing to everyone and everyone has been satisfied with his purchase.

You have a body of men here capable of doing almost anything they set out to do. While my efforts are confined entirely to advertising, it seems to me advertising is nothing more or less than salesmanship on paper, and every man among you is a salesman or should be. Salesmanship is a serious study. Mr. Blish and I were walking out on the boardwalk to-day and spoke of the necessity of educating the man behind the counter to the importance of the line he carries, to the importance of the goods he is offering to the public, and what these goods represent and what they will bring to the home in which they are installed. I do not think too much work can be put behind the efforts of the jobber to educate the retail man to the full value of the talking machine. It is simply a case of presenting the goods properly in order to sell them. We are doing all we possibly can.



MRS. E. F. TAFT, ONE OF THE MANY POPULAR LADIES PRESENT.

We have surrounded our advertising by about as much dignity as it is possible to do. We have created a universal demand, and we have been supported admirably and wonderfully by the distributor and dealer.

We are going to do even more this year. I do not feel free to say just what that is going to be, but we are going to do things that we think will enthrall the trade more than anything we have ever done before, and we are going to continue to manufacture what we think are the best goods, and going to spare no expense towards giving the people what they want. I thank you, gentlemen, for the privilege of saying these few words to you.

The Chairman: Mr. McChesney, will you enlighten us somewhat on your policy of advertising?

L. C. McChesney on Publicity.

L. C. McChesney: Mr. Dyer and Mr. Dolbeer have said about all I could say about advertising. Next year will be the greatest in our history in advertising, in spite of the fact that we do not believe that for the first six months of that time we will get value for our expenditure. The National Phonograph Co. is fortunate in representing a man who is one of the greatest optimists in the world. There is no man in the United States that believes more in the future of the country than does Mr. Edison. With that belief, he is quite willing to see us spend a large amount in advertising.

George P. Metzger Heard From.

The chairman next asked George P. Metzger, advertising manager for the Columbia Phonograph Co., to address the meeting.

Mr. Metzger said: Mr. Chairman and Gentlemen: I am afraid I speak best with a pencil. I would a great deal rather tell you what we are going to do in advertising this year after it is done. I want to say just one word along that line. Keep your eye peeled. Get your dealers to co-operate with the manufacturer in their own local advertising. That is the one best way to get more orders and better remittances.

The Chairman: I think we will all admit that the people connected with the manufacturing end of the talking machine business are good fellows. It has been my fortune to be connected with several different lines of business, and I have never met a better, jollier lot of people than those connected with the talking machine manufacturing end of it. It has also been our good fortune to meet equally as good fellows connected with the accessory end of it. We have with us a prince of good fellows, Mr. Beecroft, of the Tea Tray Co.

Clement Beecroft's Remarks.

Clement Beecroft: Mr. Chairman and Gentlemen, and I may say friends, because I think I know every one here, I have been connected with the horn end of the business for so many years. I have the honor to be with the company that I believe made the first talking machine horn that was ever made, and I just have a telegram from Mr. Martin, our president, who regrets that he is unable to come to-day on account of illness in the family.

As far as the last two years are concerned, we have sold most of our horns direct to the talking machine manufacturer, and a few to the jobbers as I used to sell them years ago. That, of course, was occasioned because of changes in the outfits. We stand to-day ready when there is a demand with horns, of which I have samples, that we think are ahead of anything we have attempted before. So that should there be any change, and the jobbers want to carry any stock of horns for any type of machine, we have them and I shall be very pleased to hear from you.

I have unlimited faith in the future of the talking machine business, because when you discard it what are you going to put in the place of it? It is as up-to-date as the selections, no matter what they are, as they come out.

The Chairman—Gentlemen, I will now call upon Mr. Ornstein for a few remarks which must have been suggested to him by the paper read

by Mr. Mickel. He is now here, and we would be glad to hear from him.

Mr. Ornstein Discusses Salesmanship.

Mr. Ornstein—I listened very attentively to the paper, and believe that the suggestions given are very good; but the question which must remain is whether the program outlined is going to be followed up by the jobber. There are any number of suggestions offered in reference to the manner in which we should guide our traveling force; but the question is, do they receive the hearty support and co-operation of the jobbers? A mere paper is very good, and if every man went back and worked it along those lines as enthusiastically as he receives the paper, I believe very good results could be secured. I have, however, found that the capable salesman, the man that is able to enthruse the trade, also secures orders. It is something like going to the sick and telling them about a very gracious heaven and letting them starve. What is the use of going to a dealer with two machines and fifty records and trying to enthruse him and not trying to increase his stock? The situation at the present time requires that the dealers enlarge their stock, and until such time it does not pay any manufacturer to send their men around and try to enthruse a dealer into putting \$500 worth of advertising back of a \$50 stock. There will always be some men employed by the manufacturer who do not pan out well. You must not forget that the very best men the Victor Co. has had have been engaged by the distributors. Probably out of five men engaged there are only two that have the necessary ability and qualifications. That accounts for the numerous changes made. I do not pose as a Balzac or a Charles Dickens in being able to decide upon the various abilities and qualities of men. I do not believe any of us can look at a man and say whether he will succeed as a salesman any more than we have been able to decide which men will succeed as jobbers. That will always be a problem we will have to spend a lot of money to solve.

I notice in part of the paper that Mr. Mickel stated that he himself had gone out to visit a dealer and induced that dealer to order a large amount of goods. I would like to ask Mr. Mickel and the rest of you, How often have you done it? A demonstration of it once is not fulfilling that part of the duties. It is just as reasonable that we should ask that you go out and see these dealers. Our men are out on the road to assist you. Our men do not always receive the co-operation that they should. Our salesmen are apt to make mistakes, are apt to jump over the traces occasionally, but the question is, Do you make the reasonable allowance for them? A man going out from the factory has a very hard row to hoe. Not only has he to be very careful to see that his orders are placed impartially, and also to see that he is satisfying the distributors, but he also runs up against the great wall that the jobbers' man is in better position to offer terms and concessions which he is not in a position to offer. I do not believe, with very few exceptions, that there are any Victor salesmen out on the road offering the dealer concessions which the distributor has not permitted him to give.

I have probably gone away from the beaten track here and taken up a paper, instead of merely stating that we will try to co-operate with it. We are anxious to co-operate with it, but it is unreasonable to expect any results from these papers unless you do something more than merely applaud them when they are read and forget them when you go home. If you will put your own sales force out and advise us of our men's mistakes, they will succeed. But in the past we have received more suggestions than co-operation, and that accounts for this great sales force of the Victor Co. and other companies in not being as productive to you as you expect, and probably justifying and bringing forth certain criticisms. You must not ask for that perfection in our sales organization which up to

date has not been demonstrated in their sales organizations among the jobbers.

Other Business Transacted.

Before the meeting was adjourned an attempt was made to settle upon the meeting place for next year.

Jas. F. Bowers proposed Atlantic City as being in close proximity to the factories.

Max Strasburg, of Grinnell Bros., Detroit, strongly recommended that city as being centrally located and convenient for western jobbers, while Fred G. Graves, of Portland, Ore., extended a cordial invitation to make that city next convention headquarters.

An amendment was thereupon made and carried to the effect that the secretary be instructed to secure the opinion of members regarding a suitable meeting place within thirty days.

All business being disposed of, the meeting was adjourned, the members and friends preparing for the banquet at the Hotel Shelburne in the evening, preceded by a general reception from 6.30 to 7.30 p. m., with Thomas A. Edison as the man of the hour.

List of Members and Guests.

Louis Buehn and Ed. Buehn, Louis Buehn & Bro., Philadelphia; W. H. Reynolds, Mobile, Ala.; Charles B. Bayley, of John F. Ellis & Co., Washington, D. C.; Lawrence McGreal, Milwaukee, Wis.; I. Davega, New York; J. G. Corley, Cable Piano Company, Richmond, Va.; F. R. Kisswich; Benjamin E. Neal, of Neal, Clark & Neal Co., Buffalo; Marks Silverstone, Silverstone Talking Machine Co., St. Louis, Mo.; O. A. Gressing and L. A. Cummings, St. Louis Talking Machine Co., St. Louis; E. F. Taft, Eastern Talking Machine Co., Boston; J. Fischer, C. C. Mellor Co., Ltd., Pittsburg, Pa.; H. F. Miller, Penn Phonograph Co., Philadelphia; N. D. Griffin, American Phonograph Co., Gloversville; R. H. Morris, American Talking Machine Co., Brooklyn; Wm. A. Eisenbrandt, H. R. Eisenbrandt & Sons, Baltimore; H. W. Weymann, H. A. Weymann & Son, Philadelphia; Rudolph Wurlitzer, the Rudolph Wurlitzer Co., Cincinnati, O., and Chicago; Newton Bachnach, N. Snellenberg & Co., Philadelphia; J. H. Swanson, Houston Phonograph Co., Houston, Tex.; W. F. Davison, Perry B. Whitsit Co.; Morris J. Peters, of G. C. Aschbach, Allentown, Pa.; James F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; H. L. Royer, M. Steinert & Sons Co., Boston; W. O. Pardee and F. H. Silliman, the Pardee-Ellenberger Co.; J. E. Roush and C. M. Roush, Standard Talking Machine Co., Pittsburg, Pa.; H. H. Blish, Harger & Blish, Dubuque, Ia.; C. N. Andrews, W. D. Andrews, Buffalo; W. H. Andrews, Syracuse, N. Y.; Fred A. Stemon, Rudolph Wurlitzer Co., Chicago; H. R. Skelton, J. A. Foster Co., Providence, R. I.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, the Perry B. Whitsit Co.; Max Strasburg, Grinnell Bros., Detroit, Mich.; Louis J. Gerson, John Wanamaker, Philadelphia; Charles E. Dean, John M. Dean, Lowell, Mass.; C. W. Hickok, Whitney & Currier Co., Toledo, O.; H. N. McMennen, Sheip & Vandergrift, Inc., Philadelphia; Carl A. Droop and Clarence E. Gore, E. F. Droop & Sons Co., Washington, D. C.; W. B. Fulghum, Victor Talking Machine Co., Camden, N. J.; G. T. Williams, New York Talking Machine Co., New York; Clement Beecroft, the Tea Tray Co., Newark, N. J.; W. A. Lawrence, Standard Metal Mfg. Co., Newark, N. J.; Nelson C. Durand, Edison Business Phonograph Co., Orange, N. J.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; George D. Ornstein, Victor Talking Machine Co., Camden, N. J.; F. K. Dolbeer, National Phonograph Co., Orange, N. J.; Edward Lyman Bill, The Talking Machine World, New York; B. Feinberg, Columbia Co., New York; L. C. McChesney, National Phonograph Co., Orange, N. J.; William Werner, Easton, Pa.; Oliver Jones, Victor Talking Machine Co., Camden, N. J.; Fred W. Graves, Graves Music Co., Portland, Ore.; Lawrence H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; L. P. Valiquet, Newark, N. J.; Frank L. Dyer,

National Phonograph Co.; George G. Blackman, R. B. Caldwell, Blackman Talking Machine Co., New York; Paul H. Cromelin, George W. Lyle, George P. Metzger, Thos. H. McDonald, E. H. Yerkes, Columbia Phonograph Co., New York; A. H. Jacot, Jacot Music Box Co., New York; Victor H. Rapke, New York; L. F. Geissler, Victor Talking Machine Co., Camden, N. J.; Max Landay, Landay Bros., New York; Chas. K. Haddon, Victor Talking Machine Co.; R. G. Royal, Universal Talking Machine Co.; W. E. Gilmore; M. A. Carpell, Herzog Art Furniture Co., Saginaw, Mich.; Benjamin Switky, New York; P. P. O'Neill, H. C. Brown, Victor Talking Machine Co.; Walter L. Eckhardt.

SOME OF THE EXHIBITS.

Sheip & Vandergrift, Inc., Made a Handsome Showing of Their Music Master Horns—Also Introduce a New Needle Box—M. A. Carpell on the Ground With Herzog Cabinets—L. P. Valiquet Introduces New Form of Resonator—New Tea Tray Horns—E. Schloss & Co.'s Record Cabinets.

There were several exhibits of various characters at the Chalfonte. Sheip & Vandergrift, Inc., of Philadelphia, had a handsome exhibit of the Music Master Horns and a new special needle box, H. N. McMennen, the general sales manager, being in charge. The Music Master horns have been recognized by the trade as possessing unusual qualities, and the majority of the jobbers took advantage of the opportunity to visit the exhibit, just to shake hands, if for nothing else. Various styles of horns were shown, the king of the line being a handsome solid mahogany horn inlaid with mother-of-pearl and ivory. Another was made entirely of spruce, the same material of which piano sounding boards are constructed. Yet another was in quartered oak, bearing six coats of varnish, and being hand rubbed to an exquisite finish.

There was also shown for the first time the Baby Music Master, a small horn with an eighteen-inch bell at the present time being made only in oak and walnut. The baby horns fit either Victor or Edison machines, while the larger Music Master horns may be fitted to any make of machine. The various sections of the horn were also shown in order to give visitors an idea of their construction.

The patent needle box referred to was of a unique form, permitting only one needle to be extracted at a time. The box was made of wood, cone shaped and was designed to protect the needles from rust and the user's fingers from scratches, as is often the case with the ordinary box.

M. A. Carpell, of the Herzog Art Furniture Co., Saginaw, Mich., was also in evidence and told of the valuable points of his cabinets whenever opportunity afforded.

L. P. Valiquet, of the Complex-Aural Co., Newark, N. J., also attended the convention for the sake of introducing to jobbers and manufacturers an entirely new form of resonator, to take the place of the horn. The resonator is constructed on the principle of the piano sounding board. It occupies very small space, being ten inches high and eight inches wide, and may be constructed after very handsome designs. Though it considerably softens the tone of reproduction in a closed room, at a considerable distance it carries as well, if not better, than a good sized horn. Mr. Valiquet expects to have the new attachment on the market by fall.

Clement Beecroft had a special line of new model tea tray horns which were greatly admired by jobbers. Mr. Beecroft took a number of substantial orders.

E. Schloss & Co., New York, had their line of cabinets on exhibition at the Chalfonte and several representatives were on the ground.

Good displays give any house the reputation of being "up to date." Be "up to date."

Alex. Ducat has opened a talking machine store on North Main street, Bowling Green, O.

The Jobbers' Banquet Was a Distinguished Success

Splendid addresses made by leading men of the industry at the Shelburne—Reception held preceding the banquet—Thoughtful summing up of the talking machine situation by men at the head of great institutions—The World's complete report of the banquet should be closely read by every talking machine man in every land on earth

The banquet which marked the close of the convention was held in the Rose Garden of the Hotel Shelburne on Thursday night. At the speakers' table were seated the leading men of the industry and at the right hand of the toastmaster sat Thomas A. Edison, who arrived at Atlantic City by automobile.

From half past six until seven thirty a reception was held in the parlors of the Shelburne, where the jobbers and their friends were presented to Mr. Edison by F. K. Dolbeer of the National Phonograph Co.

One hundred and twenty-five people were gathered around the banquet board and the affair was voted unanimously as being the most interesting from every viewpoint ever held in the talking machine industry.

President Bowers filled the role of toastmaster with dignity and tact and his introductory remarks were heartily applauded.

MENU.

| | |
|-------------------|--|
| Cocktail | Canape Cavier |
| | Relishes |
| Sauterne | Cherrystone Clam Cocktail |
| | Strained Gumbo en Tasse |
| | Filet of Sea Bass Saute, Meuniere |
| | Cucumbers, Shelburne |
| Cliequat Y. Label | |
| | Tenderloin of Beef Larded with Mushrooms |
| | Potatoes Rissole French Peas |
| | Stuffed Tomatoes |
| Cigarettes | Maraschino Punch |
| | Hearts of Lettuce |
| Aploma Cigars | |
| | Roquefort or Brie Cheese |
| | Neapolitan Ice Cream |

Cakes Coffee

When cigars were lighted President James F. Bowers assumed the duties of toastmaster, and proceeded to carry out the program of the evening.

Toastmaster Bowers' Introductory Remarks.

Toastmaster Bowers: If the ladies and gentlemen have any difficulty in seeing the speakers' table and the charming array of talent thereat, they may move their chairs to either side of the columns. If the columns are in the way and interfere, the ladies and gentlemen can move to whichever side they please, we cannot move the columns. (Laughter.)

The National Association of Talking Machine Jobbers, ladies and gentlemen and distinguished guests, we bid you a real, genuine, old-fashioned welcome. We have a most excellent authority in which I think Mr. Dyer will bear me out in saying that

"East is East and West is West, and never the two shall meet,

Till Earth and Sky stand presently at God's great Judgment Seat;

But there is neither East nor West, Border, nor Breed, nor Birth,

When two strong men stand face to face, tho' they come from the ends of the earth."

We have many strong men gathered from the East and the West, and the North and the South of our country here to-night to do justice to that which I hope will prove to be an auspicious occasion. The business labors of this Association have been very onerous and exacting. They are over now and we conclude the national session with what may be called the corona of the affair, to wit, our dinner. This is said to be a holy feast, for are we not dwelling in holy unity in feasting together as brethren? There seems to be no objection, however, of having the sisters to dwell with us at the same time. (Laughter.)

Our energetic chairman of arrangements of this Association, J. Newcomb Blackman to whom great honor is due for the success of this occasion, has handed me his bill of particulars, which I am supposed to enforce, with the aid of this bung-starter. (Laughter.) He has succeeded in a remarkable undertaking and instead of having the discourses delivered at the business session of the Association, he has by some specious scheme interested the heads of the important concerns to the extent that he has induced them to present their views and addresses on this occasion in a series of short addresses in a few well chosen remarks. This occasion is graced, ladies and gentlemen, by the presence of the greatest genius of modern times, and I believe of all times, and I am going to ask you to rise in your places to do him honor and drink with me to the health and long life of Thomas A. Edison. (Great applause.) I dare say that you are aware that Mr. Edison makes but few public appearances and no public speeches. You may appreciate his appearance here and appreciate it fully. Note what I say—he makes few or no public appearances. In his place, however, and for him, appears his next friend, the president of the National Phonograph Co., of Orange, N. J., who will address the gathering on the "Relations of the Factory to the Jobber." I have the pleasure, ladies and gentlemen, in presenting to you Mr. Frank L. Dyer:

Frank L. Dyer's Remarks.

Mr. President and Gentlemen—The subject which has been assigned to me this evening is "The Relations Between the Factory and the Jobber." I presume, of course, that this means the relations which *should* exist between them, and I think, in speaking for the National Phonograph Co. on this subject, that I am justified in saying that those relations *do*, in fact, exist between us. Of course, we have had differences in the past. Some of you have done things that we perhaps have not liked, and I have no doubt that we on our part have done things that some of you have not liked. It is absolutely and humanly impossible for two people or two concerns to agree on all things, whatever may be the relations between them, whether manufacturer and jobber, employer and employe, parent and child, or even husband and wife; but when two people are working together for the common benefit of both, whatever may be the honest differences of opinion between them, it is always possible for them to work hand in hand and shoulder to shoulder in a friendly and loyal spirit of co-operation. If I were asked to define as briefly as possible the ideal relations between a factory and its jobbers, I should describe them by the words "co-operation and mutual dependence." If there be a lack of co-operation or distrust or suspicion between the two interests there can be no lasting success on the part of either. The manufacturer must feel that he cannot succeed unless the jobber succeeds, and, on the other hand, the jobber must have for the manufacturer the same intense feeling of loyalty that he has for his own business. In a certain sense all jobbers of the National Phonograph Co. are stockholders in our concern, because they participate in the profits of our product. In another sense they are employes, because they contribute to our success, and in a larger and finer sense they are our friends, with a friend's privilege to commend when commendation is right and to criticize when criticism is needed. A manufacturer dealing with jobbers must realize that the selling of goods is an expensive thing, and that the jobber must be allowed liberal discounts;

that he must be protected, so far as may be reasonably possible; that he must be accommodated and assisted in the handling of his accounts; and, more important than all, that he must be supplied with goods of honest manufacture and readily salable value. All of these things we have done. The discounts which we have allowed to the jobber and to the dealer compare favorably with those offered by any manufacturer of a similar or analogous line, and in the case of Amberol records the discounts are exceptionally liberal, as I think all will admit. In the past we have advertised liberally, our expenditures on this item alone exceeding one-half million dollars per year, and we have no



FRANK L. DYER.

thought of reducing this expense in the future. We have sought at all times to protect the jobber, doing absolutely no retail business and having no direct relations with the dealer, except in a few isolated cases where dealers have refused to deal through jobbers and have sacrificed their profits by doing so, and although we have received numerous applications from large concerns who wished to become jobbers we have in every case rejected the application when to accept it would conflict with the business of one or more of our jobbing friends.

We have improved our lines as rapidly as possible, have made new machines, new horns and new records, and the future holds out much in the way of improvement that we intend as rapidly as possible to put before you. So far as our co-operation with you is concerned, you know what it has been in the past, and I can assure you that there will be no change in our attitude in the future. We have tried to meet you more than half way, and a number of you gentlemen can testify to the fact that we have helped you out in the matter of your accounts by accepting notes, when we might well have pressed for other terms of payment. On this point I wish to make a single suggestion, based on the thought that so long as our goods are sold to you on open account we have a common interest with you in your outstanding accounts receivable, and as you may be weakened by failing to collect these accounts we are necessarily affected. One of the objects of this association, I understand, was to protect your membership from dishonest or incompetent dealers, who, buying goods from one jobber and refusing or being unable to pay,



BANQUET WHICH MARKED THE CLOSE OF THE JOBBERS CONVENTION

Flashlight taken in the corridors of the Shelburne just before the feast of reason and flow of soul began. Thos. A. Edison is shown in the picture, holding in his lap little Jack McGreal.

open successive accounts with other jobbers, treating them all in the same fashion. It is obvious that such a dealer as that is no better than a pirate, and you certainly have the power to protect yourselves from his dishonest methods by keeping each other informed of all delinquents and refusing to take on a dealer until you are satisfied that his relations to his former jobber were straight and honorable. Don't be so eager to get new accounts that you cannot take the trouble to look into the matter carefully, and by co-operation among yourselves this very grave menace ought to be completely removed. I urge upon you most strongly to get together on this line.

It seems to me that no better indication of the friendly feeling which we entertain for you can be found than in the recent settlement of the long-pending litigation in New York, by which we paid \$450,000 in cash to protect the business of the jobbers in New York and elsewhere from molestation. All that we ask is the same sort of a square deal from you that we on our part have always endeavored to give. Our agreement system is admitted by all to be one of the most successful features of the business, and if imitation is the sincerest form of flattery I think that we have good reason to feel that we have been flattered. Almost without exception our jobbers realize that in the matter of these agreements we are in deadly earnest, and that a deliberate violation of their conditions means a quick and summary punishment. But these agreements should not be, and I do not think they are, regarded as a sword of Damocles held by a hair over your heads, but rather as a means for protecting the honest and legitimate jobber from the depredations of an unscrupulous competitor. I feel assured that if our policy regarding these agreements were relaxed to the slightest extent the results would be deplorable, and I hope all of you gentlemen will feel that our policies in this respect are dictated primarily for the purpose of protecting our jobbers and dealers, although, of course, we are selfish enough to know that the effect of such protection will necessarily be helpful to our own interests.

No one can disguise the fact that we have passed during the past eighteen months through a period of trial and tribulation, and although the clouds are still hovering in the sky the sun is shining through them here and there with every prospect of their being blown away by the winds of returning prosperity. We must realize that the talking machine business has not been alone in its depression, and we must not be discouraged if it returns more slowly than we might hope. Remember that many workmen are still only partially employed; that many have no employment; that others are still being inadequately paid, and do not forget that there are grocery bills and doctors' bills and bills for the children's clothing to be paid before a surplus of luxuries is obtained. But there can be no doubt that the pendulum has swung to its farthest point and is now returning, and as the pendulum swings from a state of rest by gradual accelerations business prosperity will return slowly at first and then with increased rapidity. I have an absolutely unflinching faith that the talking machine business will not only return to the pinnacle of its highest success, but will go on increasing to unknown heights, because as long as men and women love music and entertainment just so long will they continue to invest their money in the goods that are the basis of the relations between the factory and the jobber.

Toastmaster Bowers—We were given to understand, and were under the full expectancy of having with us on this occasion the president of the Victor Talking Machine Co., Eldridge R. Johnson, but he was unable to come, and his place is ably taken by the gentleman who will address you next on the subject, "What is the Future of the Talking Machine Business?" Louis F. Geissler.

Louis F. Geissler—Ladies and gentlemen, I had personally hoped until to-day that Mr. John-

son might be with us, but a few of you who know Mr. Johnson, know of his diffidence, and the impossibility of getting him out at a large gathering; then, too, he is not well. He has, however, promised that he will be with us on our next visit.

Eldridge R. Johnson's Paper.

There is nothing whatever astonishing in the development of the talking machine business; there is nothing abnormal in its growth so far; and it has not yet reached its maturity. Thirty-two strenuous years have passed since Thomas A. Edison first exhibited the new-born infant, destined to become a new industry; and because of the birth of this great art that period will be a landmark for future historians when they write the marvelous account of the social, political and industrial progress of the age in which we are now living—an age that will shine out in the history of a thousand years as the beginning of the balance of human affairs.

The Talking Machine's Great Future.

Heretofore humanity has been too much engrossed with its more serious affairs, and we are now beginning to learn that we must play as well as work. People are asking themselves, "To what purpose do we live?" The trade union cry of "Eight hours' work, eight hours' play, and eight hours' sleep" is no idle dream; nor is it a



ELDRIDGE R. JOHNSON.

privilege for which people who work with their hands are alone contending. The world is going to work less and play more; this is the tendency of the times. The talking machine, therefore, if it can only help us in our play—and it can really do many other things—has a great future.

It has certainly now reached a stage in its development when it can safely be classed as one of the greatest of intellectual amusements; it now appeals to the intelligence. The talking machine is a part of the affairs of the human race—it has a destiny—it has come to stay. No one can expect unqualified success in any enterprise or undertaking; there will always be ups and downs, but I hope that during my life and business experience no depression in the talking machine business less difficult to explain than the present depression will occur.

The panic of 1907 and its effect on the talking machine trade must be taken as a matter of course. It is nothing but an incident, and is really, when viewed from the proper standpoint, most encouraging, indeed. The Victor Co. has suffered only about as have the well-regulated standard industries, such as steel and the electrical business. This is ample proof without further reasoning that the talking machine is now a standard commodity, because the world makes use of panic periods to rid itself of useless incumbrances. That is what panics are for.

The fact that the reliable talking machine companies all over the world have passed through

this panic successfully shows that the talking machine business is not marked for elimination. It proves that talking machines are useful; the world is not tired of them.

Edison's Phonographic Fame Imperishable.

In further support of my assertion that the business has not yet grown up, consider the electrical development during the last forty years. Franklin 135 years ago called the world's attention to the possibility of electrical magnetism, but he gave us far less satisfactory material for the creation of the new industry than Mr. Edison handed us with his first instrument.

Both Franklin and Edison did a great thing, such as does not happen often even when computed in proportion to the history of the human race—they initiated each a new industry and art. Mr. Edison has done many other wonderful things, but as the inventor of the talking machine he will be identified in the long ages to come, and the talking machine will, as will his fame, endure so long as men inhabit the earth. The talking machine is great among the great inventions—it will last. Edison and the talking machine are inseparable in fame.

The world waited longer for the infant industry of electricity to find itself than it has waited for the talking machine business. Electrical development passed through the childhood of toy estate just as the talking machine did. It became a half-grown child, most all play but predisposed to serious affairs, as is the talking machine at this very moment; it passed on and has gradually grown into a husky youth with all the vigor and glorious prospects of youth, exactly as the talking machine business is going to grow and exactly as the business is now growing.

The novelty and wonder of the talking machine, which has heretofore been an important factor in the matter of selling, has been losing force rapidly for the last five years. This perfectly natural and healthy change has given birth to the question, "Will talking machines go out of use?" All the great arts, when new, have gone through exactly the same process and change. P. T. Barnum, about thirty years ago, billed an electric arc light as one of the chief attractions of his "Greatest Show on Earth." Did the business of electric lighting go out when Barnum found it no longer an attractive novelty? Read the answer in the almost incomprehensible figure of total capitalization of electric light and power companies.

Passing Out of the Stage of Novelty.

The talking machine is passing out of the stage of novelty, and, like the electric and other lines, this will prove a step in advance. They have a use; they fill a long-felt want; and in the place of buying for curiosity the public are now buying for a purpose. This is substantial business. This is where we begin to understand that the business is not a joke. This is where the matter of quality assumes its proper proportion. Don't forget the business is young—very young. It took the world nearly one hundred years to find a practical use for electricity after Franklin discovered the elements of its control.

We are now probably very close to the threshold of important developments in our history, and it is to the development of the art that we must look for our future prosperity; we cannot stand still. There should be no toleration of the degrading practices of price cutting, nor will such practices become more than a passing incident in the history of the art for many years to come. The firm that deals in quality will always find a market for its wares, regardless of the matter of price, providing the price is fair; and the firm that prostitutes its business and sacrifices its future to the enterprise of price cutting will find itself left by the wayside, stranded by its own foolish short-sightedness.

Goods should be sold as low as will yield a profit to a progressive, well-paid organization for manufacturing and selling, wholesale and retail, all the way through until they reach the hands of the customer. A successful enterprise must

(Continued on page 44.)

EXCLUSIVE



THE NEW "BY" CABINET

Retail Price of Machine and Cabinet, \$100

We stand ready to grant you exclusive Columbia selling rights.

You agree to carry a representative stock of our goods and to let the people in your town know you have them on sale. Their real intrinsic merit and our extensive advertising will more than back up your own efforts. We on our part agree to protect you against any possibility of competition.



BONCI, The World's

In the world of opera one name stands out clean-cut and distinct, above all others in its class, as a synonym for everything that is faultless and exquisite in vocalism—that of Alessandro Bonci.

Bonci's work is the standard in the great operatic tenor roles. Of Bonci, everybody knows. In everything where delicacy of shading, brilliancy of tone and intelligence of interpretation is demanded he is matchless, infallible and supreme.

In the Fonotipia Double-Disc Records of Bonci's voice are shown this great artist's infinite versatility, his never-failing gracefulness of execution and the same charms of expression and technique that have won renown for his stage work.

The sale of the Famous Music Master Woodphones is exclusively controlled by the

Columbia Phonograph

Wholesale Department, Tribune

COLUMBIA

That's what the word "ex-ve" means when WE use it. No stuffed club, no arbitrary demands—just a four-square deal of good business horse sense of it.

It's a pretty big thing to get you.

Somebody gets it!

Investigate it, whatever you finally decide to do. A post-will bring all particulars.

Greatest Tenor

The Bonci records are one and all as distinctive as the artist and his art. They can never be mistaken, and their demonstration in your store could be of building up its prestige and its profits.

the wonderful voices now being heard in the great opera-houses the Fonotipia Company can reproduce the rights of all but a negligible number of its magnificent collection is made available to the lovers in America solely through the Columbia Phonograph Company. All Columbia-Fonotipia Grand Records are made in Milan; each record shows the presence of the artist upon the matrix, and all are issued in the Double-Disc form.

For horns for Columbia Graph-
Columbia Phonograph Co.



Copyright
Mishkin

Company, Gen'l

Building, New York

BONCI

Sings exclusively for the Fonotipia Company, Milan.—Columbia Phonograph Co. Gen'l, Sole Selling Agent for America.

THE BANQUET AT THE SHELBURNE.

(Continued from page 41.)

be a good thing for all who have to do with it. The enterprise that tries to "hog" all the profit is going to be unpopular. Public opinion will turn against them. I believe the improvement in the art will advance too fast for the infamy of price cutting and sweat shop methods to find a lodgment. It is clearly the duty and best policy that the trade turn its face hard against such firms that show the black flag of piracy of patents or the yellow spots of cut prices.

Touching on and Appertaining to Patents.

Patents are a most useful and the most potent means of maintaining prices to a fair and wholesome level. They can never be used to do more unless the holders of the same are short-sighted. The punishment in such cases usually fits the crime, as any attempt to hold prices to an unreasonable level, through the means of a patent, reduces the volume of trade and the enterprise is, therefore, strangled in its infancy.

The world can generally get along without a particular patent; the public are good appraisers; they want the benefit of the new idea, but they must have it at a reasonable price or they will refuse to use it in any great quantity. Necessary commodities can never be controlled by patents, therefore the public are independent of the patent question. While they always welcome an improvement, they are capable of getting along without it as they did before it came, and they certainly will if a "hold-up man" comes around using his patent as a gun.

Fair prices are a necessity to the healthy condition and progress of any line of trade, and the trade should fully co-operate in their maintenance. He who destroys this healthy condition for the sake of temporary gain is an enemy to all who work for the betterment and uplift of mankind, and the time is coming when such selfishness will be recognized as selfishness and when legislation and judicial power will not be in its favor, as it is to some extent at present. It will not always have the sympathy of the courts.

There are merchants who say, "We could make better purchases if there were more manufacturers of talking machine goods; the system of established and maintained prices in the business gives us no chance to reap the benefit of our genius as buyers, it is all cut and dried for us." This is true, but this plan of selling goods is a square deal and the advantages of selling far outweigh the disadvantages of buying. It is certainly true that if there were a larger number of manufacturers there would be a larger number of merchants trying to sell the same kinds of goods. In other words, the goods would be easier to buy but harder to sell and profits much less.

Quality as a Means of Competition.

Patents on talking machines can never be more than a regulator; the talking machine manufacturers should respect each other's patents; there is always more than one way to do the same thing. The manufacturers should try to excel in quality as a means of competition rather than to devote themselves to a war of destructive prices. The man who says, "Give me a license or I will destroy your patent" is a hold-up man just as much as was Jesse James—an enemy to all. When people take this position with the Victor Co. it means a war to the death; there is no other way.

Quite a number of firms have taken this path of commercial suicide within the last four or five years. In the matter of disputes on patents the trade generally know who the infringers are, and if they do not it would pay them to get a good, responsible patent lawyer to point out the truth; it will cost far less than to have their stock of goods enjoined by the courts. The inventor wins out by far the greatest number of times; at least the Victor Co.'s inventors do; and manufacturers who lack the initiative to

create and therefore prey upon the works of others are never safe people to tie up to.

The competition between the Edison Co. and the Victor Co. has so far been ideal. It has been a question of quality, commercial organization and fair dealing, and in our efforts to excel each other in this respect I am sure we have done each other much good. We have greatly enlarged the industry; we have improved the quality and demand for the goods and have created a prosperous condition for all interested. Certainly the trade has been more greatly benefited during this period than at any other time, and, to a great extent, does the prosperity of the trade as it is now composed, depend upon the maintenance of this wholesome and commendable relation as between the two companies.

Victor and Edison Companies Genuine Rivals.

There is no vital question of disc versus cylinder. Let the Victor Co. keep to the disc and the Edison keep to the cylinder; one side of the question is enough for one manufacturer; there is an inexhaustible opportunity to improve both, such as will absorb the energy of the respective organizations so long as a single present member shall live, no matter if all of us live to far exceed the records of human longevity. The little ads. in the daily papers, which offer both the Victor and the Edison goods by the same firm, strike me as being potent winners of business. The Victor and Edison companies have no commercial understanding; they have no contract of alliance, but they are natural allies.

The disc and cylinder trade forces can be made to balance each other in the long run by independent and liberal management on both sides. It is not unlikely that the scales of the situation may from time to time show an advantage in favor of one or the other; but so long as the organizations retain their respective independence, ability and fairness, the advantage to either one or the other will be but temporary and only serve as a spur to cause the losing one to make a greater effort to regain its lost ground. I am sure that the Victor Co. will always be satisfied with the portion of the disc; we shall never sell so many, but as they bring more, perhaps it will average up to a satisfactory figure in the end.

I do not consider that either the double-sided disc record or the doubling of the thread of the cylinder record will increase the sale of talking machine goods. No doubt there is a certain economic advantage in some instances secured by the use of the above devices, but the articles will not prove themselves as contributing to the progress of the art, according to my opinion. The improvements, if they can be classed as such, are purely economic, and whatever advantage they hold, if any, will be absorbed by the public eventually, with small thanks, and the talking machine manufacturers will be no better off than they were before their introduction; but there will be a huge bill for the cost of the change to pay.

The Victor's Opinion of Double Discs.

These improvements have, of course, the advantage of giving the public twice as much of the same thing for a very little more money, but I really believe that the public would much prefer to have the same quantity as they had before and pay the same price if they could get it of a higher quality. You cannot increase the attendance at the theater simply by lengthening the time of the play; at least you could not increase the attendance permanently in this way. Generally, however, you can depend upon an increase in attendance by increasing the quality of the play staged.

Therefore, I conclude that while the public may to a certain extent take advantage of the bargain of more goods for their money, they will spend no more money than they did in the first place. Should we, however, offer them better goods for the same money or even for more money, they would be far more likely to increase their investments in talking machines.

The ultimate success and advancement of the talking machine trade depends as much upon maintaining a standard of the personnel of the trade to high ideas as it does upon the power of the manufacturers. Do not snap at the first cheap thing that bobs up and down in your range of vision—there is sure to be a hook in it.

I have often heard the question asked and discussed, "Will the talking machine trade meet the fate of the bicycle?" The bicycle business is to-day, I believe, fairly prosperous; but the bicycle did not come into existence as a new art, as did the electrical business and the talking machine business; it grew up slowly from the velocipede of forty or fifty years ago. When ball bearings and pneumatic tires were introduced the bicycle received such a tremendous impetus that it temporarily outgrew itself. There was, I believe, a short period in which it was considered practically dormant. It was far from a dead one, however; it bobbed up again in the form of the automobile. What really happened was that the bicycle evolutionized itself into the automobile. The panic has not yet even checked this youngster; there is a boom in automobiles; the good ones are hard to get.

Not a Fad, But a New Art.

Is it not, therefore, plain to all that the talking machine is not a fad, but a new art, a new industry, just emerging from its childhood? It will eventually take its place among the standard arts and industries, just the same as did the printing press, the flying shuttle, the steam engine and the electric dynamo. Indeed, the talking machine has closely followed the history of many of the industries from their birth all through the comparative stages of their development so far as the talking machine has gone. From the past and its wealth of infallible experience we must judge the future, and because of this, as well as because of the many encouraging signs of the times, the future looks good to me.

The business must grow for many, many years to come. You can pin your faith to it; it will absorb all the lives and energies of the men who are at present engaged in it, and I have not the slightest doubt but that our children's children will be busy at the many problems which must be unraveled before it can be considered as perfect, before it can be called grown up or standardized. A thing is not likely to stop during its natural growing stage.

Prospects for the coming fall look good; but, while I expect a rapid and healthy development, I do not expect a boom, and hope there will be none. It is very evident, however, that the enterprising jobber or dealer can prepare for the coming fall and winter with confidence that for whatever energy, effort or capital he may invest in his talking machine business he will receive a substantial return. The time has now arrived when the trade can talk "quality" in the matter of talking machine goods. It is so much more potent and satisfactory that the mere matter of price, especially when there is so little difference between the cost of the highest quality goods and the lowest quality.

Public Beginning to Discriminate.

The public are beginning to discriminate, and when they learn their lessons fully, which will be soon, quality will be of more importance in talking machine goods than in any other line. Many people sell pianos at a difference in price of \$200 or \$300, based entirely on tone quality. There should, therefore, be very little difficulty in selling talking machines for \$10, \$50 or \$100 more, or talking machine records for a few cents more when the difference is based on a tone quality that is far greater than exists as between the best piano made and the poorest one.

My line of reasoning will stand all the tests of cross-examination, and the business is all right, but we can only reach our goal quickly through the energy and co-operation of our jobbers and dealers. Give talking machines more

attention; they will repay all the time devoted to them. Create the business do not wait for it.

Consider the insurance business, see what they have done. There is an example of energy and an example of the fruits of energy. Some of the companies do so much business that they have to be stopped by law. Yet it is possible to sell a talking machine wherever a life or fire insurance policy is sold. Still statistics show that only a small portion of those who should do so carry insurance. Look at the automobile business. They say they are going to sell 200,000 this coming twelve months. How many talking machines would that energy sell, and how much more profitable and continuously profitable are talking machines than automobiles.

Mr. Johnson Regrets Being Absent.

I can safely advise the trade. Realize what is before you and take the great opportunity. It pays to work intelligently. Astonishing things are possible. Even the whole world was conquered once. Alexander was history's greatest example of energy and zeal. He even had some hustle left over when his job was finished. There is nothing to worry about. The future is full of cream. Hustle and the world is yours.

In closing, I would express my sincere regrets that circumstances do not permit of my being with you on this occasion, and I would extend you the hand of good-fellowship with my sincere thanks for the parts that you have all played in the pleasant and rapid advancement of our industry.

Toastmaster Bowers—In presenting the next speaker, I am partially reminded of Tommy Atkins, "whozy and waizy." The next speaker is a first-class fighting man. I know that he is a first-class fighting man, for I had the pleasure of crossing swords with this distinguished gentleman on the boards of the Congressional floors. In the absence of Edward D. Easton, of the Columbia Co., we are honored with the presence of this first-class fighting man, in the person of Paul H. Cromelin, the vice-president of the Columbia Phonograph Co., who will address you on "Business Policies."

Paul H. Cromelin's Address.

Mr. Toastmaster, Ladies and Gentlemen—I bring you personal greetings from my distinguished chief, Edward D. Easton, who has asked me to extend to the officers and members of the National Association of Talking Machine Jobbers his felicitations and well wishes for a pleasant and profitable convention and for a coming year of prosperity, to the members individually and to your association. It was with great regret that he found his plans for his annual visit to Europe were all completed when your kindly invitation was received, so he can only be with you in spirit to-night, and has asked me to represent him; and, as I consider the personnel of the men who are gathered here in convention assembled, and contemplate the enormous potentiality and power for good of such an association as you have organized, nursed and successfully launched upon the third year of its career. I begin to realize more fully the wisdom of some of those "business policies" which have made possible and even necessary such an association as yours in the year 1909.

The Trade Beyond Its Infancy.

Those of us who are parents know how difficult it is to realize that our babies, when they are grown up, are really able to shift for themselves and perhaps know better than we do what is best suited for them. No matter how big and how strong a man may become, it is hard for the mother to look upon him as anything else than "her big boy," who still requires her affectionate and tender care and solicitude. And so also it is hard to realize that the time is flying and that our baby industry is really getting past the "kinderkrankheiten" age, and having had successively all of the known children's diseases, is emerging into young manhood, so strong, so virile, so active, so determined, so pugnaciously progressive, so confident of the future, so con-

vinced of its proper sphere and position, and so sure of landing there.

It seems but as yesterday when I was called into a little back room in an unimportant office building in the uncommercial City of Washington, D. C., and shown there for the first time the graphophone. The front office was that of Johns & Easton, court stenographers; the rear, the Columbia Phonograph Co., shortly before organized. I shall never forget that demonstration of the little wax-coated, pasteboard record which I was permitted to hear while Mr. Easton operated the treadle of the machine.

It was merely a bit of Irish humor in the best style of my much-beloved brother, the late R. F. Cromelin. How I would prize that record if I had it to-day; but just as surely as this industry of ours is bound to progress and go forward, making permanent impress upon the life, culture and civilization of the age, just so surely do I believe that the influence of the big, broad, progressive men who were associated with Mr. Easton in the successful commercial exploitation of the talking machine in the early days, building upon solid foundations and shaping the business policies upon which the industry stands to-day, lives and will ever be a perpetual inspiration to those who will carry forward the work in the years to come.

Cromelin Compliments Edison Handsomely.

We have with us to-night a man whose name is a household word in every American family, the record of whose achievements have gone forth to the farthest ends of the earth, and added luster to American citizenship. The name of Thomas A. Edison is associated with many of the most important discoveries of the age; inventions which have given birth to industries, calling for other men of imagination, initiative, far-sightedness and capacity for organization, to shape their course and to plan their "business policies" so that the broadest possible success could be achieved in the quickest time, that mankind could be the beneficiary and those to whom personal remuneration was due rewarded in a befitting manner for their discoveries.

It is truly wonderful when we pause to realize how many new industries have been brought into existence, carved out of nothing, so to speak, during our lifetime; but as we are naturally interested in particular in the business policies which are related to the talking machine industry, it may be profitable for a while to-night to consider what it means to build a new industry on a scientific idea, to create something where nothing tangible existed, to do the missionary and pioneer work, and to overcome the obstacles of ignorance and prejudice. And, as the invitation extended by your worthy chairman indicated clearly that I was expected to consider the subject from the standpoint of the Columbia Co., you will pardon, I am sure, the repeated personal references to our company, our men and the graphophone.

Of all the inventions with which humanity has been blessed, few, if any, have seemed to afford such a multiplicity of uses as the graphophone. I use that word in its broadest sense as embracing all practical modern machines which either record or reproduce sound.

Development of the Graphophone.

There were so many suggested uses that no one could predict with any reasonable degree of certainty just which way the industry would shape itself; and, as is usual in such cases, there was lacking in the "business policies" of those who were destined to develop the industry a continuity or permanency of policy, because from the very nature of things such a course would have been impossible. To illustrate, the existence of the graphophone is directly due to the beneficent use which Alexander Graham Bell made of the funds received from the French government for his work in connection with the telephone.

The policy of the men who exploited the telephone was to lease, not to sell the instrument. Many of you will perhaps learn with surprise that this was the plan on which graphophones

were first put out. They were leased for business purposes on payment of monthly rentals. Moreover, they were leased for use within a restricted territory and could not be removed without the consent of the company. Experience has proved that the business policy of renting, not selling outright, was the correct one in the case of the telephone, but it did not take very long to find out that such a policy was far from right with the commercial graphophone.

It soon became evident to Mr. Easton and those associated with him in the Columbia Co. that the field which promised the greatest reward and quickest return and disclosed a vista of world-wide opportunities was the use of the graphophone for home entertainment, and especially for the reproduction of musical sounds; and what more natural than to utilize the instrumentality most convenient and nearest to hand? And thus we find the first band records made by the United States Marine Band, of Washington, D. C., which, under the able leadership of John Philip Sousa, was coming into national prominence.

The First Columbia Record Made.

Many of you well remember the first record with the announcement "Made for the Columbia Phonograph Co. of Washington, D. C." Now, there is an illustration of "business policy" which has perhaps been the subject of as much heated debate and adverse criticism as any one thing ever done since the business began. P. T. Barnum is accredited with saying, "Get the people talking about you, better by far if possible to get them to say something good, but if you can't, get them to talk about you even if they say something bad."

Before passing judgment too quickly as to whether the announcement was good or bad business policy, bear in mind these facts:

First—For the first time in the history of the world there had been brought into existence a device which could actually talk and advertise itself.

Second—The records were being made by a small company with limited means, which was feeling its way, groping, so to speak, with no experience and nothing which had ever gone before to guide the men who were directing its affairs.

Third—From all over the United States, and in course of time from distant foreign countries, orders came in with cash remittances to this little unknown company located, as I say, in the uncommercial city of Washington, which orders were only traceable to the fact that each record out was constantly announcing to all who had ears the name of the company and its geographical location. As the business grew you will remember the announcement was changed to the "Columbia Phonograph Co. of New York," then "Columbia Phonograph Co. of New York and Paris," and then the "Columbia Phonograph Co. of New York and London."

It would have cost hundreds of thousands of dollars expended in ordinary publicity channels to have made the name so generally known, and when the business had so developed that we were sufficiently well established in the great commercial cities, and it had outlived the purpose for which it was intended, the announcement, as you all know, was dropped. Many a time have I heard the company damned for that old announcement. Many a man had told me that he would not buy a record with an advertisement on it; but I speak with sincerity to-night when I tell you that for every individual who would refuse to buy because of the announcement, I believe that we sold to at least twenty-five or fifty who bought only because of having heard the announcement.

Introduction of Coin-Operated Machines.

The coin-operated graphophone brought unique business opportunities in the early days. When it was proposed to plunge and to move from a converted residence on a side street to a building on such a great thoroughfare as Pennsylvania avenue, and pay as much as \$300 a month rent, the matter was approached with fear and

hesitancy. The idea was to make a handsome display room, containing coin-operated graphophones where the public could for a nickel hear one of these wonderful machines that could sing and play and talk. When Mr. Easton was asked if he would be satisfied if the slot machines paid the rent, so that he would be rent free to sell goods, he indicated that such a result would be highly pleasing, "for what other business was there that could operate rent free?"

Well, the receipts for the first three days more than paid for the first month's rent and the electric light bill, and the latter was no small item, for the Columbia Co. was one of the very first to recognize the value of electric light for advertising purposes and as a means of attracting attention to its business.

In the course of time the Washington equipment was duplicated in city after city until the great commercial centers of this country and Europe were covered. Everywhere, handsome stores and brilliant electric displays, on the most expensive thoroughfares, the slot machines usually paying the rents and light bills, leaving us free to sell goods without these fixed charges. I am safe in saying that this bold policy did more to encourage others to invest in the goods and go into the talking machine business on a broad scale than anything else that was done.

Naturally, as the number of machines sold increased the interest in the slot machines decreased; but we had by that time established a broad selling organization over the world, and thus you have the story of the reason for and the establishment of the Columbia stores. No one thing has gone so far in giving the impression that the business was a big, growing and permanent one, with large possibilities for profit for all who would go into it, than these same Columbia stores scattered over the country.

Where the Music Dealers Were Dense.

It is a rather strange commentary on the judgment of the heads of the leading music houses that they were so long in realizing the importance of the graphophone and that the normal, natural place for a prospective customer to go to buy graphophones and records was a music store. On one of my visits to a western city in the early days I was almost ordered out of the house for even suggesting to the proprietor of one of the city's big music stores that an attractive line of graphophones and records would be a profitable addition to his business.

It was shortly after this that Lyon & Healy became convinced of the future possibilities of the line in connection with the sale of musical instruments and became our valued and important customers. It took some time to bring them around, but gradually one after another the great concerns engaged in the sale of musical instruments have installed talking machine departments, adding dignity and prestige to the business.

From the very beginning a strong policy of fixing a selling price for all goods sold to jobbers and dealers and requiring a strict maintenance of prices established at which goods were to be sold to users was decided upon, and has been continuously adhered to since. Time after time attempts have been made by price cutters to break up this policy, and though they have at times been temporarily successful, we have never been more sure of our position in this regard than we are as we enter upon the campaign for business in the fall of 1909. If there is ever a change in this policy it will be not because we cannot keep the dealers and jobbers in line, nor because such a policy is wrong or not in their interest, but it will be due to the kind of competition which other manufacturers may indulge in.

Why the Protected Policy Should Continue.

There is every possible argument why it should be continued, and we look to such an association as yours to use the influence you may command to see to it that no change takes place in this regard. The policy of a fixed price for all standard goods has become a feature of the business policy of all talking machine manufacturers. It

is frequently referred to and pointed out as a policy to be adopted in other lines. Those who are familiar with the affairs of the Piano Manufacturers and Dealers and of the Music Publishers' Associations know how often this business policy of the talking machine companies is referred to with admiration and how unstinted has been the praise given to it.

It is well for the talking machine industry that the men whose task it has been to shape its "business policies" have all had unflinching confidence in its permanency and future greatness. It would be more difficult to criticize than to praise them. In their own way each of the big manufacturing companies has contributed its full quota to the greatness of the industry. We who compete confess that we have a tender spot in our hearts for the Victor dog, and a great deal of admiration for his various masters, although in time we have fought them and will continue in all honorable ways to do so in the future. In a like manner while we have told the trade and the public to disregard the injunction that "none



PAUL H. CROMELIN.

are genuine but those containing the signature of Thomas A. Edison," still we believed in our heart of hearts, and now believe that it is a pretty good name to conjure with.

A Broad View Specifically Applied.

Broadly speaking, the policy of the Columbia Co. is to give to the public what they are looking for to the extent that we are able to do so. If that means that a man wants cylinder machines and records, we have with each advancing year brought to the jobbers and dealers a better product, and the possibility of handling that product as free from unreasonable restraint as was consistent for our mutual good, and with the chance to make such a profit as would make it worth his while to take on the line. And so to-day to cylinder enthusiasts the Columbia slogan is: "Tone-arm cylinder machines, cleverly constructed, compact, convenient, built with care and backed with a Columbia guarantee. Columbia Indestructible cylinder records, the best selling cylinder records ever placed upon the market."

To those who prefer and wish disc goods we stake our faith and reputation on the disc that will eventually supersede all others, the "double-disc record." To those who want grand opera we offer the opportunity to listen to the best that the world affords from such artists as Bonci, Campanari, Zenatello, Sammarco, Constantino, Bispham, and many others, the records of whose voices can only be procured from the Columbia Co.; but because of this we are not unmindful of the fact that the great majority of people prefer vaudeville and rag-time, and we endeavor

to give them the best that can be obtained. Our policy is as an open book. We have so often proclaimed it that its repetition here might seem superfluous. We told it to you gentlemen two years ago at Buffalo, and it was repeated to you again here last year. We stand in the same position to-night.

Some things it has never been the policy of the Columbia Co. to do. One of these is to refuse permission to any dealer or jobber who wishes to do so to sell any other goods for which he has a legitimate demand and on the sale of which he can make a profit. If our goods cannot sell in competition on merit they cannot sell at all; and we never seek to tie up the dealers or jobbers so they cannot buy the goods of our competitors if they wish to do so. Nor do we subscribe to such a policy, nor do we believe that it is good for either the manufacturer or the jobber. If a dealer decides that he prefers to handle our line exclusively, well and good, but he is not compelled to do so, nor put to restraint nor punished if he does not do so.

The Columbia Exclusive Contract Defined.

The exclusive contract which the Columbia Co. has to offer is of a different kind. By its terms you can obtain the exclusive sale of Columbia goods in a given territory upon agreeing to purchase goods to an amount commensurate with the importance of that territory. One of the great objects which your association is seeking to accomplish is to prevent losses by your plan for limiting credits to dealers who may be unworthy of same.

As I understand, you are organized in this regard for mutual self-protection. This is fine, but if there was only one jobber for a given line in a given territory he would receive every inquiry that came from that territory, absolutely control the purchases of all the dealers in that territory, and they could not get goods elsewhere; and he would have the matter of extending further credit in his own hands, knowing that if he refused further extensions, no other jobber could offer better terms and thus secure his customers. That is the kind of exclusive contract the Columbia Co. is offering to-day.

The industry has reached that point, and experience has taught us so many lessons regarding it, that the policy determined upon now is destined to remain the permanent fixed policy of our company for many years to come. Many of our stores have been sold to jobbers who have guaranteed to do as much business as we ourselves could expect to do, and we have similar propositions open which we will be glad to consider with persons interested in acquiring exclusive territorial privileges. We have constantly kept before us the desirability of cutting down the amount of stock which a jobber must carry to the very minimum, and we believe that the double-disc record has already accomplished much in this regard.

Indestructible Record Against Wax Cylinder.

In the same manner when we made up our minds that the Indestructible record was to be the cylinder record of the future we cut out the wax record so that the jobbers would not have to carry double stocks. We told you before and we repeat to-night that we believe in the instalment business in connection with the sale of talking machines. We believe in their broadest possible distribution, and that the poor and those in the middle classes, as well as the rich, should be able to enjoy the entertainment which they afford, but the instalment business which we preach and practice and which we have heretofore asked your jobbers' association to indorse, and we ask you again to-night to do so, is a "safe and sane" instalment business with an increased price on all machines and substantial first payment before the outfit is delivered to the customer. That is our policy; that can be your policy. It is up to you.

That such an association as yours exists is the best evidence that the talking machine business is to-day recognized as a permanent, stable industry by men of large mercantile experience, who are in every way related to the manufacturers,

and that the foundation has been completed and the industry well launched upon its destined career.

A Pledge for the Present and Future.

We take pride in the part we have played in the past. We believe in the company, we are convinced of the superiority of the goods, and we have faith in the integrity and the ability of our men. There may be more loyal, more faithful and better men, but we have not found them; and we intend, to the extent that it is in our power, to keep abreast of the times, keenly interested in everything which marks for progress, working always for that which will be for the betterment of the industry in the light that is given us to see it, carrying on in the future, as we have in the past, a vigorous, aggressive advertising campaign which will make Columbia graphophones and records even better known, if possible, all over the country.

With the full knowledge that our policy may not always and perhaps frequently will not be the same as that of our competitors, we want you to believe, realize and understand that we thoroughly approve of the aim of your association, that we rejoice in your successes and want, to the extent that is possible, to co-operate with you in the future in everything where we can meet your wishes and advance your interests. I thank you.

Toastmaster Bowers—Ladies and gentlemen, we have a member of the trade whom we all re-member, in the person of Leon F. Douglass, the first vice-president of the Victor Talking Machine Co. Mr. Douglass is not with us this evening in person, but Mr. Blackman has received a communication from him, and we feel that you would like to hear his letter. Mr. Blackman will now read it to us.

Letter from Leon F. Douglass.

Mr. Blackman—Mr. Chairman, ladies and gentlemen, I am very pleased to have the honor of reading this communication from Mr. Douglass: "J. N. Blackman, New York:

"Dear Mr. Blackman—Your kind invitation of June 18 received. While it is true I except to come East in the near future, I do not believe it would be wise for me to come during the hot weather, much as I would love to meet my old friends again. In my twenty-one years' experience as talking machine dealer, jobber and manufacturer I recall the conventions during the early days of the local companies along in 1889 and 1890. At that time I was an officer of the Chicago Central Phonograph Co. The present-day gold mine promoters are no more full of glowing promises than the stockholders of these early companies in the olden days. Their stock phrase was 'As soon as we offer the goods we will be on velvet.' They thought it would be necessary to have policemen to keep their customers in line, but they soon found out that it would be necessary to get a Sherlock Holmes to find their customers. I have been looking for the velvet all these years and, so I believe, we will always find that we will have to work for our trade. As Mr. Johnson says, 'The gold is in the mine, but we will have to dig it out.' The jobbers digging for their customers and the factory for a better product. Each will have all they can attend to in that, so that it is of the greatest importance that in our relations with each other there should be as little friction as possible, so that each can use their energies in their respective work. No doubt each will feel their burdens are the greater; as the old story goes: 'The people in the olden days cried so loud at their heavy burdens that the Lord in His goodness allowed all to lay their own burden down and take up those of others that they believed were so much lighter than their own; they soon found that the new burdens which they were not used to were so much harder than the ones that they knew all about that they cried out more bitterly than before to be allowed to exchange back.' Having been a jobber myself for many years, I can sympathize with their burdens, but I can assure you that

those of the factory are many. For this reason there should be perfect confidence and harmony between the jobber and the factory.

"Confidence is the foundation of the talking machine business. In my position at the manufacturing end I have had an opportunity to observe the methods of all jobbers and to note the most successful ones. They are the ones who had perfect confidence in the business, the ones who believed the business would last as long as music hath charms, not the ones who believed it was only a fad to be used as a side line as long as it lasted. There is no doubt that it will last and continue to grow for many, many years. The ones who had confidence have advertised and been successful—the more confidence, the more success.

"With confidence there have been fine displays with complete stocks of machines and records, which have brought success. With enough confidence every talking machine dealer in the United States could now double his business. It has ever been the policy of the Victor Co. to work in perfect harmony with the jobber, and we trust that it always may be so. Of course troubles will come; many of them can only be worked out by time; but, with confidence in each other, we hope to be on velvet some day. With best wishes to all my friends, yours very truly,

"(Signed) LEON F. DOUGLASS,
"Chairman Board of Directors."

Thomas A. Edison Honorary Life Member.

Toastmaster Bowers—For the benefit of the members of this association I want to say that I omitted stating earlier in the proceedings the fact that we to-day made Thomas A. Edison an honorary life member of the Talking Machine Jobbers' Association. (Applause.)

In this flow of intellectual feasting in which we are indulging at the present time, one figure looms high on the horizon. We have always considered it as paradoxical to individually call upon at an occasion of this kind, and introduce men whose names are household words, but I am going to present this gentleman to you as one whom you all know as a man who has blazed away to success, one who for many years was in the talking machine business, a man who is a friend to every man in the business, and who has proven his friendship, a man who is a friend to every right-minded man in the trade, a man who has done much for all of us, a man whose mind and purse have always been open to the needy—that big-bodied, big brained, big hearted man—William E. Gilmore. (Great applause and yells.)

Warm Greeting to Gilmore.

William E. Gilmore—Mr. Toastmaster, ladies and gentlemen, this is somewhat uncalled for I do not know what Mr. Bowers is thinking of throwing all this hot air at me. I some weeks ago was called upon by Mr. Blackman and asked to attend this Convention. I told Mr. Blackman I was about to move to my place for the summer—I have been working very hard—don't I look it? (Laughter.) I did not see how it would be convenient for me to come down here while I was sojourning at my country place in the country, but he insisted that I should come down here, and after making various overtures to me, I concluded I would come down—and I am here. I am rather a has-been of the talking machine business, as I have been out of it so long I hardly know how to go into the subject at this time. I think I will go for people on the outside. I have heard nothing to-night but optimism spelled with a big O. I think that a good deal of optimism wants to be used by the jobbers themselves. When I was in the business, we tried it upon outside people so as to go after the jobber and get him to get after the dealer. I was told some weeks ago by a gentleman that he went into a dealer's place in order to find out how the dealer was running his store. Upon investigation he found an old machine in the back of his place that had not seen oil for a long time. He put on the record of Harlan and

he had to reduce the speed as the machine would not operate. What I am leading up to is this: what you want to do is to get your salesmen to go in and demonstrate to the dealer these machines, and not only the dealer himself, but also to his clerk or clerks, for that clerk is the one that is going to sell the machines, and it is policy for that clerk to know how to operate the machine in order to get the best results. Just as the sewing machine needs oiling and cleaning—and every woman here knows that it does need it—so must the talking machine be looked after and oiled. Suppose the salesman does stay a week with a dealer, don't you think that this is going to have a good result? I should think so.

There was a remark made a little while ago about opening up a grand place at 27th street and Broadway, New York. I used to walk up Broadway and look at that place. I was very envious of it. I used to think what a terrible bill they must have for electric light. Well, we got the fever, and Mr. Edison decided that we ought to have a big place, on Broadway, New York, with a lot of electric lights and told me



W. E. GILMORE.

so. I said yes. At that time we had another gentleman in the office and he said that he thought it an excellent idea. The St. James Building had just been completed and he went and found out the rent for a store with a basement, and all that went with it, in that particular building. He had figured out how much money we were going to make—that is, he had figured it that by selling a few machines and a few more records, we would get out easy on expense. He came with that proposition to Mr. Edison and myself. We went into it and examined it and it showed an immense profit on paper and with figures that we were going to make. He said we would have to take a lease for five years. We talked it over with Mr. Edison. The first year it was to cost \$25,000, the fourth year \$24,000 and the fifth year \$28,000. Well, Mr. Edison turned to me and said: "What do you think of it?" I said: "I don't like it." Now, gentlemen, we would have to pay that rent by the month. I could not see it coming in that fast. We talked it over again with Mr. Edison and Mr. Edison said, "We are not sure on that proposition—we will leave it for a while."

About two days after I went up to see Mr. Edison about something or other and he said to me, "Say, Gilmore, that is a fine store over there on Broadway—it's a beautiful store." I said, "Where?" He said, "Why at 26th street and Broadway." I said, "How do you know?" He said, "I went over and looked at it." At that time they had it all lighted. He had been over there the previous night, walked on the Broadway side of 27th street and looked in the win-

dows. I said to him, "Did you go in?" He said to me, "No, I was just on the outside." Well, the optimism was there just the same and between the other fellow I talked about and Mr. Edison I was over-ruled. However, I did succeed in convincing the agent that that place was not going to be big enough for us later on. I stipulated, and he agreed to it, that we put a clause in there stating that at the end of nine months of the first year, if we so wish, we could notify them and could cancel the lease and only stay one year. I took advantage of that clause. (Laughter.) I went up to 27th street quite often thereafter—it was only a block away—and I looked at it and then I went back and looked at our store. We had our store all gilded on the inside and we had it ablaze with electric lights, and we kept open nights, too—for the benefit of the public. (Laughter.) I used to wonder how much of a lease the other company had. Well, gentlemen, we got out of it. That shows that we were satisfied and I am sure we got out of it better than the other company, and I want to say that I was perfectly satisfied to get out when I did.

I did not want to say so much and to take up your time, but I know that you are going to appreciate it, and I hope that your association will continue to increase, be prosperous, and that you will all come out in the same open-faced spirit and get a great many more members. I hope to meet you all here next year—that is, pretty nearly all—I mean those who have not gone broke and cannot pay their expenses to get here again. (Applause.)

Toastmaster Bowers—One of the most vital and important factors in the success of the talking machine business is printer's ink, and one of the most potent and valuable mediums is that of the legitimate trade press, and as a fitting exponent of what is meant by high-class journalism in its best sense I have the honor of presenting the editor of The Talking Machine World and The Music Trade Review, Edward Lyman Bill.

Edward Lyman Bill's Address.

Mr. Bill—Mr. Toastmaster, members of the Talking Machine Jobbers' Association, ladies and gentlemen—In speaking for the press, let me say that the press properly conducted should always be an aid to industry. Years ago, when trade papers were first founded, they were started as house organs, backed by one or two concerns, for the purpose of promoting their individual interests. As industries expanded trade journalism expanded with them, and steadily advancing trade papers reached the position that they were enabled to graduate beyond the influence of individual concerns, throw off the shackles and become a powerful and independent force in the development of all industries.

There were among the papers representing the different trades—a type of journals which adopted methods and forms which were not strictly in harmony with good business principles. Happily, however, such journals have been relegated to oblivion, and the trade press of this country—the American trade press—stands out as an educator in the highest and truest sense, and it is with some degree of pride that I may say that years ago I allied myself with that form of journalism with the object in view not only of winning a livelihood, but assisting in the development of industries. Studying the talking machine business, I saw that there was an opportunity for development, and the more I examined that industry the more I became convinced that the time had arrived when an independent paper would be a necessary and a useful force in helping the expansion of the trade.

I commenced in a modest form by conducting a department in my music trade paper, The Music Trade Review, but I found that that was not sufficient to reach the hearts of the talking machine trade and incidentally its pocketbook. I found that to attain the strength and power which I desired in the development of this trade, it was necessary for me to put forth a paper which would be solely devoted to the ex-

ploitation of the talking machine interests. With that object in view I launched five years ago The Talking Machine World. When the paper was first put forth I had the warm support of the manufacturers, jobbers and the dealers, and together we have worked hand in hand for five years in the development of industry, and Mr. Toastmaster, I wish to congratulate you upon the development of the talking machine business and upon the success of your association.

I recollect when the association infant was born in Buffalo that some predictions were made as to its early demise. Those predictions were ill-founded, for this organization has grown and expanded to such an extent that it exercises a strength and power for the promotion of the talking machine business from the Atlantic to the placid Pacific—from the plains of Texas—to the wheat fields of Dakota. Long live the talking machine industry! United you stand together as a symbol of strength and as a power to eliminate evils which unchecked may creep into any industry, and I may say that interested as I am in this trade and bound to it by the closest business and professional ties, it is with much joy that I have witnessed the fairness of your deliberations while here at Atlantic City. It is evident that the true feeling exists between the manufacturers and the jobbers. If you will continue to work together conscientiously and honestly to develop the trade along consistent and logical lines, with that desire to get together and do right, as you see right, it will make the talking machine not merely a greater power, but one that will command a greater respect from each department of trade life. The interests of manufacturers, jobbers and dealers are closely locked; one is dependent upon the other. If goods are manufactured and not sold they stagnate in factories and in warehouses. There should be no stagnation; business policies must be adopted which will cause these special products to move along the easiest lines of resistance until they reach the consumer. Then in order to have every department harmonious there must be good feeling, because good feeling is the basis of good business, and I believe that your association has been an incubator of good feeling, in that it has brought men together who have felt that when they looked into each other's eyes they should be friends and not enemies; that they were good men and true. By friendly intercourse competition has been blunted somewhat. Men may be just as keen in their desire to win, to develop trade, but the sometimes reckless rules have been tempered somewhat by friendly contact with each other. And it is only through such organizations as this, and kindred ones, that men are brought together for trade weal, and they have realized through unity they can obtain far better results. The fundamentals of our life are education. Business education is necessary. Education is the barometer by which we measure the intellectual temperature of our people. If your business education is complete you can cope with competition in a much better way, and it will redound to your benefit in cold dollars and cents. The strength and energy in fighting a keen competitor may better be spent along the line of business development.

This is a business age; we are all struggling for business. It took the inventive genius of an Edison, of a Berliner and of a Jones, to lay the foundation of this industry, but an Edison, a Berliner or a Jones could not have accomplished the results without an Easton, a Gilmore, or a Johnson, whose marvelous business ability turned the inventive genius of others into the coin of the realm. (Great applause.) It is well, therefore, that we should recognize the business spirit in the development of this industry; it is right, too, that we should pay all honor to the glorious inventors, all honor to the men who have added luster to the pages of American history, whose achievements will be remembered as long as time lasts. But, again, let us remember it is the men behind the trade guns who win the battles of commercial life. Let us remember, too, that it is the man who through long days of labor

and nights, devoid of ease, plans the campaigns which mean the employment of labor and the distribution of vast sums to the masses. Such men are striving to accomplish certain ideals. We must ever have ideals—business ideals—for idealism will lift us up, and it is business ideals which will bring out the best in us. It is useless to pass resolutions or to write papers advocating certain measures unless behind these resolutions, behind these papers there is a spirit which makes for their adoption. You must have that or your association cannot reach the highest attainment. There must be fixed purpose. You must do things; it is the spirit of doing which has made this talking machine industry—young in years, though it is—one of the best known in this country and abroad. To my mind you are working along right lines. In what other industry can an association three years old produce such a gathering of the clans as we have here to-night? We have here men who have traveled long distances to come here to work for the upbuilding of higher and truer business ideals. It is this serious planning, this mingling together, the adjustment of differences of opinions, the discussion of ways and means and methods—which will help your talking machine enterprises on and on and to ever ascend to the highest points.

I am an optimist on the future of the talking machine industry. I believe its future will be brighter than its past. I believe it has the most progressive types of business men who are working for its development. But we cannot sit supinely by and expect to win golden honors. It requires concentrated effort to produce the best results which the honest efforts of men justly entitle them to receive. The full results of the million and a half in money which the manufacturers will expend during the next twelve months will not reach the highest points unless there be supplementary work on the part of jobbers and dealers. I believe that this coming here amounts to a school of harmony, the bringing together of diverse influences, so that one man can see what the other man is doing; it is helpful; it shows that which is right. I believe it will help business, and the effect of this meeting will last long, Mr. Toastmaster; it will permeate this entire trade, and I feel that when these men shall have departed from this city by the sounding sea they will carry with them sweet recollections of this gathering here to-night, as well as of your business sessions. I wish to say that I stand with you, with all the machinery at my disposal, with all the energy I possess for the honest promotion of this industry, and I believe that a journal which disseminates useful information—a journal which is educational in its influence—should act harmoniously with the talking machine industry, and in every way possible aid in its development. Let the influence of this gathering remain with us and let us go to our homes with one thought in view—to work harmoniously together, to confidently face the future, full of generous promise—to look up and not look down. (Much applause.)

Toastmaster Bowers—Mr. Blackman, the chairman of the Committee of Arrangements, has in his possession a number of letters of record from distinguished gentlemen connected with the trade. I will ask Mr. Blackman to rise in his place and read these letters.

Mr. Blackman's Letter to Emile Berliner.

Mr. Blackman—Mr. Toastmaster, ladies and gentlemen—I have the pleasure of reading to you a letter which I wrote to Emile Berliner:

"My dear Mr. Berliner—I had the pleasure of meeting you at the convention of Talking Machine Jobbers in Atlantic City last year and in the absence of your correct address I am taking the liberty of sending this letter in care of your friend, Mr. Bayly. The members of our Association and those attending the banquet last year greatly appreciated your presence and especially your address of acceptance in response to your election as an honorary member of our body.

"This address is indelibly stamped upon the memory of those present at that time, not only

because of its sincere rendition, but through the kindness of the Victor Talking Machine Co., who presented their Victor distributors with a record, being the true reproduction from your own lips. As the Association has seen fit to honor me with the chairmanship of the committee of arrangements for this year's convention, which will again be held at Atlantic City, it is natural I should like to duplicate, as far as possible, the pleasant features of last year's convention, as well as improving where possible. It therefore gives me great pleasure to invite you to again be our guest at the second annual banquet, which will be held at one of the leading hotels and be a memorable occasion.

"It is with great satisfaction and approval that Victor distributors and dealers received the decision of the highest court sustaining the validity of your patent, for with it comes protection against invasion on the part of those who would seek to tear down the great foundation on which the talking machine industry is built, *i e.*, quality and one price to all. I hope I will have the pleasure of your acceptance of this invitation and that you will not only attend the banquet, but be with us during the convention."

Mr. Berliner's Letter to Mr. Blackman.

(Mr. Blackman continues.) In response to this letter we have the following reply from Mr. Berliner:

"My Dear Mr. Blackman:—Your esteemed letter of the 17th inst. inviting me to again be the guest of the association at their annual banquet in Atlantic City was handed to me by our friend, Mr. Bayly. Needless to say that nothing would prevent me from embracing an opportunity for renewing and extending my acquaintance with the jobbers except for the fact that I shall be in Europe when the association meets. The more than pleasant recollections from last year's convention and banquet are indelibly impressed on my mind and this renewed favor and honor as expressed by your invitation calls for my highest appreciation.

"I rejoice with the association that one of my fundamental patents, sufficient for the protection of the Victor business was sustained by the highest court of the land. It is also a great satisfaction to me personally that I was fortunate in having an early conception of the value which now attaches to the adjudicated claims. With an unchallenged field for commercial exploiting and expansion presented to the trade it seems evident that business should readily respond to efforts unhampered by litigation and to a policy both aggressive and confident of success.

"And I believe that the public will continue to actively appreciate the aim of the manufacturers of furnishing only high grade vocal and instrumental effects based on the untiring endeavors of the various laboratories toward still greater perfection in recording and reproducing the same. Will you kindly present my cordial compliments and good wishes to the president, the officers and the members of the association and I shall be with them in spirit when good fellowship is gathered at the feast and when the reigning sentiment will be: 'Drink to me only with thine eyes!'"

Toastmaster Bowers: We will be pleased to have a few remarks from R. G. Royal, president of the Universal Talking Machine Mfg. Co.:

Mr. Royal's Brief Remarks.

Mr. Royal: Mr. Toastmaster, Ladies and Gentlemen.—The subject I had decided to speak on has been so ably taken care of by the smaller manufacturers (laughter) it will be useless for me to detain you any longer, so that at your next annual meeting I hope to select a subject which your other members will not hit on and will then give you a longer discourse. (Applause.)

Toastmaster Bowers: I have been asked to call upon T. H. Macdonald and ask him the possibilities of the future from an inventor's standpoint.

T. H. Macdonald's Address.

Talking machines have been the aim of numerous inventors at least since, if not before, the

year 1779, when the Imperial Academy of St. Petersburg, Russia, offered a prize for the construction of a machine which should be capable of producing the vowel sounds as expressed by the human voice. The prize was awarded to Professor Kratzenstein for his devices and investigations, which resulted in considerably widening the horizon of acoustic science, and presently thereafter the Abbe Mical, in Paris (1783), and Von Krempelen, in Vienna (1788), were working in the same field.

Many ingenious mechanisms were constructed by these workers and improved upon by various successors, of whom Faber, of Vienna, about 1850, produced a very remarkable speech-articulating machine. In 1857, however, the attention of inventors was directed to a more promising field of effort, through the labors of Leon Scott, who patented the sound-recording machine known as the phonautograph, in which the principles of acoustic physics were employed to produce an autographic record of the human voice and of other compound sound vibrations.

First Reproduction of Vocal Sounds.

The optical demonstration of rhythmic sound waves dates back as far as 1787, when Ernst Chladni published at Leipzig his epoch-making discoveries in this field; but, although these developments were amplified by the researches of Strehlke in 1825; of Young and Wheatstone in the following decade and by those of Tyndall, Helmholtz, Melde and Lissajoux at subsequent periods, the graphic reproduction of vocal sounds appears to have been first effected by Scott's appliance. In that instrument the sonorous impulses produced by speech and other non-rhythmic tones were graphically recorded through the vibrations of a tympanum consisting of a flexible diaphragm, acting by means of a stylus on a revolving cylinder, and it is this sensitive tympanum and its attached stylus, developed and improved by successive inventors, that form the essential elements in the talking machines of to-day.

The phenomena demonstrated by Scott were analyzed in relation to vocal sounds, and especially with regard to the separate functions of

the vocal organs, by the French Linguistic Society in 1875, and these studies, together with Bell's invention of the telephone, in 1876, gave a new impetus to research in the direction of talking machines.

In the spring of 1877 the Paris Academy of Science appears to have received from M. Charles Cros a communication proposing the production of Scott's sound records in the form of tracings on a transparent surface, and the reproduction of these tracings by a photo-chemical etching process in the form of sunken lines on the record plate. In a retracing of the record these lines were to serve as guides to the stylus, and thus the vibrations of the diaphragm, and, coincidentally, the corresponding sound waves, were proposed to be reproduced.

A method analogous to this, but avoiding the intervention of photography, and producing the record directly on a plain metallic surface, was subsequently developed in this country (*infra*), but Cros appears to have gone no further than to make the communication referred to, which was not published in the *Comptes Rendus* until some six months later, in September, 1877.

Edison's Invention of the Phonograph.

In the same year, however, the actual reproduction of sound tracings back into perceptible sounds was accomplished by Thomas A. Edison, through his invention of the "phonograph." The outcome of this idea was the tin-foil phonograph, with which everyone is familiar, and which in the year 1878 attracted much attention and gave rise to great expectations.

The very property, however, of the tin-foil, or of any similar material that afforded the possibility of its being sufficiently indented through the impulses of sound waves, proved an insurmountable obstacle to its practical application for the purpose in view.

A very few passages of the line of minute indentations in contact with the reproducing stylus sufficed to so far level down the spaces between the indentations as to practically obliterate the record, and though various means of giving permanence to the record were devised and put into



MR. EDISON GRACIOUSLY CONSENTED TO POSE FOR THE WORLD BEFORE THE BANQUET, AND HE IS SHOWN AT THE RIGHT OF THE PICTURE. BY HIS SIDE, FRANK L. DYER, NEXT F. K. DOLBEER AND C. H. WILSON.

practice, such as filling in with wax on the back, to stiffen it, or a reproduction of the surface by electrotyping, the technical difficulties encountered in these processes left the instrument unavailable for practical use.

The failure of the phonograph was so pronounced as to discourage effort in the same direction for a long period of time. From 1879 to 1886 the literature of the art reveals no serious attempt to accomplish the reproductions of sounds, and no advance whatever was made during that period. Those were the seven years of famine in the art. In 1886, however, the efforts of Chichester A. Bell and Sumner Tainter, of Washington D. C., afforded a solution of the problem.

Bell & Tainter Patent Solves the Problem.

These associates had labored earnestly from 1881 to 1885, and as the result of their labors made many valuable contributions to science. Foremost among these was the method of recording and reproducing sounds, now in universal use, by engraving a solid material of amorphous character, such as wax or wax-like compositions. This system as a whole embodied many discoveries and inventions which contributed to the desired end and which cannot be referred to in detail within the limits of our available time.

It will suffice to notice that the engraving method resulted not only in accurate and recognizable records, but in records that could be removed from the machine, handled and transported without detriment, and which could be used scores, indeed hundreds of times. This last-mentioned characteristic of the new graphophonic sound record is of the very first importance from the industrial point of view. Such was the graphophone as patented by Dr. Chichester Bell and Mr. Tainter in 1886.

This historical review of the progress of sound recording and reproducing mechanisms brings us, at this point in chronological order, to the consideration of another device for the same purpose, already alluded to, and which also may be regarded as starting from the phonograph of 1857, but which, continuing on the lines of that instrument to obtain the record on a plane surface, diverged at this point and wrought this flat record into depressions by chemical means. These depressions, however, recorded the vibrations of the sound-receiving diaphragm in sinuosities of the side walls instead of sinuosities of the bottom of the lines. This was the so-called "gramophone," invented in 1887 by Emile Berliner, also a resident of Washington, D. C., and which was brought out before the Franklin Institute of Philadelphia, Pa., in May, 1888.

Berliner's Method a New Discovery.

The principle of Berliner's procedure differs radically from those of his predecessors, inasmuch as his record, being effected by a stylus vibrating in a plane parallel with the receiving surface, is free from the disturbances resulting from a varying resistance to its movements. This latter factor enters inevitably into the result when a depression of any surface is effected by indentation or by cutting, the resistance naturally increasing with the depth of the depression to be produced, while the latter is directly related to the amplitude of the vibration which the depression is to record.

Berliner's record was traced in the form of a spiral line on the surface of a disc of polished zinc, through a film of extreme tenuity, composed of a fatty acid obtained from a solution of wax. This film serves as a resistant to an etching mordant, which effects a depression of the traced line by erosion of the bared metallic surface, the etching then being ready for reproduction into sound waves by reversing the procedure.

It may be of interest here to note that these three methods of recording speech or other sounds constitute the basic inventions of the three types of talking machines in common use to-day. They are, in the order of their invention, the phonograph, the graphophone and the gramophone.

The phonograph method consisted in indenting tin-foil, the graphophone method in engraving or cutting in wax or wax-like material, and the gramophone method in tracing a spiral zig-zag through a film of wax to the surface of a polished zinc plate and of afterward etching, by means of acid, this spiral into the metal plate.

As is perhaps well known to all of you, the phonograph and gramophone methods of original record making have long since been abandoned, and to-day the entire industry rests upon the basic discovery of Bell and Tainter that the true way to make a record of sound was to cut or engrave it in wax or a wax-like substance.

Spring Motor Marks a New Era.

I think it will be conceded by all that the next most important step in the industry was the invention and adaptation of the spring motor to the talking machine. For this your speaker humbly claims credit. I began work on such a motor in December of 1893, and finished a model in May, 1894. This model was first shown to Mr. Easton and Mr. Cromelin in the Traymore Hotel in this city in the latter part of May, 1894, and to Mr. Hawthorne in Philadelphia the next day.

This model is essentially that in use to-day. The importance, of course, is the method of governing the speed. In 1898 I discovered that there is a critical speed for the surface of a record which must be attained to obtain the best results. This discovery we embodied in the well-known graphophone grand. It was during this same year that I found that a wax record could be molded from hot wax in an electrotype mold. This seemingly simple "find" has become most important in the cylinder development.

The next step was the invention of J. W. Jones, which consisted in adapting the Bell and Tainter cutting or engraving method to the making of a zig-zag record. This discovery, as many of you well know, revolutionized the disc end of the industry. But I must hasten. It is said that the old man always talks of the past, the young man of the future. I have been asked to try my hand at prophecy, to say from an inventive standpoint what the future holds for our business. To my mind it is an ever-unfolding, ever-increasing, ever-expanding field that lies before.

Mr. Macdonald Indulges in Prophecy.

The possibilities of the talking machine in its adaptation to human uses has hardly yet been dreamed of. The great struggle of man, through all the ages, has been to devise a means of recording his thoughts and the records of his deeds, that his posterity might know of them. From the wide hieroglyphics of the prehistoric past to the finished literature of the present, through these almost unthinkable ages, the whole struggle of man was to build up a written language that he might learn of the deeds of his fathers and pass on a record of his own to the future. What then shall we say of an invention that at one stroke gives every living human being, from the lowest beggar to the proudest light on the throne an absolutely equal opportunity, and gives to him at one stroke a method of recording his own and of learning the thoughts of others unequalled by anything that man has ever done.

Mr. Bower's Closing Remarks.

Toastmaster Bowers: I find, ladies and gentlemen, since coming to Atlantic City, and upon consulting my watch, that we have now reached that distinct hour of the evening when things begin to be doing, when the ladies and gentlemen would like to go out and spend the evening and enjoy themselves. I will therefore take this opportunity, on behalf of the officers of this Association, to thank this distinguished body for the pleasure you have given us in being our guests this evening and for the honor you have conferred upon us by coming here and giving us the privilege of listening to your brilliant and instructive remarks, and I wish to you, and each of you, a safe journey to your homes, a hearty good-bye and a fervent God bless you.

The meeting stands adjourned.

PRESIDENT WHITSIT'S VIEWS.

The New Executive of the National Association of Talking Machine Jobbers Chats in Optimistic Vein With World Man—Trade in Healthy Shape and Outlook Good.

When Perry B. Whitsit, the newly-elected president of the National Association of Talking Machine Jobbers was seen by The World shortly after his election to the office he stated that his belief in the future of the industry was unflinching, and that the trade was about to experience wonderful developments.

"In the past," said Mr. Whitsit, "the talking machine business has been conducted by a great many dealers in a sort of hit or miss manner. Very little attention was paid to credits, and all a customer had to do was to come in, put down a dollar or two, take the machine, and the transaction was closed, while generally the dealer got the future instalments; in many cases he didn't.

"The recent depression, however, has had the effect of placing the talking machine business on a more stable basis, and the dealers are making a study of business systems. It would be well for talking machine dealers to emulate the example of the piano man. He watches his credits carefully, puts much effort into making a sale, and considers one piano well sold better than two placed in the hands of doubtful customers.

"The talking machine trade has been one of rapid development, and up to a year or so ago the dealer did not bother a great deal about details. He had the machines and the public wanted them. It was almost a case of simply sitting down and waiting for trade to come in. For some time this plan proved fairly satisfactory, but now to get business salesmanship methods have to be used. One reason is that a high grade of patronage has been secured by the talking machine. People who, while they are in a position to buy the best demand that the value of their purchase be demonstrated. When it comes to dealing with people like this a man has to be a true salesman. He has many instances to overcome the bad impression created by cheap machines in the neighborhood of the prospect. He has to show that there are talking machines that possess real musical qualities, and the sooner the trade at large learn to give proper and undivided attention to quality rather than to the volume of sales, so soon will marked advance be noted in the business. Already in Columbus talking machines hold a prominent position in educational institutions. They teach languages as no written work can possibly do, and are proving of inestimable value to the vocal teacher, who thus has had under the voices of the world's greatest singers, whose expression can be studied at close range.

"Regarding my policies and my administration, I have nothing to say at the present time. In fact, I have had no opportunity to think about them to any extent. Succeeding, as I do, such an able president, James F. Bowers, I will consider myself fortunate indeed if I succeed in keeping the association to its high standard. However, I shall devote every effort to make my administration a satisfactory one to the association, and know that I will have the hearty cooperation of every member in any work I undertake."

SWANSON OPTIMISTIC.

In a recent letter from J. N. Swanson, of the Houston Phonograph Co., Houston, Tex., he writes: "We are now three months building up this business and can speak with some encouragement that we look for a good fall trade—both from natural business confidence and also from the fact that we are going to reach out for new business."

On page 25 of last month's World the address in the advertisement of J. E. Hough, Ltd., Edinburg Works, "Peckham," S. E., London, through an error read "Peck Lane."

CONVENTION NOTES

A feature of the convention which added much to the social enjoyment was the presence of the wives of many of the jobbers, making the meeting take the form of a real holiday. The majority of the women folk had met at the previous convention and were consequently well acquainted, so the fun started immediately, and it was like a large family reunion instead of a severe business convention, though business was attended to strictly in the afternoon by the men. Of course the sea was the chief attraction, and between surf bathing and yachting the day was pretty well taken up, though the parties still had the energy left for a dance on the "Million Dollar Pier" in the evening. The ladies also graced the banquet board, and their bright presence did much to enhance the pleasure of the occasion. Here's to the ladies; may they all meet again next year.

As a banquet hall the rose garden of the Shelburne was ideal. While being under cover in order to defy the elements, yet the decorations of roses and vines and the handsome fountain in the center gave it a really "old world" appearance that was unique and pleasing. The arrangement of tables also tended to promote sociability.

Jack McGreal, who was elected mascot of the Association last year, was present with his



On the right, Mrs. Lawrence McGreal; the center, Jack McGreal; right hand, Miss Gertrude Gannon.

father and mother, winning friends as usual. No convention is complete without the presence of young Jack McGreal.

M. A. Carpell was in Atlantic City exchanging greetings with his old friends in the talking machine trade. Mr. Carpell took occasion to tell The World that he viewed the future of the talking machine business in an optimistic manner, and that the Herzog specialties would be unusually attractive to the trade. Mr. Carpell enjoyed the outing and was pleased to meet his old friends.

At the request of several of the talking machine men, the Helf & Hager Co., the New York music publishers sent down the orchestration of "Wedding Bells," which has not been officially published as yet. When the piece was played everyone joined in the chorus, having been supplied with the words beforehand.

Remick's "I Wish I Had a Girl" should be given the palm as the official convention song for the season of 1909. Everybody sang it, though the men, especially the bachelors, endeavored to make "I Love, I Love, I Love My Wife, But Oh You Kid!" a very close second.

What cared the talking machine jobbers if the Chalfonte was run under Quaker management and was "dry," was not the Old Vienna, that resort of true Bohemians, within easy walking distance? Every evening the crowd gathered around the tables and there remained joining in song and story until the wee sma' hours.

Saturday last, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., sailed for Europe via the Cunard line. His family preceded him a couple of days, Mr. Dyer deferring

his departure so as to be present at the banquet of the National Association of Talking Machine Jobbers and the reception to the visiting jobbers at Orange, N. J.

J. Newcomb Blackman, chairman of the committee of arrangements, was showered with congratulations upon the success of the convention. Mr. Blackman worked hard and what is more, he won out.

Louis F. Geissier, general manager of the Victor Talking Machine Co., accompanied by members of his staff, Messrs. Jones, Brown and Ornstein were busy exchanging greetings with old friends during the convention week.

During the past three years, at least, the name of Berliner has become a "household word," as it were, in the trade. The patent bearing this name is one to conjure with these days, though Emil Berliner, the inventor, no longer concerns himself in sound reproduction devices, excepting incidentally. As one of the three great inventors of the industry he will always be remembered. To be sure, Bell and Tainter were never actively identified with the industry, but Thomas A. Edison, Emil Berliner and Thos. H. Macdonald have kept in close touch with present-day developments, as has Eldridge R. Johnson. The presence of Messrs. Edison and Macdonald added distinction to the annual convention of the National Association of Talking Machine Jobbers at Atlantic City, N. J., last week, and the unavoidable absence of the other two distinguished gentlemen was greatly regretted. Mr. Berliner sailed for Europe while the convention—the largest, most representative and successful in the history of this practical organization—was in session, and the good wishes of the members and his eminent contemporaries accompanied him on the voyage.

EDWARD N. BURNS' PLANS.

Over the national holiday, Edward N. Burns, vice-president of the American Graphophone Co. and manager of the export department of the Columbia Phonograph Co., General, was at his picturesque home in the Thousand Islands, N. Y., with his family. The house, one of the many pretty cottages at that favored resort, was built by the late Andrew Devine, father-in-law of Mr. Burns, on Madawaska Island, at the top of a rocky point fifty feet sheer to the water, and a small fleet of launches and rowboats are attached to the premises. This has been the summer retreat of Mr. Burns for a number of years.

On July 24 Mr. and Mrs. Burns and their children sail for Europe on the "Minneapolis," the Atlantic Transport Co. liner, going direct to London, England, and thence to Carlsbad, Austria, where Mr. Burns will take the waters. Later he will call upon the talking machine trade in Germany. The party will be absent three months, being scheduled to arrive in New York October 15.

BRIEFLETS.

Landay Bros.' branch store at 27 West 34th street has been completely remodeled and newly furnished and decorated. The store is occupied by eight booths with a private telephone in each, for the use of the occupant.

The new talking machine department of Rothenberg & Co., New York, Columbia jobbers, was formally opened on June 22.

Max Landay, of the Talking Machine Supply Co., New York, expects to leave on an extended road trip about August 5.

The travelers of the National Phonograph Co., who are to meet and confer with the officers and selling department managers at Orange, N. J., are coming in on the instalment plan, and the entire force is expected to reach Orange within the next two weeks.

1866

1909

NYOIL FOR

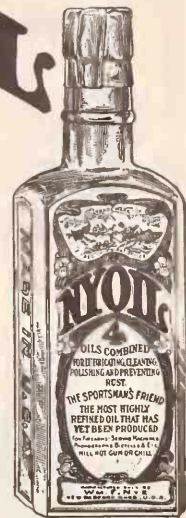
Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE NEW BEDFORD, MASS.



"CANNED" SALESMANSHIP.

Vice-President of United Cigar Stores Co. Sends Out Selling Talks to Clerks on Talking Machine Records.

H. S. Collins, vice-president of the United Cigar Stores Co., who have over six hundred retail cigar stores in all sections of the country, has perfected a wonderful selling organization, and in order to improve the efficiency of clerks in the smaller stores, has prepared a series of short lectures on "Merchandise" and "Service," which have been recorded on talking machine records and will be distributed among the clerks. As the Saturday Evening Post says, "Like music and the drama, salesmanship has at last been 'canned.'"

T. M. Becker, the enterprising, energetic and effervescent representative of the Chicago house of the Rudolph Wurlitzer Company, has left for a trade round-up of Wisconsin and Michigan. John Otto of the retail department takes his vacation next week. He will spend most of the time around his handsome home in the suburbs.

TRAVELING SALESMAN WANTED

WANTED—A traveling salesman who can sell goods. Must be experienced in the talking machine line. Give qualifications and experience. Manufacturer, care The Talking Machine World, 1 Madison Ave., New York.

FOR SALE

A large stock of Victor and Edison machines and records, kept up in fine shape. For particulars write E. F. Wood, Bloomington, Ill.

3,500 RECORDS

Columbia X.P., Edison Gold-Molded and Amberol; large Revolving Rack for 1,000 records; 3 Edison Machines, 6 Columbia Machines, extra horns, stands, etc. I wish to close out my phonograph department and will sell for \$400. F. T. Evans, Delaware, Ohio.

PARTNER WANTED

WANTED.—A PARTNER FOR PHONOGRAPH, Piano and Sheet Music Business.—High-grade machine and record trade; fine location; all factories working; 35,000 population; only two dealers; richest city in Virginia; partner must be a hustler and give his entire time as my only reason for a partner is that I am compelled to be away on account of large territorial agency; great chance for the right man; small capital necessary. Address "BUSINESS," care The Talking Machine World, 1 Madison Avenue, New York.

BUSINESS FOR SALE

MUSIC STORE.—Pianos and Talking Machines—established three years in one of the most lively cities of the West. Good chance for a piano tuner—no other in town. Reason for selling: Owner's ill-health compels change of climate. Address "XX," care The Talking Machine World, 1 Madison Avenue, New York.

C O L U



Columbia Double-Disc Records, 65 cents.



Columbia Disc Graphophones, \$25 to \$200.

DOUBLE-DISC RECORDS

The Columbia Double-Disc has come to stay. You may as well face that. Why shouldn't it? You buy a Columbia Double-Disc for less money than the single disc would cost you and you sell it for more money than the single disc would bring you. And it's not only better profit for you, it's double value for the man you sell to.

Columbia Double-Discs are far and away the biggest thing in the disc situation, have been ever since their introduction, and shall continue so. The public have taken to them more quickly and completely than to anything else ever introduced in the talking machine industry.

OUR DOUBLE-DISC GUARANTY

We guarantee to every purchaser of Columbia Double-Disc Records that the material used in their composition is of better quality, finer surface and more durable texture than that entering into the manufacture of disc records of any other make, regardless of their cost. We further guarantee that their reproducing qualities are superior to those of any other disc record on the market and that their life is longer than that of any other disc record, under any name, at any price.

Everything above included in

SEND POSTCARD

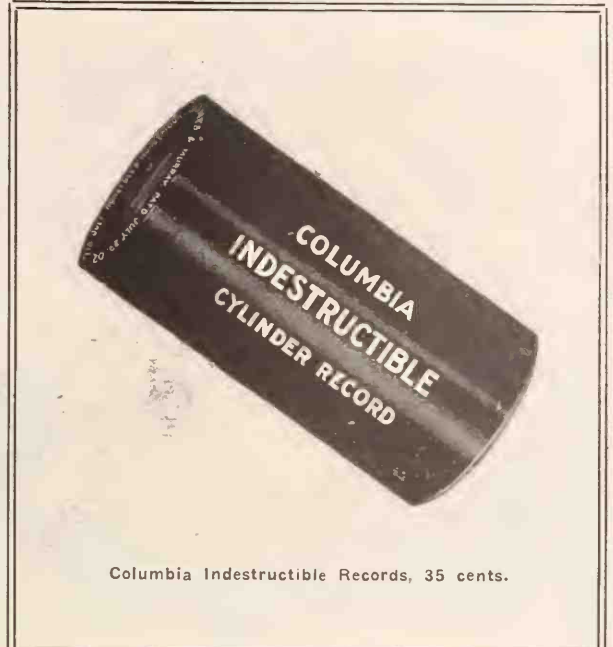
COLUMBIA PHONOGRAPH

COLUMBIA

INDESTRUCTIBLE RECORDS

Played with the new Columbia Indestructible Reproducer, the Columbia Indestructible Cylinder Record has a clearer, fuller, more brilliant tone than can be obtained from any other cylinder. The Columbia Indestructible Record supplies the one great need for a cylinder that combines the best attainable tone qualities with indestructibility. The people have found out that the Columbia Indestructible is the one ideal cylinder record.

Here's how the dealer's end of the Indestructible proposition sums up; you buy a record you know will be eventually sold to a customer—no loss from breakage, your investment is always secure. It is not only safer and better business for you but it is extra value for the man who buys from you.



Columbia Indestructible Records, 35 cents.

OUR INDESTRUCTIBLE CYLINDER GUARANTY

We positively guarantee that the playing of Columbia Indestructible Cylinder Records with any of the regular sapphire reproducers will under no circumstances injure those reproducers in any manner or to any extent whatsoever, and that Columbia Indestructible Cylinder Records may be played with any cylinder reproducer of any make, on any machine, indefinitely, without the slightest impairment of the record or any part of the mechanism.

The above guaranty is issued upon the strength of experiments recently concluded in our factory whereby it was proven by test that an ordinary sapphire reproducer point, playing Columbia Indestructible Cylinder Records uninterruptedly from 8 A. M. to 6 P. M. for TWO AND A HALF YEARS, showed at the end of that time not the slightest sign of wear, under the most powerful microscope. Tests of a slightly different character prove that Columbia Indestructible Records may be played indefinitely without showing the least impairment of tone or other appreciable sign of wear.



Columbia Cylinder Graphophones, \$20 to \$100.

our Exclusive Territory Program

FOR PARTICULARS

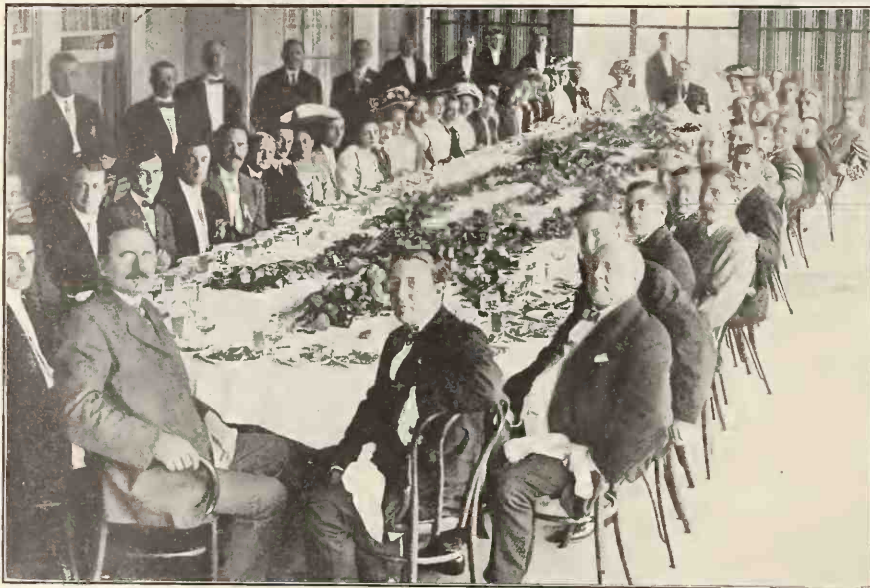
COMPANY, Gen'l, New York

THE RETURNING CONVENTIONISTS ENJOY DELIGHTFUL LUNCHEON PLANNED BY F. K. DOLBEER AND FOUND A VISIT TO THE EDISON WORKS AN ENTERTAINING ONE

A very pleasing finale to the convention was planned by F. K. Dolbeer, general sales manager of the National Phonograph Co. A large number of delegates and their wives left Atlantic City on the 9.20 train on Friday morning.

Upon reaching Newark a string of automobiles met the party at the Pennsylvania depot and conveyed them to the Essex County Country Club at Orange. Here a sumptuous luncheon had been

The guests were Mr. and Mrs. L. C. Wiswell and Mr. and Mrs. F. A. Siemon, Chicago, Ill.; Mr. and Mrs. E. F. Taft, Boston, Mass.; C. B. Haynes, Richmond, Va.; J. C. Roush and C. M. Roush, Pittsburg, Pa.; William Pardee, New Haven; E. H. Silverman, New Haven; H. R. Skeldon, Providence, R. I.; J. B. Ogden, Lynchburg, Va.; T. H. Towell, Cleveland, O.; B. J. Pierce, Kansas City, Mo.; C. H. Droop and C. E.



TALKING MACHINE JOBBERS ENTERTAINED AT BANQUET.

prepared through telegraphic orders from Mr. Dolbeer.

The Essex County Country Club is known all over the country and a beautiful repast was arranged. The tables were prettily decorated. After the luncheon the party was taken to the Edison works, where a couple of hours were passed in inspecting the plant.

There were a number in the party who had not previously visited the Edison works, and they expressed much astonishment at their size and equipment.

After a most enjoyable and instructive tour of

Gore, Washington, D. C.; James Fletcher, Pittsburg, Pa.; Mr. and Mrs. C. N. Andrews, Buffalo N. Y.; Mr. and Mrs. J. Gerson, Philadelphia, Pa.; P. B. Whitsit and W. F. Davison, Columbus, O.; Mr. and Mrs. J. Newcomb Blackman, East Orange; Isaac Davega, Jr., New York City; Benjamin Neal, Buffalo, N. Y.; Mr. and Mrs. Lawrence McGreal, Master Jack McGreal and Miss Gertrude Gannon, Milwaukee, Wis.; Mr. and Mrs. Edwin Buehn, Philadelphia, Pa.; Mark Silverstone, St. Louis, Mo.; C. W. Hickok, Toledo, O.; J. N. Swanson, Houston, Tex.; Victor H. Rapke, New York City; N. D. Griffin, Gloversville, N. Y.



SNAPPED IN FRONT OF ESSEX COUNTRY CLUB.

the factories the guests of Mr. Dolbeer left for home.

Among those who assisted Mr. Dolbeer in entertaining were Frank L. Dyer, president of the National Phonograph Co.; Alfonso Westee, auditor; Carl H. Wilson, general manager of the companies, and others.

The guests were much pleased with the entertainment planned by Mr. Dolbeer and the admirable manner in which the program was carried out.

The export department of the Columbia Phonograph Co., General, has signed two new jobbers in the City of Mexico this week.

HAWTHORNE & SHEBLE COLLAPSE.

Talking Machine Concern Unable to Meet Its Obligations—Receivers Appointed—Creditors' Meeting Called.

Just as the June issue of The World went to press it was announced that the Hawthorne & Sheble Mfg. Co., Philadelphia, were in financial difficulties, and shortly after James M. Rhoades and E. A. Hawthorne were appointed receivers in the United States District Court. Security was fixed at \$50,000. The concern operates plants at Howard and Jefferson streets, Philadelphia, and Bridgeport, Conn. The liabilities are estimated at \$140,000. The assets consist of machinery valued at \$70,000; talking machines, \$22,000, and supplies, \$20,000. The company admitted its inability to pay its debts. The Hawthorne & Sheble Co. were large manufacturers of talking machines and accessories, and when the change came in the horn situation their business was seriously crippled, and with the later court decisions the collapse became inevitable.

The latest development in the situation is that Joseph Mellors, referee in bankruptcy, 528 Walnut street, Philadelphia, Pa., has sent out the following communication, under date of July 9, to the creditors of the Hawthorne & Sheble Co.:

"You are further notified that the meeting to be held at my office on July 20, 1909, at 10.30 a. m., is called to consider the acceptance of a proposition for the purchase of the plant of the bankrupt at Bridgeport, Conn.; to consider also the advisability of authorizing an appeal from the decree of the United States Circuit Court for the Western District of Michigan in the case of the Victor Talking Machine Co. et al., against the Duplex Phonograph Co., and to consider also a petition for leave to continue the operation of the Philadelphia plant by the trustee."

ATHLETIC ARTHUR GEISSLER.

How This Gentleman Saved a Life at Critical Juncture—The Close Resemblance Between Father and Son.

The big athletic figure of Arthur D. Geissler, manager of the Talking Machine Co., Chicago, loomed up prominently on the boardwalk and in the Chalfonte lobby during the convention at Atlantic City.

Mr. Geissler, now that he has permitted his mustache to grow greatly resembles his distinguished father, and the two might pass for brothers rather than pere and fils.

Mr. Geissler is a trained athlete and his splendid physical powers came in good need, for he rescued a lady from the sea who would have been drowned before the arrival of the life savers had it not been for Mr. Geissler's presence at the critical time.

THE "MUSIC MASTER" HORN

And Its Clever Exploitation by the Manufacturers.

The "Music Master" Horn announcement, appearing in another section of this paper, is deserving of more than passing comment.

The form of advertising put forth by the manufacturers of this horn, Messrs. Sheip & Vandergrift, has been beneficial in promoting interest in horns, particularly the "Music Master" Horn.

The illustration appearing in this month's announcement showing David Warfield, "The Music Master," in a characteristic pose, will be followed up by changes of position and expression, which will accentuate interest in the advertising put forth by Sheip & Vandergrift.

It is this form of original advertising which counts, and in this case counts well, for the interests of horn manufacturers.

The dealer who doesn't contemplate making every new customer a regular one might as well keep his books in good shape so that the receiver will have little trouble in adjusting affairs.

LEEDS & CATLIN IN TROUBLE.

Petitioned Into Bankruptcy on June 21—Liabilities Estimated at Over \$1,000,000—Berliner Patent Litigation Which Was Decided Against Them Cause of Trouble, It Is Said.

What has been expected for some time by those having a knowledge of the predicament in which the Leeds & Catlin Co., New York, have been since the decision of the Supreme Court of the United States in the Victor Co. litigation, occurred on June 21, when a petition in bankruptcy was filed in the United States District Court, New York, against the company by Leonard Bronner, attorney for these creditors: Charles Goldstein, \$1,033, on an assigned claim of the Sackett & Wilhelm Co., and Leo Wise, \$12, on an assigned claim of L. J. Murray. It was alleged that the company is insolvent, made preferential payments of \$10,000, and transferred assets of \$5,000.

The company is one of the largest and best known in the talking machine business, and is capitalized at \$1,000,000. The business was started in 1892 by Leeds & Walcott, who were succeeded by the present company in July, 1899. The capital stock originally was \$10,000, and has been increased at various times up to August, 1907, when it was put at \$1,000,000. Besides a recording laboratory and general offices at 53 E. Eleventh street, they have a factory and pressing plant at Middletown, Conn.

The officers are Frank P. Byrne, president; I. Allen Sankey and Louis P. Wilson, secretaries; Henry Leeds, treasurer. The company's statement of August 21, 1908, showed liabilities of \$661,120 and assets of \$2,003,000, the principal items of which were real estate, \$375,000; machinery plant at Middletown, Conn., \$779,169; cash, \$26,466, and patents and special processes, \$710,000.

Leonard Bronner said after the petition was filed that the bankruptcy petition was occasioned by an adverse decision of the United States Supreme Court for an infringement of patents given April 19, when the Supreme Court of the United States declared the company infringed on the Victor talking machine patents. The result was that numerous records had been previously sold and the purchasers would not pay for them now for fear of being involved in litigation. The stock on hand was largely of the same kind, and is practically valueless, as it cannot be disposed of. Liabilities are estimated at over \$1,000,000. The value of the assets is hard to estimate, as a large part of the property at Middletown is incumbered by mortgages to secure bond issues.

The Leeds & Catlin Co. were among the first to manufacture the old wax cylinder records in a commercial way, having contracts with the Edison interests when the old North American Phonograph Co., of litigious memory, was in existence. The company has stood the brunt of the court fights inaugurated and aggressively waged and successfully terminated, to sustain the Berliner patent, owned by the Victor Talking Machine Co., Camden, N. J. When the various suits in which they were involved were decided adversely and their largest buyers were being proceeded against for contributory infringement, the collapse came.

Next day Judge Hand adjudicated the Leeds & Catlin Co. bankrupts and appointed Theodore M. Taft, of Taft & Sherman (no relatives of the national administration), 15 William street, temporary receivers, under a bond of \$15,000.

On motion of the Hamilton Trust Co., New York, trustee of bonds issued by the Leeds & Catlin Co., and secured by the factory at Middletown, Conn., Judge Case, Superior Court, Hartford, on June 22, appointed Thomas F. Brown temporary receiver of the property at the former place. This proceeding was upset by Judge Piatt, District Court of the United States, who named Theo. M. Taft and Mr. Brown temporary receivers, as it was in direct conflict with the bankruptcy case pending in the Federal courts. They were placed under a joint bond of \$100,000.

Up to going to press no schedules of the company had been filed, and Receiver Taft stated to The World a composition of settlement and a reorganization was being considered by the heaviest creditors.

THE VOICE AND BRAIN POWER.

One Reflects the Other, According to the Conservatory of Ghent.

At the Conservatoire of Ghent, in Belgium, a suggestion was made a short time ago by the professors in council urging the arts and science faculties of the university to give more study to the subject of the voice, inasmuch, they declared, as that organ, being the last to attain to complete development, usually afforded the best criterion of the physical and mental state of progress of any given student.

As everyone knows, the voice cultivator is almost always a person who possesses a very full knowledge of the anatomy of the body, and it was advanced in support of the said suggestion that complete and full use of the voice was never attained until the vertebral column structure, and consequently the structure of the brain, had reached its full development.

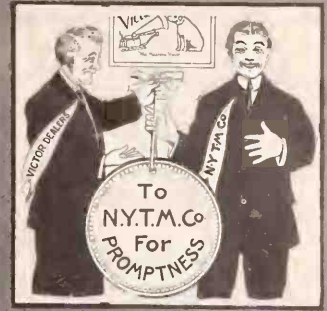
It was found, for example, among the pupils attending the conservatoire that backwardness in the tones generally corresponded with an incomplete development of the mental faculties and a weakness in the condition of the spinal column. There was also noted a disposition of anemia or bloodlessness, and it was definitely agreed upon that experience showed that those suffering from spinal infirmities and mental troubles were incapable of good singing. This, indeed, would appear in any case to be a somewhat obvious conclusion, since it is a well known fact that music is conceived on a principle of natural mathematics. The simple deduction from this would be that only a comparatively high kind of intelligence is capable of the musical faculty, a deduction which may be said, on the whole, to possess considerable truth.

Accordingly it was suggested that the condition of the voice at a certain age after it had "cracked"—with the advent of that change known as puberty—afforded an adequate test of both mental and physical development. We have all met the man and woman of the uncertain voice—that is to say, of a voice the tones of which alternate between the shrill, the baritone and the basso. Such persons are invariably of the erratic and whimsical order. In the course of time, however, the voice tones acquire their due consistency, and at the same time a change is noted in the character of such persons, the whole tenor of disposition and mind becoming duly consistent and reasonable.

The moral of the whole is, therefore, that the voice in the youthful should be cultivated without being forced. The forcing of a voice has been shown in the case of many a promising singer, male and female, to upset the mental balance, and to have the same effect upon the brain as the "cramping" of children's brains with knowledge—that is to say, of forcing the brain to take more than it can possibly assimilate, as in the case of the boy in "The Mighty Atom." The voice, on the suggestions put forward above, as one of the most delicate of the organs and one which attains its fulness comparatively late in life, may afford teachers and parents one of the safest guides as to the mentality and physical condition of children and young adults. In the case of throat doctors of long experience it frequently indicates the likely length of life in any given individual.

A live wire carries current; current, properly connected, produces power and light. Be a "live wire"; do a little advertising in your local paper; if you make proper connections, it will produce results.

The most convincing sales-talk is the one which possesses the clearest logic. The customer likes to be told facts.



We've earned the medal for promptness

That's what we have! There isn't another Victor Distributor with anywhere near as good a record as ours. No, sir! We've never kept a customer waiting, and what's more, we never will.

We have hundreds of Victor Dealers who buy all their stock from us—Victors, Victor Records, record cabinets, fibre cases, horns, Victor needles, English needles—everything in the Victor line. And they're the most satisfied lot of customers you ever saw.

You never find them "hollering" because their goods don't arrive on time. They never have to make excuses to their customers on account of unfulfilled promises. They don't lose sales because some jobber had to "order from the factory."

Why? Because we guarantee that

We ship all goods the same day we get the order

And we don't mix up our orders, either! We are Victor Distributors exclusively, carry an enormous stock of all Victor goods, and know our business from A to Izzard. Therefore, we make far less mistakes than firms that handle both disc and cylinder machines, and we get up our orders quicker, too!

We offer you this unequalled service

It won't cost you a cent extra, you'll save a big amount of money, and you'll be able to hold your trade. Try us on your next "rush" order, and we know you'll be our regular customer from that time on.

By the way, write us to-day for our handsome booklet of Victor cabinets, called "The Cabinet That Matches." We have a cabinet to exactly match each style Victor, both in design and finish. Ask for our other catalogues, too.

New York Talking Machine Co.

Successors to
Victor Distributing and Export
Company

83 Chambers St., New York



TRADE NOTES FROM CLEVELAND.

American Sero-Phonograph Co. Organize to do Business—Will Have Instruments on the Market by Fall—W. J. Roberts Incorporate—Bailey Co.'s New Addition—What a Run Around the Trade Reveals—Regarding Business Conditions Generally.

(Special to The Talking Machine World.)

Cleveland, O., July 8, 1909.

While business has been rather quiet with the talking machine dealers during June, the volume of trade in the aggregate was large and the undercurrent of feeling is hopeful. Sales of the cheaper machines are increasing as the labor conditions improve, but improvement in the high-grade class of goods is most distinctive. Improvement is noted in the wholesale situation from month to month, and jobbers are busier filling the orders of the small dealers.

It is anticipated business will settle down to a more satisfactory basis by the first of September, and a large fall trade counted on with some degree of certainty.

There is a lively demand for the new June records, both of the Columbia and Victor lists, and sales of the Edison Amberol records are growing to large proportions.

The American Sero-Phonograph Co., incorporated under the laws of Ohio, have taken over the patent (No. 925,430) recently granted J. I. Gemmill, of this city, and are beginning active operations. A subsidiary company is being organized for the manufacture and sale of the machines.

The feature of the new machine consists of an automatic multiple record system by which the records are automatically placed in playing position and displaced in consecutive order in an endless chain manner. The present machine is equipped with sixteen records, run by an electric motor and operates continuously without attention. It has been running for six months, producing perfect results, and has been examined by mechanical and talking machine experts, who pronounce it an ingenious, remarkable piece of mechanism. Its marked simplicity is the automatic attachment, the parts being few and of the most simple nature.

Arrangements, it is stated, have practically been completed, and the company expect to have the machine on the market by fall, a number of machines having already been spoken for by dealers, moving picture show operators, penny arcades, advertisers and others. Any standard cylinder record can be used and it has a selective system, placing any desired record in position or duplicating the same. There is also a slot attachment which can be utilized when desired.

The application for this automatic multiple record phonograph was filed by James I. Gemmill, of this city, in June, 1905. It was contested on various interference claims, resulting in the case being finally appealed to the Court of Appeals at Washington, where Gemmill won by default of the other claimants. The case was in the Patent Office for four years. The patent covers 41 claims and is exceptionally broad and comprehensive. Patents have also been granted in Great Britain and France, and applications are pending in other foreign countries.

F. Woodward, representative of the Victor Co., was in the city for a few days the last of June, and gathered in a good bunch of orders.

J. Herbert Roach, general manager of the Specialty Sales Co., having the management of the Edison business phonograph, said the past month's business had been excellent. Besides installing several outfits he stated he had many good prospects.

Joseph F. McCoy, of the National Phonograph Co., on his way East, stopped over for a day, July 1.

W. J. Roberts, Jr., has incorporated under the laws of Ohio, with a capital of \$15,000, under the name of the W. J. Roberts, Jr., Co. He stated his object in incorporating was to largely extend the business. It is the intention of the company

to carry a large and complete stock of everything in the talking machine line.

The May Co. report good sales of the higher-grade machines and records. They have many prospects for the new Victrola XII and the new Fireside, both of which they have on exhibition.

The new addition to the Bailey Co.'s store is nearing completion, and the large space on the second floor apportioned to the music department is being fitted up with elegant fixtures. Mr. Friedlander, manager of the talking machine department, said trade was excellent and the business constantly extending, and he expects it to very greatly increase when they get into their new and greatly enlarged quarters.

Mr. Robbins, of the B. L. Robbins Co., says they are having good sales of Amberol records, that they are proving popular and giving entire satisfaction. Their sales of Red Seals are also fine, with an excellent demand for machines.

John Reiling says he is doing a fairly good business in Columbia graphophones on the West Side.

Collister & Sayle report good sales of high-priced machines and records. Visitors are highly pleased with the Victrola XII, which is now on exhibition.

The Goodman Piano Co. also make a cheery report of business improvement. Mr. Goodman stated: "June was a splendid month in sales of the high-priced machines and records, and I am pleased with the general outlook."

G. J. Probeck & Co. also make an excellent report anent sales of Columbia double disc and indestructible records.

The Gottdiner & Wicht Co., who cater to a large foreign clientele, have had a busy month, as also have the Hucter Jewelry Co., who report big sales of Edison and Victor machines and records.

The Talking Machine Store is to be remodeled and enlarged.

Recent visitors to the city were W. H. Hug, the Edison representative, who stated that business in the territory visited on his way West from New York was improving, and Harry Rood, of the Rood Co., talking machine dealers in Warren, O.

ZONOPHONE WOOD HORN.

Zonophone Machines to be Equipped With Handsome Wood Horn Hereafter—Description of This Device.

Following the equipment of their machines with a wood horn by the Universal Talking Machine Mfg. Co., Newark, N. J., the subjoined circular letter of July 1 was mailed the trade:

"The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. This horn will not fall to pieces as some wood horns now on the market are doing. The manufacturer guarantees the horns to our company, so we can guarantee the horns to the dealers. These horns are equipped with a nickel-plated screw elbow. There will be no exchange of wood horns for metal horns under any circumstances. These wood horns will list at \$14.

"We also wish to call your attention to the parlor \$30 machine which in the future will be shipped with a new highly-polished cabinet much larger and of a different design."

General Manager Macnabb stated business was picking up in all parts of the country both in records and machines.

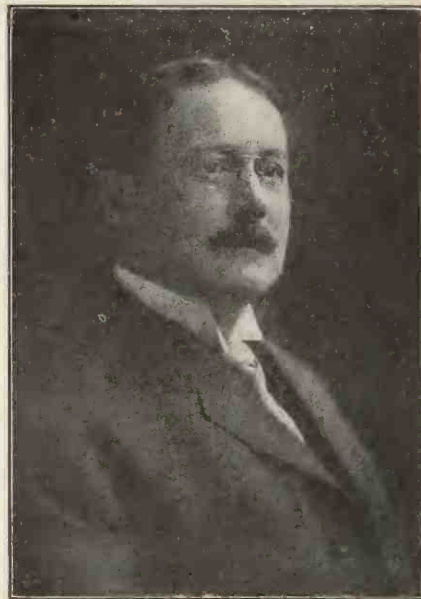
The responsible head of any company should see to it that there are placed at the heads of the various departments under him men who will realize the necessity of tactful treatment of those with whom they come in contact. The methods of the various employes will in most cases be found to be in line with the methods of the head of the department, and for this reason *suaviter in modo, fortiter in re*, mildness in method, force in execution, should be the governing principle for all heads of departments.

GOODWIN WITH NATIONAL CO.

Becomes Manager of Sales Force, Succeeding E. H. Phillips, Who Will Give Entire Attention to Credit Department.

C. E. Goodwin, for many years in charge of the talking machine department of Lyon & Healy, has joined the Edison forces. He has accepted a position as manager of salesmen, succeeding E. H. Phillips, who will hereafter devote his entire time to the position of manager of credit department. Since F. K. Dolbeer was made manager of sales, Mr. Phillips has filled the two offices of credit manager and manager of salesmen.

Mr. Goodwin is one of the best known men in the talking machine trade. He is not only prominent because of his former connection



C. E. GOODWIN.

with Lyon & Healy, but because of the active part he took in forming the National Talking Machine Jobbers' Association, a work in which he has ever since been greatly interested. Mr. Goodwin assumed charge on July 1. All of the salesmen now on the road are to be brought to the factory this month and will there become acquainted with their new chief.

The National Phonograph Co. are planning to make a large addition to their corps of salesmen this fall, and Mr. Goodwin will be kept busy breaking in new men, to say nothing of the work incident to getting acquainted and laying out work for the present force. While the salesmen of the National Co. rank second to none in faithfulness and efficiency, Mr. Goodwin's practical connection with the talking machine industry cannot fail to increase the value of their work.

LIFE.

Vociferation.
Liquefaction.
Mastication.
Education.
Spoliation.
Osculation.
Domestication.
Ossification.
Plantation.
Transportation.

The Fort Wayne Machine Co., of Fort Wayne, Ind., was incorporated recently with a capital of \$10,000, to buy and sell talking machines, musical instruments, automobiles, bicycles, etc. The incorporators are S. Z. Davis, M. M. Davis and F. L. Young.

Fred E. Brown, Waverly, N. Y., is carrying a very fine stock of Edison machines and records.

WURLITZER EMPLOYES' PICNIC.

An Enjoyable Outing Participated in by Wurlitzer Forces—Loving Cup Presented to Rudolph Wurlitzer, Sr., by Wurlitzer Employees—Over Two Hundred Present.

(Special to The Talking Machine World.)
Cincinnati, O., July 7, 1909.

On Saturday, July 3, the Rudolph Wurlitzer Co. tendered their employes and families their annual picnic excursion at picturesque Gravel Beach Park. Special cars were chartered to take the party, numbering over 200, from Fountain Square, over the Cincinnati & Columbus Traction Line tracks to the park. The cars were gaily decorated in banners and bunting and a stop was made long enough to secure a photograph of the first division of the happy picnickers.

The Wurlitzer orchestra dispensed sweet music during the trip down, which occupied an hour and a half. Everything in connection with the outing had been most carefully arranged by a committee, consisting of Messrs. Zinzle, Metzler,



SNAPSHOT OF WURLITZER EMPLOYES AT GRAVEL BEACH PARK.

Wells and Mahret, and a neatly printed program contained a list of the day's events. These began promptly upon arriving at the park, and consisted of match games of baseball between teams representing the different departments of the Wurlitzer store, all kinds of races, boating and bathing in the Miami river, and dancing on the spacious pavilion. Every person present was the recipient of an appetizing picnic dinner box prepared by Peebles. There was a superabundance of refreshments—ice cream, mineral waters, fruits, etc.

Late in the day 50 prize balloons were sent up. These had tickets attached, each of which is good for a prize if the finder presents it at the Wurlitzer store.

By far the most interesting event of the day was the presentation of a loving cup to Rudolph Wurlitzer, Sr., by all of his employes. The cup, which stands 13 inches high, is a beautiful three-handled Tiffany design in sterling silver, and is inscribed with the words "Presented to Rudolph Wurlitzer by his employes, as a token of affectionate esteem. Cincinnati, Ohio July, 1909."

The days' festivities were brought to a happy close by the distribution of prizes to the winners of the day's athletic contests, and this was followed by a delightful twilight ride to Cincinnati.

DUPLEX HORN LITIGATION.

(Special to The Talking Machine World.)
Grand Rapids, Mich., June 28, 1909.

The Conn patent on a double or duplex horn for talking machines, involved in a suit brought by the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., Kalamazoo, Mich., was heard Friday in the Circuit Court of the United States, western district of Michigan, before Judge Knappen. The motion argued was for a preliminary injunction pendente lite, and decision was reserved. The duplex horn invention at issue was patented by C. C. Conn, the widely-known musical instrument manufacturer of Elkhart, Ind., and subsequently acquired by the Victor Co.

"TALKER" STIMULATES WORKERS.

Considers the Talking Machine a Most Valuable Asset in Getting Quick and Good Work Out of Operators of Typewriters—Some Good Logic.

Two days after the fireproofing agent rented deskroom in the office of the patent medicine concern, he complained that he couldn't stand the noise.

"It isn't the noise from the street that bothers me so much," he said. "It's that confounded talking machine at the other end of the room."

The manufacturer of patent medicines looked grave.

"When you malign that machine," he said, "you are slandering one of my most valuable assets. Without that my expenses would be increased at least \$10 a week. I'd have to hire another typewriter. As an incentive to speed, music has no equal. It puts lightning into a girl's fingers. Of course, I am speaking of the right kind of music. I don't want any dead marches in Saul played around this establish-

they slumped terribly. It took me some time to figure out that the music had been the source of their inspiration. As soon as I learned that, I bought this talking machine. It has been a profitable investment. Of course, if you are willing to pay a big enough rent to enable me to hire extra help—"

But the agent closed the conversation.

DO IT! DO IT!!

Do it! Keep on and leap on—get through it!
Don't stop in the road or hop like a toad
From this side to that, or fly like a bat
With your head upside down till your brains rattle 'round.

Of course—there are boulders!
But you have strong shoulders—
A tug and a stride, though, will move them aside, so!
Deep ruts? To be sure.
Toward the end, though, they're fewer.
The path over there may appear far more fair.
But you haven't the time to find out if it's prime,
And the road to the right winds too far out of sight.
It may prove much sleeker and smoother and quicker,
But you know your way's right, for the goal is in sight.
So what if it's rough—Isn't sureness enough?
Jot this down where 'twill stay, for you need it all day.
What's got without effort is worth what it cost,
The easily gained things are easily lost.
When a road is worn flat you can bet your best hat
That it leads to a place where too many are at.
When a way is all roughness and gruffness and toughness,
And brambled and scrambled and wildly o'ergrown—
You can make up your mind
There are new things to find,
That you're getting at something that hasn't been known.
If you don't go on through it you'll live on to rue it.
Somebody who isn't a quitter will do it!
He'll laugh as he rambles his way through the brambles;
He'll know that the big things of life must be won,
He won't mind a stumble (it takes time to grumble);
He won't care a hang if he does bark his shin.
He won't be defeated because he's o'erhearted,
He'll leap on and keep on until he gets in.

—Herbert Kaufman.

INVITED TO SUBMIT BIDS.

(Special to The Review.)
Philadelphia, Pa., July 1, 1909.

Ballinger & Perot have invited bids on a large addition to the plant of the Victor Talking Machine Co., Camden, N. J. The improvements comprise a six-story fireproof building on the southwest corner of Second and Cooper streets, opposite Cooper Park, connected with the present buildings on Cooper street. The length on Second street will be 135 feet and depth 174 feet. All the latest improvements as to toilet and dressing-room facilities, including individual lockers, will be installed to make the plant of the best as to conveniences for employes.

WOOD DIAPHRAGMS

For cylinder records; every detail reproduced; nothing missed.
For the four-minute records they are a revelation.
PRICE REDUCED TO 50 CENTS EACH (including cross head and link).

MASTER RECORD MOULDS

Absolutely perfect copper matrices from cylinder masters furnished at short notice. By our new process we produce a matchless surface, even improving that of the master. Prices furnished on application.

SLOT PHONOGRAPHS

Large and small lots of slot phonographs to rent for parlors and summer resorts at nominal prices.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, (39th Street) 662 Sixth Avenue
NEW YORK CITY

TRADE NEWS FROM THE "HUB."

J. L. Gately Returns to Talking Machine Business—E. F. Taft Home from Convention—Eastern T. M. Co.'s Good Report—New Columbia B. N. W. Machine a Favorite—C. E. Osgood Co.'s Department to be Enlarged—Victrola as Prize at Fair.

(Special to The Talking Machine World.)

Boston, Mass., July 12, 1909.

Nobody killed the fatted calf, but there was general rejoicing just the same when the prodigal son of the local talking machine trade, J. L. Gately, returned to the fold—this time as the New England representative of the Victor Co. Gately is very popular here with the dealers and he knows the business thoroughly. He can tell you all about the scientific course in salesmanship, and he can put the theory into practice. He is very happy at being stationed on his home district.

At the Eastern Talking Machine Co., this week, Manager E. F. Taft had just returned from the convention, filled to the brim with new ideas. J. W. Scott, representative of the National Phonograph Co. also came to town from the convention.

The Eastern Co. are very agreeably surprised at the growth of the business during June and so far into July. Trade is holding up remarkably well. An enormous sale is predicted for the new Victrola No. 12. As one salesman says: "It is just big enough to put into an automobile and carry to the summer home." Quite a number of orders have been booked in advance for it.

At the Columbia offices this week the new B. N. W. \$35 machine was reported as being a strong favorite and bringing in unusual results. Manager Erisman has shown himself to be a great hustler for outside business. The window displays are a noticeable factor at this store.

Manager Sylvester at the C. E. Osgood Co. store is planning to make some necessary enlargements to the talking machine department next fall. More space is needed badly. This company used to do a jobbing business as well as retail, but has abandoned everything now but the retail trade and the results are most encouraging to everybody concerned. Manager Sylvester is a young hustler, and he has developed a big business through "getting out after it." He is building new racks now, in order to be ready for the enlargement the coming fall.

Harry Lauder's jolly Scotch songs are still selling in good numbers at the Houghton & Dutton department. The Edison line is a strong puller there says Manager Howes.

In the window at the Eastern Talking Machine Co. is a Victor Victrola, which has been bought by the Bristol Patent Leather Co., and is to be given away as a prize at the Shoe and Leather Fair, now open here. The winner may select \$50 worth of records.

E. P. Ashton, of the American Phonograph Co., who just removed from 106 to 252 Woodward avenue, De'roit, was the subject of some complimentary words in a recent issue of the De'roit Saturday Night.

In the September list of Edison Amberol records will appear the first made by Victor Herbert and his orchestra, a selection of several airs from "Mlle. Modiste," his own opera.

DISC RECORD STOP

The Chambers Automatic Stop for Disc Records

Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action—Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT.

CHAMBERS AUTOMATIC STOP CO.

J. R. LYNCH, Mgr. Tribune Building, New York City

THE NEW VICTROLA XII WHICH IS GREATLY IN FAVOR.



The new Victrola XII, which, as announced in The World recently, has just been placed on the market by the Victor Talking Machine Co., has already proven a favorite with the trade, judging from the many orders which are reaching the manufacturers. Its compactness, its tone volume, due to the amplifying sounding-board principle, and the absence of the horn which insures convenient handling, as well as the finish of the mechanism and cabinet throughout, marks it as one of the season's big sellers. The cabinet is mahogany, while the motor is nickel-plated, with extra heavy triple springs, spiral drive. It plays eight 10-inch records with one winding, and can be wound while playing. The turntable is yielding, of 12-inch dimensions and accommodates all size records. It has a gold-plated sound-box of the exhibition type, and if preferred, the concert style can be had.

The Victrola XII contains an improved speed regulator and indicator, which gives the revolutions per minute of the turntable. The machine measures 15 $\frac{1}{2}$ inches high; 17 $\frac{1}{2}$ inches wide, with a depth of 21 15-16 inches. The total weight is 50 pounds unboxed. When closed, the Vic-

trola XII has the appearance of a small square cabinet. Shown in the illustration herewith, the Victrola is open. The lower doors modify the sounds, loud to soft, by opening or closed. It retails at \$125.

The Victor Co. also announce an early production of Victrola record cabinet, No. 50, which is intended to take care of the demand that will be instantly created by the Victrola XII. This cabinet will retail at \$75, and the dealer's discount will be 33 $\frac{1}{4}$ per cent. Shipments of these cabinets will not be made before the middle or latter part of July. The Victor record cabinet 50 is in mahogany, Colonial in design. It contains seven albums for 10-inch records, holding fifteen records each; seven albums for 12-inch records, holding fifteen records each—a total capacity of 210 records. There is a drawer for accessories, and a sliding shelf on which to conveniently handle album or record. Within a week or ten days the Victor Co. will issue a pamphlet describing another record cabinet, made in both oak and mahogany, which will be in keeping with and readily sold in connection with any of the regular line of Victrolas.

SUIT FOR PATENT INFRINGEMENT.

Brought by Victor Co Against Isidor Straus and Others—Injunction Is Granted and Judge's Ruling Contains Novel Points of Interest.

Of the many actions brought recently by the Victor Talking Machine Co., Camden, N. J., against alleged infringers of the Berliner patent—adjudicated by the Supreme Court of the United States in April—the one with Isidor Straus and others (R. H. Macy & Co.), New York, is the most interesting. While the defense submitted, when the motion for a preliminary injunction was argued before Judge Lacombe, Circuit Court of the United States, southern district of New York, June 19, was weak, and the issuance of a restraining order anticipated, the question of the legal disposition of the "Nassau" records, manufactured by the Leeds & Catlin Co., of which they had in stock 20,000, was awaited by the entire trade with interest. The court's decision, handed down June 30, though somewhat hypothetical, is as follows:

"Manifestly complainant is entitled to the ordi-

nary injunction against infringement of claims 5 and 35 of the Berliner patent. What defendants may do with the infringing discs they now own is a question to be dealt with when it arises. If they ship them abroad and sell them after they get there it would be difficult to see how they would infringe. If they find someone who owns and uses a mechanical feed device, they would run the risk, upon selling to him, of his putting them to an infringing use to which they would have contributed.

"If they wish to test their right to sell to a licensee of the complainant, they might do so by selling a single disc to him, notifying complainant promptly of such sale. Then the test of the license would be before the court and the question could be disposed of understandingly. In the event of an adverse decision under such circumstances, the court would surely not impose more than a nominal fine."

Don't change your windows too often; there are extremes both ways. Give the public time to see your display, but don't let them get tired of looking at it.

MILWAUKEE'S BUDGET OF NEWS.

Summer Resort Business Redeeming Feature of Trade—Wisconsin Attracts Vacationists from All Middle West—New Machines Boost Business—Dealers Disappointed at Killing of Bulder Ordinance—Victrola at Bankers' Convention—Columbia Machine in Tuberculosis War—Other Items of Interest.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 9, 1909.

The summer resort business seems to be the redeeming feature in the Milwaukee talking machine business just at the present time. Dealers in all of the larger cities about the State report that trade has been showing considerable improvement of late, largely because of the demand from summer resorts. Wisconsin is a State of many lakes and people all through the Middle West flock here during the summer months. It would seem that the talking machine plays a most important part in the vacation days all over the State. General retail business is some-



LAWRENCE MCGREAL'S HEADQUARTERS.

what better in the cities and larger towns, but trade is still quiet in the smaller places and in the country where the farmers are experiencing their busy season. A big fall business all over the State is expected this fall.

The wholesale trade is showing more life, although it is conceded that the next two months will be rather quiet, as is usual during the summer. The appearance of several new machines in the field has done much to boost business in a wholesale way.

The Victrola 12th is proving itself a winner and some big sales in both a retail and wholesale way are reported by Mr. McGreal. The new Edison Fireside machine seems to be a big success and dealers are already reordering after trying their sample machines. A new Columbia model is expected in Milwaukee soon, and advance information would indicate that the machine will be popular from the start.

Milwaukee talking machine dealers are disappointed that the Bulder moving ordinance, requiring expressmen to make reports on all removals of household and other goods, was killed by the Judiciary Committee of the Milwaukee Common Council. Dealers were heartily in favor of the ordinance, as it was the belief that it would have been a great protection to the entire instalment business. Lawrence McGreal, well-known jobber and retailer in the talking machine field, appeared before the committee in defense of the measure and said that he believed that at least 95 per cent. of the business men of Mil-

waukee were in favor of its passage, on the ground that the measure would assist in stamping out fraud. Expressmen and movers, on the other hand, were opposed to the measure, on the ground that it would work extreme hardship upon them. Attorneys for the expressmen were of the opinion that the bill would make a collection agency of the city and a police department out of the expressmen. Chief of Police John T. Janssen said that the measure was honest and fair, and that it would greatly assist the police in tracing dishonest persons, and he believed that the expressmen should have the interests of the city enough at heart to lend their assistance, especially as the ordinance required them to report but once a week.

The Victrola played a most important part in the recent convention of the Wisconsin State Bankers' Association. The sessions of the bankers were held aboard a steamer on Lake Michigan, and the talker, furnished as usual by Lawrence McGreal, supplied most of the music for three days. The bankers are now swearing by Mr. McGreal and the Victrola.

The Columbia is proving to be a valuable factor in fighting tuberculosis in Wisconsin. A. D. Herriman, manager of the local Columbia branch, has recently sold a Twentieth Century machine to the Wisconsin Anti-Tuberculosis Association, and it is now being carried all over the State aiding in the widespread movement against the great white plague. Manager A. D. Herriman aided in making half a dozen records for the association, which tell of the work that the organization is doing and also inform the people as to what should be done to fight and to prevent the dread disease. Harry D. Brown is the lecturer in charge of the work, and he is most enthusiastic over the Columbia as a valuable accessory.

Alfred Hille, manager of the talker department of the Joseph Flanner Music House, report good sales in both the record and machine line.

A. D. Herriman, the local Columbia manager, has just returned from Waterford, Wis., where he spent his vacation in catching all the fish in the surrounding lakes, judging from the way he remembered his friends.

Henry Saak, who recently opened a new Columbia store at 1602 Vliet street, is making good use of his automobile to push the talker business. Mr. Saak's auto bears a big sign telling of the merits of the Columbia, and it never fails to attract notice.

Lawrence McGreal, accompanied by Mrs. McGreal and Jack McGreal, their son, and Miss Gertrude F. Gannon, have left for the East, to be in attendance at the convention at Atlantic City of the National Association of Talking Machine Jobbers. Before proceeding to Atlantic City the party arranged to visit New York and several other points. Jack McGreal, well known

to the talking machine trade of the West, is the young son of Mr. McGreal, who was made mascot at the jobbers' convention last year.

E. C. Plume, western wholesale manager of the Columbia, with headquarters at Chicago, was in Milwaukee recently while on a combined pleasure and business trip.

A big and attractive fiber needle exhibit is on display in the windows of the Hoeffler Manufacturing Co.

The Boston store, of this city, is preparing to remodel its talking machine department, and plans are under way for pushing this phase of the business to its full limit. Both Victor and Edison machines and records will be handled. The store is in the heart of the retail district and a big trade is looked for.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., was a recent visitor. He will soon leave for Orange, N. J., to spend three or four weeks at the main plant of the company.

W. J. Boss, talking machine dealer at Appleton, Wis., and C. H. Viebranz, dealer at Hillsboro, Wis., were recent Milwaukee visitors.

William Schmidt, Wisconsin representative of the Victor Co., was here for a few days, after a successful trip about the State.

LITIGATION STILL UNDER WAY.

In the pending litigation against the International Record Co., Auburn, N. Y., in which the American Graphophone Co. (Columbia Phonograph Co.) have argued a motion for permanent injunction and a decree to enforce the final decision of the United States courts on the Jones patent, the complainants desire to inform the trade that the defendants suspended business operations months ago. In fact, a temporary restraining order was issued November 23, 1908. Since that time the International Co. ceased operations. About a month ago they were given further time, now about expired, to examine experts. July 7 Waldo G. Morse, the defendants' attorney, posing as an expert, testified. The court has the matter once again under advisement. There is little doubt about the outcome.

MARIETTA PHONOGRAPH CO.'S DISPLAY.

The Marietta Phonograph Co., Marietta, O., are displaying a very fine line of Columbia machines and disc records, also a complete line of Zonophone machines and records, in their establishment in that city, in addition to the Edison and Victor lines. J. V. McCollum is manager.

C. L. Mason, who conducts a phonograph store on Main street, Enosburgh Falls, Vt., reports increasing business.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

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

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

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

THE TALKING MACHINE COMPANY'S CREED



TO realize that upon our dealer's success depends ours.

TO remember that success lies in establishing mutual interest between distributors and dealers. Then, to tell you not what you would like to hear, but what you ought to hear. Aid you to aid ourselves.

TO respect our business, our customers, ourselves. To play the game like men. To fight against nothing so hard as our own weakness. To build for our future a solid asset in good will.

TO fill our orders the same day received and fill them as completely as the factory will permit. To personally inspect each item of merchandise shipped. To guarantee that it is in the same condition it left the factory. To refer all retail inquiries to you.

TO be considered as your warehouse. To agree to keep for your use, the largest and most complete stock of Victor talking machines, records and supplies in these United States.

FINALLY, To have and to hold talking machine business; to achieve success by service rendered. *This is our creed.*

W. S. ...

SEVENTY-TWO TO SEVENTY-FOUR WABASH AVENUE
CHICAGO ILLINOIS

FROM OUR CHICAGO HEADQUARTERS

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

Working for Uniform Classification of Trade—Impressions Made by the Recent Music Trade Conventions in Detroit—The Trade Situation Discussed—Valuable Victor Adherent—Some Columbia Items—An Interesting Photograph—How the Jobbers Convention at Atlantic City Was Referred to in the Daily Press—A Victor for Governor Dineen.

(Special to The Talking Machine World.)

Chicago, Ill., July 7, 1909.

A very important work is now in progress in Chicago. It is the result of the experience and agitation of the years and has for its purpose the securing of a uniform classification of freight rates. As every one knows the same articles at present pay different rates according to the classification territory in which they move. There often is confusion when they move from one territory to another.

The difficulty in reconciling the rates lies in the fact that the three classifications are governed by local conditions and that manufacturing industries and trade centers have developed and become interwoven with the existing basis of schedule.

At a meeting in 1907 it was agreed to make a beginning by standardizing the various articles, a few at a time. A general executive committee has been appointed to work in connection with the three territorial committees and the various rate organizations will shape the action of all these bodies toward the common end.

Under the jurisdiction of this executive committee a working committee with a representation from each of the classifications has been appointed to continue the work of unifying the rules, minimum car-load weights and description of articles.

The Piano Men's Conventions.

The Chicago representative of The World had the pleasure of attending the conventions of the National Piano Dealers', Manufacturers' and Travelers' Associations, held in Detroit last month. Many of the conventioners were, of course, talking machine as well as piano men, and the writer had many interesting conversations and received many valuable pointers, some of which will be found in letters in this and succeeding issues. Talking machines were mentioned, however, several times in addresses and papers during the sessions; for instance, retiring President C. A. Grinnell, of the Dealers' Association, and himself a prominent factor in both the retail and wholesale talking machine business, in his annual report suggested that a committee be appointed "whose business it should be to write articles at least once a week, which should pass through the hands of the press committee and be printed in our trade journals, and therefrom the dealers should take their clippings, and take them with their paid copy to the newspaper, and insist on its publishing this musical information, and interesting descriptions of new musical inventions, giving them such publicity as they rightly deserve." Continuing, Mr. Grinnell said: "A great deal will depend upon the local dealer who attends to this work. The newspaper isn't going to chase you up to get copy, but will be glad to insert these items if you furnish them.

"Take, for instance, the improvements that are coming out from time to time, such as the change from the 65 to the 88-note player-piano. Often articles could be written along the lines of such improvements and what these improvements signify to the musical world in an educational way.

"The same is true of the talking machine,

and excellent articles could be written along this line. Another feature that would make most interesting reading to the general public is the fact that certain inventors are endeavoring to combine the player-piano and the talking machine into one instrument, so that we may hear the voice of a Caruso, accompanied by the piano, all played at the same time by the one instrument. The imagination might draw a still broader picture by showing how the vocalist, the piano and stereopticon views of performances can also be operated by one instrument.

"Publicity on these new inventions, and on the improvements of the instruments we have, combined with spicy musical matters of the day, will all tend to divert the minds of the public from automobiles and other extravagances, and get them more interested in the study of music and the ultimate purchase of musical instruments."

Several of the papers read at the dealers' convention held up the fixed price system prevalent in the talking machine trade as a model for the piano men to pattern after. J. A. Krumme, Jr., of New York, gave it prominent mention and expressed the hope that the time is not far off when the price of every piano will be as firmly fixed. "This will be advantageous both to the dealer and customer," he said. "To the dealer, enabling him to get a proper price for his piano, and to the customer that he will know that he is getting an instrument of the grade desired at the lowest possible price."

Regarding Trade Conditions.

There is little to be said regarding trade. It is in just about the usual July condition. Possibly in a wholesale way business is a little better than it would otherwise be, on account of

"WATCH IT GROW"

The Sectional Compartment Cabinet FOR DISC RECORDS

A prime novelty but a genuinely useful one. Talking points galore and every "point" is backed up by facts.

"IT GROWS"

And as it grows the dealers' profits increase. The machine owner has to have more sections as his stock of records is augmented. He also has a natural desire to fill every section as quickly as possible. This makes him buy records rapidly. Each section is equipped with 40 separate compartments, either alphabetically or numer-

ically arranged, each compartment holding three records, making a total capacity of 120 records. The compartments are made of the toughest chipped fibre, bound in leatherette, so as to resemble a handsome sectional bookcase.

These sections are made in two sizes; one for 10-inch records and one for 12-inch records and are made in either golden oak, weathered oak or sycamore mahogany. This is an ideal system for carrying your stock of red seal records.

YOU WILL BE SURPRISED AT THE REASONABLE PRICE.

Write at once for full particulars regarding the business boomer of the century.

COMPARTMENT FILING CABINET COMPANY
Factory and Office, 426-428-430 Twenty-Ninth Street, Chicago, Ill.

Our Talking Machine Department is at YOUR Service

The facilities of our Talking Machine Department for the prompt and efficient handling of all orders are unsurpassed. Combined with a faultless system of modern shipping and storage methods, we have a trained and capable corps of employees to give minute attention to every detail of your order. This is a combination that prevents mistakes and insures satisfaction to our customers.

Any order—great or small—with which you may favor us, will receive the very best attention of our Talking Machine Department. This department will also be very glad to advise you in regard to your selling plans—to help you increase your sales.

A view in our Edison Phonograph Record Section, fifth floor, showing a portion of the thousands of late records constantly on hand. In the foreground is "Lightning Tom," famous for his skill and agility in filling orders.



A section of our Wholesale Victor Record Department showing the records in paper covers packed flat in the most approved dust proof manner. Immense numbers of factory records are handled here every day.

Let These Efficient Departments Handle Your Phonograph Business

ARE YOU A
LYON & HEALY
EDISON
DEALER?

Lyon & Healy

ARE YOU A
LYON & HEALY
VICTOR
DEALER?

CHICAGO

the various exchange propositions. In a retail way the efforts of local dealers to stimulate business by urging the value of talking machines for the purpose of entertainment in summer homes and resorts is helping things out to some extent.

An Important Victor Adherent.

An important news item is found in the fact that the Wulschner-Stewart Music Co., of Indianapolis, have just been signed up as distributors for the Victor Talking Machine Co. This makes a very notable addition to the list of Victor jobbers. The Wulschner-Stewart Co. are known as one of the strong concerns in the music trade, and the fact that they are going into the talking machine business extensively and aggressively is a marked illustration of the fact that the business is gaining in power and prestige. Dealers in Indiana and adjoining territory are certain to receive prompt service and intelligent service at the hands of this concern. This is further assured by the fact that they have secured as manager of their Victor department Edwin R. Sues, a talking machine man of experience and ability, and who has traveled for some time past for the Victor Talking Machine Co., his territory having been the State of Michigan. With such an equipment and such a manager the Wulschner-Stewart Music Co. will certainly become a strong factor in the western trade in the very near future.

M. B. Henry Joins Columbia Forces.

Malcolm B. Henry, Chicago representative of the Hawthorne-Sheble Mfg. Co., and a "moighty" good talking machine man, by the way, has become associated with the Chicago office of the Columbia Phonograph Co., and by way of introductory, is making a special trip for them in Indiana.

Guttenberger Succeeds Cook.

F. E. Cook has resigned as retail floor manager of the Columbia Phonograph Co., in order to go to Tulsa, Okla., where he will engage in the real estate business. He is a retail talker man of the A1 class, and Chicago will miss him. He is succeeded by E. W. Guttenberger, who made an enviable record as manager of the Columbia branch at Memphis, Tenn., which he has conducted successfully for the past fifteen months. Prior to that he was credit man for the Kansas City house for three years, and received his start in the graphophone business with pres-

ent District Manager W. C. Fuhri, at St. Louis. Mr. Fuhri, by the way, is now on a trip, the western limit of which is Salt Lake City, Utah.

Big Department Store Deal.

Negotiations, started some time since by E. C. Plume, western wholesale manager of the Columbia Co., have culminated in one of the biggest department store deals of recent years. It involves the handling of Columbia goods by the Siegel-Cooper Co. store in Chicago and also the exclusive handling of these goods by the Henry Siegel store in Boston, and the "Fourteenth Street Store" in New York.

No Longer a Joke.

Notable evidence of the fact that the talking machine is recognized as a musical instrument and an artistic interpreter of lyrical and instrumental compositions is found in the chastened attitude of the jokesmith, as shown in their effusions in the daily papers and humorous "weeklies." Seldom, indeed, nowadays do you see any squibs reflecting on the talking machine. The coffee-grinding prelude is no longer the subject of facetiously worded lampoons, for the simple reason that it no longer exists, except in the case of a badly scratched record, and that's up to the owner and not the machine. The efforts of the funny man nowadays are confined largely to faking up stories where the talking machine is made, unwillingly as far as the machine is concerned, particeps criminis in a diabolical plot, or to likening a supposititious member of the unquiet sex to the festive "talker."

An Atlantic City Quip.

A special correspondent of the Chicago Record-Herald, wiring under date of June 26 from Atlantic City, prefaces his or her round-up of the Chicagoans recreating in the eastern resort with the following: "The next conventions, which will strike this city in July, will be those of the fertilizer association and the talking machine men. Surely that is a lively combination! Things ought to grow here during that convention, and, for the talking machine men, who can talk faster than the beach chair girl, who sits nestled in a cunning bathing suit of blue and scarlet!"

H. H. Myers, representing the Chicago office of the Columbia Phonograph Co. in Michigan and Indiana, is a loyal Elk and left on Thursday of this week for the national convention of the B. P. O. E. at Los Angeles.

An Interesting Photograph.

A very interesting photograph, showing the Tinggians, natives of the sub-province of Abra, in the northern part of Luzon, Philippine Islands, listening to records of their own voices on a Columbia cylinder graphophone, adorns the window of the Columbia Co. here. It was taken last year by Fay Cooper Cole, of the Field Museum of Natural Science of this city. A reproduction of the photograph, together with some account of Mr. Cole's experiences among the head hunting tribes of the Philippines, and a brief study of the music of the Tinggians will appear in the next issue of The Talking Machine World.

Walter S. Gray, Pacific Coast manager of the Columbia Phonograph Co., and J. H. Wheeler, manager of the Minneapolis branch, were both recent Chicago visitors.

Victrola for Governor Dineen.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy's, went to Springfield, Ill., a couple of weeks ago and sold a Victrola to Governor C. F. Deneen, turning the sale through L. & H.'s Springfield dealer, R. L. Berry. Here is the documentary evidence in the case:

State of Illinois, Executive Department,
Springfield, Ill., June 29, 1909.

Dear Sir—Referring to our conversation of Friday last, you may send to the executive mansion your Victor Victrola No. 16, at \$200. Yours very truly, C. F. Deneen.

L. C. Wiswell, care Lyon & Healy, Chicago, Ill.

C. E. Goodwin With National Phonograph Co. The announcement received from the National Phonograph Co. by local jobbers this week that

C. E. Goodwin, formerly with Lyon & Healy, Chicago, has been appointed manager of salesmen carried joy to the hearts of many who longed to see Mr. Goodwin back in the harness again, although they knew, of course, that such an occurrence was inevitable. This is the way in which Mr. Goodwin takes that European vacation he was talking about, but it is doubtful whether Goodwin could take a prolonged vacation. He would be unhappy unless he was planning and working along the lines that he has given so many fruitful years of energetic and distinguished service. The National Co. was not the only one, it is understood, that was after Mr. Goodwin, and they are certainly to be congratulated on their acquisition.

Lyon & Healy Equipped for Service.

Lyon & Healy have a very interesting page in this month's World. It shows both their wholesale Edison and Victor departments, and even Lightning Tom is depicted in full blast. No question about it, Lyon & Healy are equipped for service. Harry B. Hopkins is at the helm in the absence of Manager L. C. Wiswell, who is East attending the Jobbers' convention. He was accompanied by his wife and will visit the Victor and Edison factories before his return. J. F. Bowers, secretary of Lyon & Healy, and president of the Talking Machine Jobbers' Association, is, of course, also at Atlantic City.

F. H. Siemon Attends Convention.

F. H. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co., is at the Jobbers' convention. He has his wife with him, and they will see a few of the glories of the East and Canada before their return.

Talking Machine Co.'s Creed.

In last month's World there was a reference to the Talking Machine Co.'s creed "to be found in their advertisement elsewhere." True, there was a story about Dan Creed, but that was not an advertisement. The other creed referred to did not appear, but that was not the fault of the Talking Machine Co. It's there this trip, however, and is well worth the reading. Furthermore, anyone who is acquainted with Arthur D. Geissler and his methods knows that it expresses correctly the practice and ideals of the company.

Edison Jobber
Zonophone Distributor



New Design
Wooden
Disc Record
Racks

Wire
Record
Racks


RECORD CABINETS
THE SCHUBERT EXTENSIBLE
CYLINDER RECORD RACK
SPRINGS
for all makes and size machines

Stereopticons, Post Card Projectors
and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO


The Missing Link

WHICH ?



This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.



IT'S ALL IN THE BALL!

"TIZ=IT"
(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at \$3.60.

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moynes St.
CHICAGO, U. S. A.

LYON & HEALY'S CLEVER WINDOW.

Special Display Made for the Holidays Has Come in for Much Favorable Comment—The Modus Operandi of Its Dressing Will Interest Readers.

(Special to The Talking Machine World.)

Chicago, Ill., July 8, 1909.

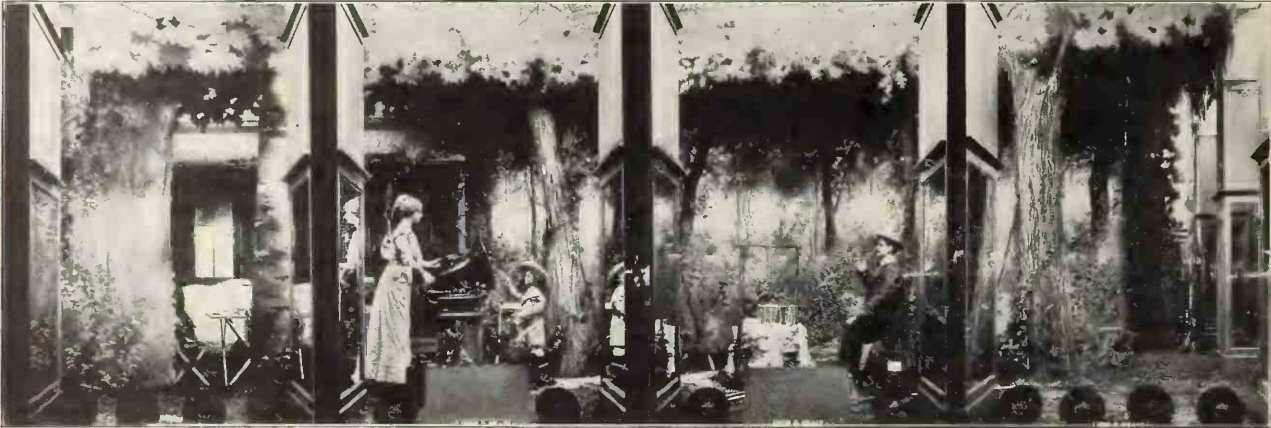
The multitude that pass Lyon & Healy's large show windows on the corner of Wabash avenue and Adams street are attracted by the rural scene there depicted. As they gaze upon the miniature forest with its vine-covered stumps and verdant foliage, they become possessed of an irrepressible longing for a trip to that shady nook in the woods so faithfully represented. Overhanging foliage and tall oak trees so nearly resemble nature as to make one expect to hear the

display as this in its entirety, many valuable suggestions can be obtained from it. The "green grass" is simply real tree moss, which can be secured at most florists in rolls. Even in small towns wax figures can be borrowed from the local clothing or dry goods merchants. Lyon & Healy's window trimmer was so anxious to secure natural effects that he clothed the female figure completely, that is, from the waist up, with underwear, corset, corset cover and all, in order to make the gown "hang right." The fireplace was constructed of real rocks cemented together. The fire effect was produced by means of strips of red woolen cloth attached to a screen at the top of the orifice in the rock structure. These sticks were made to flare up in imitation of flames by an ordinary ventilating fan, and the effect was heightened by a red glass incandescent bulb, situated, of course, below the woolen strips.

are F. W. Riedel, who covers nine States throughout the Middle West for the company; J. A. Rummel, whose face is familiar to dealers in Michigan, Indiana and Ohio; W. Gallacher, who takes care of Dixie, and Walter Langley, who looks after the East in conjunction with Mr. Carpell, who is at present in Atlantic City with the jobbers.

Schram Bros., of Chicago, who make a specialty of music cabinets, have a large and handsome display of these goods at 1319 Michigan avenue. The line consists of 137 styles of cabinets, and is in charge of J. Schram, who is having his hands full taking care of the prospects. The display is decidedly an attractive one.

An attractive feature of the phonograph cabinets and sheet music cases of the Mechanics' Furniture Co.'s exhibit on the third floor is the modus operandi therein used. The patent in-



LYON & HEALY'S SEASONABLE WINDOW DISPLAY.

chirp-chirp of the bob-white and whippoorwill as they flutter from branch to branch.

There is green grass in abundance, with here and there a winding path among the trees and moss-grown stumps. Fish rods and landing nets breathe a suggestion of piscatorial pleasures, while cameras, tennis rackets and golf sticks silently appeal to the athletic onlookers' imagination. Within a fireplace created from rough-hewn rocks and crudely cemented together, vivid artificial flames may be seen to leap venomously upward, licking the sides of a bright tin broiler and coffee pot. So real is it all, one can almost inhale the appetizing odors which surely must emanate from those apparently steaming utensils.

In the background is a wood-colored cabin, its comfortable piazza being softly illuminated by the light reflected from the window. At the foot of the cabin porch is a table upon which is an array of shining tinware, evidently in readiness for the al fresco repast that is under preparation.

Seated upon a stump before the fireplace, with a double-barreled shotgun thrown carelessly across his knee, is a man in hunting costume. He is listening intently to the wonderful melody of the Sextette from "Lucia," as played by a Victor talking machine. Operating the Victor is a young woman attired in a gown of hunting khaki. In her hand she holds a Victor record, ready to replace the Sextette as soon as the final strains of that beautiful piece have reverberated through the forest. A little flaxen-haired child in the act of loading a small wheelbarrow with cool, fresh moss has been distracted from his play by the Victor talking machine and stands in rapt attention. A fact that strikes the observer with peculiar significance is that fish rod, shotgun, camera, golf sticks and baby's wheelbarrow have all been temporarily abandoned for the Victor.

So much for a description of the window. Just a few pointers as to the manner to which the effects are secured may interest the readers of The World. Although comparatively few dealers have either the amount of window space or the means at their command to reproduce such a

The background and much of the forest effect were, of course, the work of the scenic artist, but very fair substitutes can be devised by any window trimmer of ordinary ingenuity. The forest paths were made by the use of yellow ochre spread on the moss-covered floor. The display was designed and executed by the Lyon & Healy's regular window trimmer, and he is certainly an artist. He shows this in his "genre" effects. The figures are posed with absolute naturalness. A half-burned cigar is held by the man. An empty needle envelope rests on one of the rocks composing the fireplace. These and many other little natural touches betray thought on the part of the trimmer and add immensely to the realism and attractiveness of the window.

THE FURNITURE EXHIBITION.

Many Manufacturers of Cabinets for Talking Machines in Evidence at This Display.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1909.

The semi-annual furniture exhibition, which occurs during the months of January and July, is now in full swing at the three large buildings, 1319 and 1411 Michigan avenue, and at 14th and Wabash avenue, respectively, while a number of exhibitors are located in handsome quarters at 187 Michigan avenue. These quarters are used extensively by furniture concerns throughout the year, the majority of them keeping a line of samples, while a few concentrate during the exhibition months. The attendance so far this month, while rather light, is by no means discouraging, as dealers are arriving in large numbers daily. As a general rule the buying holds off until the latter part of the month.

Among the large number of furniture manufacturers who make a line of sheet music, phonographs, player cabinets and other goods of interest to the trade are the Herzog Co., of Saginaw, Mich. They are using large space in the building at 1319 Michigan avenue and have a very efficient force of salesmen showing the good points of the Herzog goods. Among them

involves the bringing forward of the shelves as the door is thrown open, while the disc record cabinets contain a slot feature in the shelves, wherein the record rests that ensures a scratchless, dustless and thoroughly efficient method of handling the records. The line is in charge of J. E. Harvey and S. J. Le Roy.

The Cadillac Co., of Detroit, have on display in their extensive space a line of handsomely veneered music cabinets and piano benches in connection with their regular furniture line.

The Rockford Desk Co. are represented by an attractive line of goods, including music cabinets, in the building at 1411 Michigan avenue on the third floor. The Hohenstein-Hartmetz Co., of Evansville, Ind., with a line of phonographic record cabinets and sheet music cabinets, are also on this floor.

Concerns other than those mentioned exhibiting music, talking machines and music roll cabinets are as follows: Allen Manufacturing Co., W. A. Berkey Furniture Co., Booth Furniture Co., Cadillac Cabinet Co., D. L. Conroy Furniture Co., Forest City Furniture Co., Jamestown Cabinet Co., Northern Furniture Co., Rockford Frame and Fixture Co., the Rockford Palace Furniture Co., E. Schloss & Co. and Ballman Cabinet Co.

FILING SYSTEM FOR DISCS.

The Compartment Disc Record Cabinets Are Destined to Win a Great Vogue.

(Special to The Talking Machine World.)

Chicago, Ill., July 8, 1909.

The Compartment Filing Cabinet Co., of this city, with factory and office at 426-28-30 East 29th street, are placing on the market what they characterize as "The only complete filing system for the care of disc records ever offered the public, and which keeps them in such a systematic way that you can instantly lay your hands on any selection you wish to hear."

Its most valuable feature lies in its elasticity. Each section is equipped with 40 separate compartments, either alphabetically or numerically arranged, each compartment holding three rec-

ords, having a total capacity of 120 records. The compartments are made of the toughest chipped fiber, bound in leatherette, so as to resemble a handsome bookcase, and will add to the appearance of either the music room in the home or the dealer's record room.

The compartment disc record cabinets are made in unit sections only. These cases are made in highly polished quarter-sawed oak either in the golden or weathered finish, and also in sycamore mahogany. They are made in two standard sizes, one for 12-inch records and one for 10-inch records. These sectional cabinets are sold at a decidedly reasonable price.

The cabinet is the invention of R. S. Pribyl, the president of the company, and a practical talking machine man of years of experience. Vice-President C. E. Schneider is the son of the president of the Chicago Board of Education, and both he and Max G. J. Hoffman, secretary and treasurer, are young men of long and successful experience in the cabinet making line.

FIBRE NEEDLE POPULARITY.

Orders Are Certainly Increasing Not Only from This Country But From Everywhere.

(Special to The Talking Machine World.)

Chicago, Ill., July 10, 1909.

There is no question but that the now famous B. & H. fibre needles mark a new era in the high-grade interpretation of disc records. They have been undergoing a steady evolution and are now a thoroughly commercial proposition in the sense that they can be sold wherever disc talking machines are sold, and the best results obtained by a little educational work on the part of the dealer. To particularize, the "treatment" of the needle is entirely different from the original method. The purpose of this "treatment" is to toughen, rather than to harden, the fiber. This enables the needle to "stand up" for its work, but makes it no more detrimental to the record than the native untreated fibre, and has

the effect. Mr. Hall claims, of improving, rather than hurting, the record in any way. The grade of bamboo used is specially selected for the purpose by a man sent to Japan by the company. The grade selected is the very finest that can be procured and is very large in diameter of "tube," while the bamboo itself is of the thinnest, as it has been found by experience in experimentation that the thin bamboo is the best adapted for needle use. The company have just received a large shipment of probably the finest bamboo ever brought to Chicago. The poles average 16½ feet in length, measure 3 to 3½ inches in diameter and weigh 9 to 14 pounds to the pole.

A visit to the factory of the company at 208 East Kinzie street, Chicago, is a revelation. Its size, the large amount of special machinery used and the productive capacity all speak eloquently of the demand for the product. There has just been installed a machine that has taken six months to perfect. It is almost human and does the work of planing the two pith sides of the fibre needle.

HOW POPULARITY PAYS.

Employers Can Get More Out of Their Men by Friendliness Than Antipathy.

The dealer who is a good fellow with his clerks is the dealer who can get the most work out of them of the cheerfully rendered sort in the least possible time. By that is meant to say that he must keep in touch with them in more ways than simply discussing goods. While that may be largely possible in big stores, there is always the possibility of some mixing with the store force. In the store where the employees never see the boss, and have no idea what he looks like or how his voice sounds, there is an indifference in work which is in sharp contrast to the other stores where the employees know that the boss takes some kind of genuine interest in what interests them outside of sales of goods and coin by the dollar's worth.

The influence of the general manner and atti-

tude of the boss is something rather indefinite, but in the stores where the employees feel they are noticed to some extent and that the door of "the office" is always unattached to them when they have anything to say, there is more doing every day in the week than in the places where the air is always frigid about the place where the boss moves or where the clerks never think of mentioning anything but business. A "pleasant man" goes a long way toward helping out the work of the clerk who may have thought his labor unappreciated at some other store, and it will go a long way in the vocabulary of satisfaction expressed by the other clerk who doesn't like to leave his present place of employment.

No body of clerks can or does expect anything extraordinary in treatment, but every body of clerks has the right to expect treatment which ought to be accorded to business associates, inasmuch as such associates are intimately a part of the man's own business. It can cost no dealer anything to be considerate of and reasonably interested in his clerks.

R. H. Jones, manufacturer of the Economy record racks and the Tusko talking machine needles, has opened handsome quarters containing a complete line of Victor and Columbia disc goods in connection with his factory at 5513 Monroe ave., Chicago. The concert feature for evenings is being specialized by Mr. Jones and almost every evening in the week, a large sized audience listen to the records upon which the Tusko needle is used exclusively.

It is reported that 90 per cent. of the jobbers at Atlantic City handle the Tiz-it, all-metal, ball-joint, horn connection for cylinder made by Kreiling & Co., Chicago, and that the remaining 10 per cent. are preparing to stock the meritorious appliance for the fall trade.

F. K. Babson, of Babson Bros., is on a western pleasure jaunt which will terminate at the Alaska-Pacific-Yukon exposition at Seattle. He is accompanied by Mrs. Babson.

"The Way to Succeed is the Will to Succeed and the Manner of Going About It."

Next in importance to a well assorted stock of Talking Machines and Records is your choice of Needles and Record Cabinets.

THE TUSKO NEEDLE

realizes to the ear the actual tones of the original rendition of the selection recorded on the disc. It abolishes the "scratch" and preserves the record forever.

ECONOMY AND PERFECTION RECORD RACKS

THE ONLY PERFECT WAY TO HANDLE DOUBLE-FACE RECORDS

Handsome and ornamental as well as supremely useful. Retail prices from \$1.50 to \$3.50.
Rack for inserting in regular cabinet \$1.50.

R. H. JONES, 5513-25 Monroe Ave., CHICAGO

“NEEDLES”

MR. JOBBER: Have you investigated the merits of our Needles? Don't you know that Needles is one of the most important features of the Talking Machine business? Don't delay; get our samples and prices at once. Don't wait until the last moment. **GET IN LINE.**

AUXETONE NEEDLE
IS THE LOUDEST PLAYING OF THE WORLD. REFUSE IMITATIONS AND USE ONLY AUXETONE-NEEDLES.
PUT UP IN ENVELOPES ONLY.

DAUER-NEEDLES
THIS PAPER CONTAINS 50
ONE NEEDLE PLAYS 50 RECORDS.
IT IS THE BEST NEEDLE OF THE WORLD.
PUT UP IN ENVELOPES ONLY.

CLIMAX NEEDLES
THIS ENVELOPE CONTAINS 300
THE HIGHEST GRADE NEEDLE MADE
PUT UP IN ENVELOPES AND TINS.

NOTICE
We have built a large business in selling the best Needles.
WHY DON'T YOU DO THE SAME?

NOTICE
Get our prices on needles put up in your own Special Package with your own name on.
ADVERTISE YOURSELF

LIGHTONE-NEEDLE
PLAYS VERY FINE AND SOFT ASK ONLY FOR LIGHTONE-NEEDLES.
PUT UP IN ENVELOPES ONLY.

OPERA-NEEDLES
THIS ENVELOPE CONTAINS 200
MADE OF THE BEST EUROPEAN CAST-STEEL-WIRE. THEY GIVE A MEDIUM AND CLEAR TONE.
PUT UP IN ENVELOPES AND TINS.

EXHIBITION-NEEDLES
THIS BOX CONTAINS 300
MADE OF THE BEST EUROPEAN MATERIAL.
PUT UP IN ENVELOPES AND TINS.

STAR NEEDLES
THIS ENVELOPE CONTAINS 300
HIGHLY REFINED AND
UNSURPASSED IN QUALITY.
PUT UP IN ENVELOPES ONLY.

TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

MAKING RECORDS IN MEXICO.

Something of the Work Done by the National Phonograph Co. at Their Headquarters in the City of Mexico, Which is in Charge of Geo. M. Nisbett.

Geo. M. Nisbett, the go-ahead Chicagoan, who recently took charge of the headquarters of the National Phonograph Co. in Mexico City, Mex., is making a great record in the land of the Montezumas. He is making a special point to cater to the demands of the musical people of that country in a manner that is arousing their admiration. In the Mexican Herald of June 13 we noticed the following article about the progress of the National Phonograph Co. in our sister Republic which is well worth perusing:

"Very few of the countless thousands who are now able to enjoy the world's musical masterpieces, as rendered by that most wonderful of modern inventions, the phonograph, have any conception of the infinite pains, labor, time and expense that it requires to produce those results that appear to be almost superhuman. Many thousands of dollars may be spent upon a single record before it ever becomes of commercial value, and the amounts that a great concern like the National Phonograph Co., of Orange, N. J., expend annually upon the production of their matchless records runs up into the hundreds of thousands of dollars.

"The branch of the National Phonograph Co. in this country is known as the Mexican National Phonograph Co., the headquarters being located at 4a Tacuba 33. The general manager of the Mexican company is Geo. M. Nisbett, who is known as 'the greatest hustler in the republic.'

"For several weeks past the National Phonograph Co. have been busily engaged in making records of Mexican bands and talent, and several more weeks will be consumed in the task before the work is completed. With the completion of these records, the company will have a list of

1,000 Mexican selections, all of the famous bands and leading artists of the country being represented. These include the Police band, the Artillery band, the Jorda-Rocabruna quintet and the Coculense quartet. Among the talent may be mentioned the following: Arriaga, instrumental trio; Octaviano Yañez, guitar solos; M. R. Malpica, baritone; Adolfo Jimenez, tenor; C. S. Solorzano, recitations; Sra. Matilde Herrera, soprano; Srita. Emilia Sanchez, soprano; Felix de la Sierra, tenor; Pablo Garcia, Bonfil, tenor; Rosales and Robinson, popular singers; Abrego and Picazo, popular singers.

"The records are being made at No. 18 Avenida Cinco de Mayo, under the management of George Werner, who has devoted many years to the business. Arturo Rocha, the well known Mexican musician, is acting as musical critic in the making of the records, and the work is being done under his supervision.

"The making of records is a very interesting process, and at 18 Cinco de Mayo the same method is followed as has been adopted at the great laboratory of the National Phonograph Co., at Orange, N. J.

"Performances,' as they are called, are held twice daily, morning and afternoon in a room especially arranged for the purpose, the sound being focused to the receiving phonograph. A record is not permitted to pass until it is as perfect as it is possible to make it. Sometimes a band may play a dozen or more times into the phonograph before a perfect record is made, infinite patience being one of the absolute essentials in the process.

"The records are placed under the microscope and carefully examined for defects, the least flaw being apparent to the practiced eye of Mr. Werner. When the present records are completed the company will have a magnificent collection that will embrace everything of musical value in the country."

"Twas a great convention; now to work.

COLUMBIA CHANGES IN EUROPE.

Murdoch of London Gets Indestructible Line—Croese & Co., of Amsterdam, Columbia Agents for Holland.

The Columbia Phonograph Co., General, announce the appointment of Croese & Co., Amsterdam, Holland, as sole agents for the Columbia line in that country and Belgium. Murdoch & Co., one of the largest talking machine factors in the United Kingdom, with headquarters at London, have been appointed exclusive selling agents for the Columbia Indestructible cylinder records in Great Britain. A catalog of these goods devised especially for the British market will be issued. The contracts covering these very important connections were negotiated and effected by General Manager Lyle on his recent trip abroad.

FINE VICTOR SHOWING.

Business Growing in Volume—Now Within 25 Per Cent. of Normal Trade—Still Building Additions to Departments.

In a formal statement issued June 28 by the Victor Talking Machine Co., Camden, N. J., they say: "We are pleased to report that a very large addition to our works, in the shape of a four-story concrete cabinet factory and drying kilns for the manufacture of our own talking machine cabinets exclusively, is rapidly nearing completion, from which we expect to turn out cabinets for our fall trade, and which will represent an investment of \$250,000.

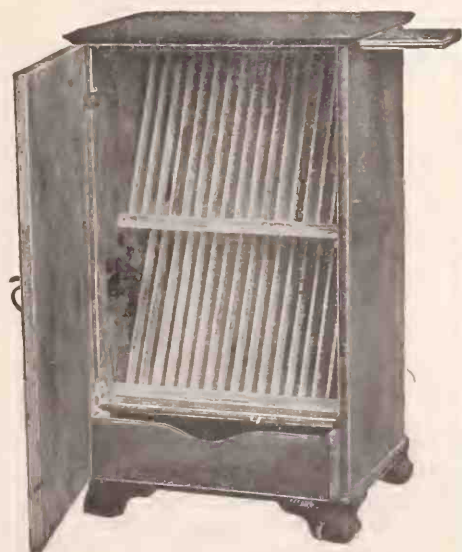
"Also that contracts have just been let for a very extensive addition to our motor factory, in the form of a six-story concrete plant, which will cost, when finished and equipped, just about another \$250,000. We are pleased to note that our business has improved until it has reached within 25 per cent. of our normal trade, with encouraging indications for an excellent fall."

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— OF —

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Our Cabinets show the highest type of Cabinet construction that has ever been offered. Our line is exclusive and cannot be obtained elsewhere. The styles are varied enough to suit any taste and the prices as low as consistent with the material and workmanship used in their construction. When you sell our line you sell the best. A sample order will prove it. Catalogue sent for the asking. Discounts to qualified dealers.



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"EVERYTHING FOR TALKING MACHINES"

RECORD BULLETINS FOR AUGUST, 1909

NEW VICTOR RECORDS.

- 5714 Across the Sands—Grand March... Redgate
5713 Pickles and Peppers—Ragtime Two-Step... Shepherd
31741 Bartered Bride Overture (Prodans Nevada)... Smetana
OCARINA SOLO BY MOSE TAPIERO, WITH ORCH.
52020 HONEYMOON MARCH... Rosey
COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.
5720 Who's Your Friend?... Rogers
SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH.
5709 Good Night, Dear... Anderson
COMIC SONG BY CLARICE VANCE, WITH ORCH.
5710 Good-Bye to Johnnie...
COMIC SONG BY MAUDE RAYMOND, WITH ORCH.
5715 Good-Bye, Molly Brown... Jerome
COMIC SONG BY JOSIE SADLER WITH ORCH.
5719 Come and Hear the Orchestra...
DUET BY WERRENATH AND MACDONOUGH, WITH ORCH.
5711 Hunting Song (from "King Arthur")... Bullard
VICTOR ORCHESTRA.
5721 Medley from "The Candy Shop," with vocal selections...
AN IRISH SPECIALTY BY JONES AND SPENCER.
5712 Sweet Peggy Magee...
COMIC SONG BY HARRY LAUDER, WITH ORCH.
58008 He Was Very Kind to Me...
DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
5716 Googy-oo (from "The Candy Shop")... Rice
BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
5718 Take Me Up with You, Dearie—McCree Von Tilzer...
BARITONE SOLO BY REINALD WERRENATH, ACC. BY VICTOR ORCHESTRA.
31740 The Two Grenadiers... Schumann
16333 (a) Make a Noise Like a Hoop and Roll Away (Shields-Helf)... Ada Jones
(b) In Ireland (Bryan-Von Tilzer)... Eddie Morton
16334 (a) You Can Look and You Can Listen but M-U-M'S the Word (Brockman-Helf)... Ada Jones
(b) Come Take a Swim in My Ocean (Cobb-Edwards)... Billy Murray and Haydn Quartet
35079 (a) That's the Doctor, Bill (Cramer-Hein)... Eddie Morton
(b) At the Comic Opera... Nat M. Willis
16330 (a) Don't Be Cross with Me (Adams-Howard)—From "A Stubborn Cinderella"... Elizabeth Wheeler
(b) The Receipt for Love (Wenrick)... Stevenson and Stanley
16329 (a) Julie (with guitar)... Ward Barton
(b) His Day's Work Was Done... Jas. Devins
16336 (a) Liza (Williams-VanAlstyne)... Peerless Quartet
(b) Under the Irish Moon (Drislane Meyer)... Billy Murray
16335 (a) Haymakers' Barn... Victor Dance Orch.
(b) America and Star Spangled Banner... Victor Brass Quartet
16337 (a) This Rose Brings My Heart to You (Wood-Edwards)... Harry Macdonough
(b) My Little Old Lady (Neidlinger)... Frederick Gunther
16331 (a) "All Together"—Two-Step (Gaullefer-Halet)—With Vocal Chorus... Victor Orch.
(b) Salute the Flag March (Pierson)... Arthur Pryor's Band
16332 (a) La Veta (Clark)—Come... Herbert L. Clarke
(b) Tipica Polka (Curti)—Mandolin-Harp-guitar... Page and Ramseyer
BY DEWOLE HOPPER.
31559 Casey at the Bat (Thayer)...
BY DIGBY BELL.
31733 The Man Who Fanned Casey—A reply to "Casey at the Bat"...
31731 The Boy on the Right Field Fence...
BY BILLY MURRAY AND HAYDN QUARTET.
5570 Take Me Out to the Ball Game...
BY JONES AND SPENCER.
4804 Jimmie and Maggie at the Ball Game...
A BALLAD IN ENGLISH BY MELBA.
NELLIE MELBA, SOPRANO.
Twelve-inch, with Orch., \$3.00—In English.
88182 Oh, Lovely Night... Ronald BRUNNHILDE'S APPEAL, BY GADSKI. JOHANNA GADSKI, SOPRANO.
Twelve-inch, with Orch., \$3.00—In German.
88183 Walküre—Brünnhilde's Bitte... Wagner
THREE POWELL SOLOS.
MAUD POWELL, VIOLINIST.
Ten-inch, acc. by George Falkenstein, \$1.00 each.
64104 Mazurka... A. Zarzycki
64103 At the Brook... Boldschtre
Twelve-inch, acc. by George Falkenstein, \$1.50 each.
74135 Thais—Intermezzo (Mediation Religieuse)
A SAMSON AIR BY GERVILLE-REACHE. Massenet
JEANNE GERVILLE-REACHE, CONTRALTO.
Twelve-inch, with Orch., \$3.00—In French.
88184 Samson et Delilah—Mon coeur s'ouvre a ta voix (My Heart at Thy Sweet Voice)... Saint-Saëns
TWO MORE PIANOFORTE RECORDS.
WILHELM BACKHAUS, PIANIST.
Twelve-inch, \$1.50 each.
71042 Norwegian Wedding March... Grieg
71043 Perpetuum Mobile (Perpetual Motion)... Weber
TWO NEW WITHERSPOON RECORDS.
HERBERT WITHERSPOON, BASS.
Twelve-inch, with Orch., \$1.50—In English.
74137 The Lost Chord... Sullivan
74138 The Seasons—With Joy th' Impatient Husbandman... Haydn
TWO NEW RECORDS BY WILLIAMS.
EVAN WILLIAMS, TENOR.
Ten-inch, with Orch., \$1.00—In English.
64102 Little Boy Blue (Poem by Eugene Field)... Nevin
Twelve-inch, with Orch., \$1.50—In English.
74136 St. Paul—Be Thou Faithful... Mendelssohn
THE FAVORITE FAUST AIR IN ENGLISH.
GEORGE HAMLIN, TENOR.
Twelve-inch, with Orch., \$1.50—In English.
74139 Faust—All Hail Thou Dwelling Pure and Lowly (Cavatina—Salute d'amee)—Hummel

NEW 10-INCH ZON-O-PHONE DOUBLE RECORD DISCS.

- Zon-o-Phone Concert Band.
5512 (a) The Enterpriser March... Lampe
(b) Kwang Hsu—Chinese March... Lincke
5513 (a) Elsa's Bridal Procession—From "Lohengrin"... Wagner
(b) Der Traum des Hugenotten (The Dream of the Hugenotts)... Hamm
5514 (a) Teddy After Africa—Humoresque... Pryor
(b) The Triumph of Old Glory—Our President's March... Pryor
Zon-o-Phone Orchestra.
5496 (a) Wild Cherries Rag... Snyder
(b) Musical Comedy Medley Two-Step No. 1...
5497 (a) Havana Waltz—On melodies from "Havana"... Stuart
(b) La Barcarolle—Waltz—From "Les Contes d'Hoffman"... Offenbach
Vocal Selections With Orchestra Accom.
HENRY BURR.
5515 (a) Sweet Genevieve... Tucker
(b) The Four Leaf Clover... Brownell
THOMAS CHEALMERS.
5498 (a) When Love Is Gone... Hawley
(b) Within Your Eyes, Love... Lincke
ARTHUR COLLINS.
5499 (a) Trans-Mag-Ni-Pi-Can-Bam-Dam-U-A-I-Ty... Burriss Smith
(b) The Hot Tamale Man... Ingraham
LEO EDWARDS.
5516 (a) Rose Marie... Capua
(b) My Cousin Caruso... Gus Edwards
BYRON G. HARLAN.
5500 (a) When I Dream in the Gloaming of You... Ingraham
(b) Toys for Sale... Morse
PETER MURRAY.
5501 (a) A Good Old Dollar Bill... Morse
(b) Pd Rather Have a Girlie than an Automobile... Dillon
CHARLES NEVINS.
5502 (a) Take Me Up With You, Dearie... A. Von Tilzer
(b) She Is My Bonnie Jean... A. Von Tilzer
WALTER VAN BRUNT.
5503 (a) Slide, Bill, Slide... Lowitz
(b) The Boogie Boo—From "The Newlyweds and Their Baby"... Ayer
ARTHUR COLLINS AND BYRON G. HARLAN.
5504 (a) On a Monkey Honey-moon... Morse
(b) Down Among the Sugar Cane... Mack-Smith
ADA JONES AND LEO SPENCER.
5505 (a) Herman and Minnie at Dreamland—Descriptive German Sketch...
(b) How Johnnie Lost Out—Vaudeville Sketch. ADA JONES AND WALTER VAN BRUNT.
5506 (a) A Blue Feather... Morse
(b) Can't You See I Love You—From "The Newlyweds and Their Baby"... Brown-Ayer
ALICE C. STEVENSON AND FRANK C. STANLEY.
5507 (a) Hammock Love Song—From "The Beauty Spot"... DeKoven
(b) Googy-Oo—From "The Candy Shop"... Rice
RAMBLER MINSTRELS.
5508 (a) Number 14...
(b) Number 15...
Miscellaneous Vocal Sections.
ALICE C. STEVENSON AND FRANK C. STANLEY.
5509 (a) Everyone's in Love With Some One—Duet... Petrie
FRANK C. STANLEY AND HENRY BURR.
(b) Shine On, Harvest Moon—Duet... Bayes-Norworth
ALICE C. STEVENSON AND FRANK C. STANLEY.
5510 (a) We Shall Meet Bye and Bye—Sacred Duet... Main
FRANK C. STANLEY AND HENRY BURR.
(b) Softly and Tenderly—Sacred Duet... Thompson

- MR. AND MRS. WHEELER.
5511 (a) Won't You Harmonize With Me—Duet. from "Mr. Hamlet of Broadway"... Murphy METROPOLITAN TRIO.
(b) Won't You Be My Playmate?—From "Little Nemo"... Herbert

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A707 The Prince of To-night—I Wonder Who's Kissing Her Now (Howard)—Tenor Solo, orch. accomp... Henry Burr
I Love, I Love, I Love My Wife, But Oh! You Kid! (Von Tilzer)—Baritone Solo, orch. accomp... Arthur Collins
A708 Hammock Love Song (Reginald de Koven)—Baritone and Soprano Duet, orch. accomp... Stanley and Stevenson
Havana—Hello, People (Stuart)—Baritone Solo with Chorus, orch. accomp... Stanley
A709 Amina—Serenade Egyptienne (Lincke)... Prince's Orchestra
En Alta Mar—Vals (Kanlick)... Banda de Artilleria
A710 Longing for Home (Jungmann)—Violin, Flute and Harp Trio... Geo. Stehl, Marshall Lufsky and Paul Surth
Sugar Plum—Two-Step (L'Albert)—Mandolin Solo, harp guitar accomp... Samuel Siegel and R. H. Butin
A711 Black and White—Ragtime Two-Step (Botsford)—Prince's Orchestra
The Glow Worm (Lincke)—Prince's Orchestra
A712 Col. Stuart March (Weldon)... Prince's Military Band
No Hay De Que!—Vals—You're Welcome—Waltz (R. Campodonico)... Prince's Military Band
A713 Good Night, Moonlight—March Song (Morse)—Vocal Quartet, Male Voices, orch. accomp... Columbia Quartet
My Pony Boy (O'Donnell)—Vocal Quartet, Male Voices, orch. accomp... Columbia Quartet
A714 Oh! You Candy Kid (Adams)—Soprano Solo, orch. accomp... Ada Jones
My Cousin Caruso (Edwards)—Tenor Solo, orch. accomp... Byron G. Harlan
A715 L'Africana—Adamastor, re dell' onde profonde (Meyerbeer)—Baritone Solo in Italian, orch. accomp... Taurino Parvis
Otello—Sogno, Era la notte (Verdi)—Baritone Solo in Italian, orch. accomp... Taurino Parvis
A716 Lord Lynedoch (Strathpey and Hornpipe)—Accordion Solo... Peter Wyper
Highland Schottische—Accordion Solo... Peter Wyper
A717 Good Night, Dear (Anderson)—Tenor Solo, orch. accomp... Harver Hindermeyer
I Know a Lovely Garden—Guy d'Hardelot, Tenor Solo, orch. accomp... J. Bardsley

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORD.

- A706 Il Barbiere di Siviglia—Ecco ridente il cielo (Rossini)—Tenor Solo in Italian, orch. accomp... Florencio Constantino
Lolita—Serenade (A. Buzzi Peccia)—Tenor Solo in Italian, orch. accomp... Florencio Constantino

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- SELECTIONS FROM "MADAM BUTTERFLY" (Puccini).
A5101 The Whole World Over—Tenor and Baritone Duet, orch. accomp... Stiles and Richards
There Is One Step More—Soprano Solo with Chorus, orch. accomp... Miss Vivienne
A5102 Mr. B. P. Pinkerton—Soprano and Tenor Duet, orch. accomp... Miss Vivienne and Mr. Stiles
I Long to Be Rid of This (Ponderous Oblivion Love Duet)—Soprano and Tenor Duet, orch. accomp... Miss Vivienne and Mr. Stiles

An Unusually Handsome New Catalog

which really will be a Sales Help for you will be mailed when we receive your name. We have made this New Catalog as we believe you would have made it. That is to say, this New Catalog is a departure in that our every effort has been to produce a New Catalog that the dealer would appreciate because it is of great assistance in selling from Catalog. Do you suppose we would have gone to all of these pains with the New Catalog if the Cabinets it illustrates were not in every way the best obtainable? We could elaborate indefinitely on the good points of Udell Cabinets but if you will fill in the attached coupon it will be all we can expect of you until you get the New Catalog and then—an order.

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THE UDELL WORKS, INDIANAPOLIS, INDIANA, U. S. A.

- A5103 One Fine Day—Soprano Solo, orch. accomp. Miss Vivienne
- Come Then, Love, What Fear Holds You Trembling—Soprano and Tenor Duet, orch. accomp. Miss Vivienne and Mr. Stiles
- A5104 Begin, I Pray (Letter Duet)—Soprano and Baritone Duet, orch. accomp. Miss Vivienne and Mr. Richards
- Do You Know My Sweet?—Soprano Solo, orch. accomp. Miss Vivienne
- A5015 Flower Duet—Soprano and Contralto Duet, orch. accomp. Miss Vivienne and Miss Behnee
- Solo, Butterfly and Humming Chorus—Soprano Solo with Chorus, orch. accomp. Miss Vivienne
- A5106 I Know That for Such—Contralto, Tenor and Baritone Trio, orch. accomp. Miss Behnee, Mr. Stiles and Mr. Richards
- Farewell—Tenor and Baritone Duet, orch. accomp. Mr. Stiles and Mr. Richards
- Beloved Idol—Soprano Solo, orch. accomp. Miss Vivienne

- 1133 What's the Use of Moonlight? (LeBoy)—Tenor Solo. Walter Van Brunt
- 1134 Die Wacht Am Rhein (Wilhelm)—Band
- 1135 Im Mer an Der Wand Lang (Kollo)—German Comic Song—Collins and Harlan
- 1136 My Cousin Caruso (Edwards)—Tenor Solo. Byron G. Harlan
- 1137 Blitz and Blatz at the Ball Game (Duprez)—Vaudeville. Duprez and Roberts
- 1138 Oh! You Loving Gall! (Meyer)—Baritone and Tenor Duet—Collins and Harlan
- 1139 Flanagan and His Money (Original)—Talking Record. Steve Porter
- 1140 Farm Liars (Original)—Vaudeville. Golden and Hughes
- 1141 Kerry Mills Barn Dance (Mills)—Band

EDISON STANDARD RECORDS.

- 10177 "La, La, La" March (Scotto)
- 10178 Parody "Down in Jungle Town" (Morse) Wills)
- 10179 He Falls for the Ladies Every Time (Solman) Jostle Sadler
- 10180 Abide With Me—Organ Solo (Monk-Ecke)
- 10181 Under the Irish Moon (Meyer) Albert Benzler
- 10182 Guide Me, O Thou Great Jehovah (Holbrook) Edison Mixed Quartet
- 10183 Wise Old Indian (Morse) Billy Murray
- 10184 The Last Kiss Waltz (Blake) American Symphony Orchestra
- 10185 The Market on Saturday Night (Graham) Ada Jones
- 10186 Little Willie (Hall) Premier Quartet
- 10187 Dear Old Dear (Burt) Will Oakland
- 10188 Marsovia Waltz (Henriette-Blanke-Belcher)
- 10189 Any Old Piece in Yankee Land Is Good Enough for Me (Cook and Smith) Edward Meeker
- 10190 Can't You See I Love You? (Ayer) Ada Jones and Billy Murray
- 10191 Prunes (Furth) Edward M. Favor
- 10192 Love's Golden Dreams—Bells Solo (Stevens) Albert Benzler
- 10193 Uncle Josh and the Lightning Rod Agent Cal Stewart
- 10194 Set 'Em Up in the Other Alley (Helf) Collins and Harlan
- 10195 If Every Girl Was a Girl Like You (Furth) Grace Cameron
- 10196 Our Victorious Nation March (Losey) New York Military Band

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

- A5107 La Favorita—Spirito Gentil (Donizetti)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- Cielo e Mar (Ponchielli)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- A5108 Vorrei—Romanza (Tosti)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- Adorables Tourments—Gipsy Waltz (Bartolemy-Caruso)—Tenor Solo in French, orch. accomp. Florencio Constantino
- A5109 L'Elisir d'Amore—Una Furtiva Lagrima (Donizetti)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- L'Africana—O Paradiso (Meyerbeer)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- A5110 La Boheme—Che gelida Manina (Puccini)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- Romeo and Juliet—Ah! leve toi soleil! (Gounod)—Tenor Solo in French, orch. accomp. Florencio Constantino
- A5111 Marina—Spanish Opera (Arrieta)—Tenor Solo in Spanish, orch. accomp. Florencio Constantino
- La Paloma (Yradier)—Tenor Solo in Spanish, orch. accomp. Florencio Constantino
- A5112 Duca d'Alba—Angelo Castro e Bel (Donizetti)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- Lucia—Tu che a Dio (Donizetti)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- A5113 Sempre Accomp. (Dedicated to Sig. Constantino and Columbia Phonograph Co.) (Pietro Vallini)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
- Otello—Morte d'Otello (Verdi)—Tenor Solo in Italian, orch. accomp. Florencio Constantino

INDESTRUCTIBLE CYLINDER RECORDS.

- 1118 Peace Forever—March (Lacalle) Military Band
- 1119 I'm Tired of Living Without You (Mills) Harry A. Ellis
- 1120 Mary Blaine (Helf)—Tenor Solo. Henry Burr
- 1121 The Hornpipe Rag (Jerome)—Baritone Solo Arthur Collins
- 1122 Moon Winks (Stevens)—Orchestra Bells.
- 1123 Big Bass Vio (McGaffey)—Baritone Solo A. Schmehl
- 1124 Dixie Minstrels No. 6 (Original). Minstrels
- 1125 My Girl (Original)—Vaudeville Specialty. Fred Duprez
- 1126 Zampa—Overture (Herold) Band
- 1127 Oh! You Candy Kid! (Adams)—Soprano Solo. Ada Jones
- 1128 Golden Arrow (Van Aistyne)—Baritone and Tenor Duet. Stanley and Burr
- 1129 I Love, I Love, I Love My Wife, But Oh! You Kid! (Von Tilzer)—Baritone Solo. Bob Roberts
- 1130 O Klotz San (Thurban) Orchestra
- 1131 Roll on the Ground (Original)—Cooon Shout. Billy Golden
- 1132 Rock of Ages (Hastings) Choral

SOUSA WITH NATIONAL CO.

The Great Bandmaster and Composer Will Make Cylinder Records Exclusively for the National Phonograph Co. Beginning Aug. 1.

The National Phonograph Co., Orange, N. J., have just signed a contract with John Philip Sousa, the noted bandmaster and composer, for the exclusive services of his band in making cylinder records. The actual work of making records by Sousa's Band will not begin until August and the records themselves cannot be issued for two or three months later. The fact, however, that Mr. Sousa has entered into this



JOHN PHILIP SOUSA.

arrangement is little less noteworthy than the arrangement that the National Co. has made with Victor Herbert. Mr. Sousa has been more or less opposed to talking machines, and this arrangement indicates a decided change in his attitude. He would at once begin the task of making records for the National Co. but for the fact that the engagements of his band organization will make it impossible to do so before August.

While Mr. Herbert has been prominently identified with orchestra work and the composition of light opera, Mr. Sousa has been even more prominent as a band leader and composer of march music. Of the two men, Mr. Sousa is probably the best known among the people to whom the talking machine makes the greatest appeal. The arrangement made between Mr. Sousa and the National Phonograph Co. gives the latter no right to compositions that Mr. Sousa may copyright after July 1. Any of his music that the National Phonograph Co. may use must be had upon the same condition as that of any other composer.

LANDAY BROS.' ALTERATIONS.

With the widening of Fifth avenue, New York, the stoop or steps in front of Landay Bros., Victor distributors, at No. 400, will be removed. The approach to their place on the first floor will be by steps constructed within the building.

EDISON AMBEROL RECORDS.

- 175 Selection from "Robin Hood" (R. de Koven) Edison Concert Band
- 176 The Flag He Loved So Well (Wills) Nat. M. Wills
- 177 Polonaise in D Major—Violin Solo (Wieniawski, Op. 4) Albert Spalding
- 178 Bear's Oil. Golden and Hughes
- 179 Are You Coming Home To-night? (McGrane) Anthony and Harrison
- 180 La Perle De Madrid Valse (Lamotte) American Symphony Orchestra
- 181 The Arkansas Traveler (Spencer) Len Spencer
- 182 The Day of the Game (Luders) Peerless Quartet
- 183 Believe Me if All Those Endearing Young Charms (Stevenson)—Cornet Solo, accomp. by U. S. Marine Band. Arthur S. White
- 184 Come and Hear the Orchestra. Jostle Sadler
- 185 "There's a Woman in the Case" (Original) Murry K. Hill
- 186 Tannhauser March (Wagner) Edison Concert Band
- 187 Good Night, Dear (Anderson) John B. Wells
- 188 Holy, Holy, Lord God Almighty (Dykes) Edison Mixed Quartet
- 189 Garry Owen Medley—Violin Solo (Original) Eugene A. Jaudas
- 190 While the Kids Played Ring a Rosie (Aron) Will Oakland
- 191 Cuddie Up a Little Closer, Lovey Mine (Hoschna) Ada Jones, Billy Murray & Co.
- 192 Poet and Peasant Overture—Accordion Solo (Suppe) Frosini
- 193 Arrah Wanna (Morse) Collins and Harlan
- 194 Teddy-in-Africa (Fryor) N. Y. Military Band

The Photogram Co., of Manhattan, was incorporated in Albany, N. Y., last week with a capital stock of \$500,000 for the purpose of manufacturing talking machines and records. Incorporators, J. Soloff, Brooklyn, and M. Reeves, New York.

You can make dollars out of the horn trade with such a product as this.

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FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out. WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3 1/4 inches square—an ideal parcel for carrying or handling and impervious to damage.

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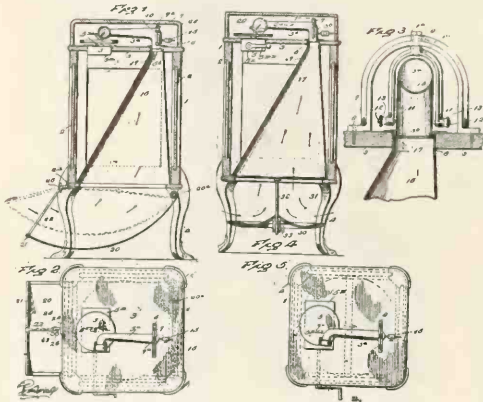


LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World., Washington, D. C., July 8, 1909.

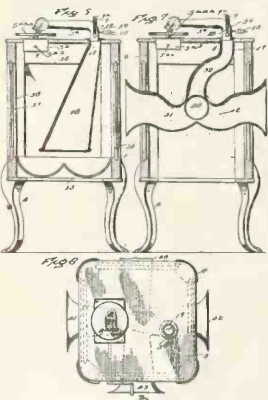
COMBINED STAND AND HORN FOR TALKING MACHINES. Henry C. Miller, Waterford, N. Y., assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 12,963.

This invention relates to improvements in a combined stand and horn for a talking machine. Talking machines now in use employ a horn extending out from the sound-box, which is large, unsightly, and frequently takes up so much room



that it is in the way. It has been found that it is not essential to extend the horn from the machine and have therefore constructed a cabinet in which the talking machine is placed and utilize the interior of the cabinet to accommodate a horn, and a deflector to distribute the sound. The object of combining these two elements is to economize space and at the same time provide means for utilizing a large horn without projecting it out from the talking machine, as practised with machines of this type now in use. A further object of this invention is to provide a stationary horn in a cabinet with an adjustable exit that the sound may be directed to an audience at any angle.

In the drawings, Figure 1 is a sectional view of the preferred form of the invention. Fig. 2 is a top plan view with the cover removed. Fig. 3 is a detail transverse section of the means employed for supporting the pipe leading from the talking machine to the horn and the connection between the pipe and the horn. Fig. 4 is a vertical sectional view of a modified form of the invention. Fig. 5 is a plan view of the same. Fig. 6 is a vertical section of a different modification. Fig. 7 is a similar view of a further modification. Fig. 8 is a plan view of the modification shown in Fig. 7.



PHONOGRAPHY. Isidore Kitsee, Philadelphia, Pa. Patent No. 920,752.

This invention relates to an improvement in phonography. One of its objects is to produce original records wherein the lines of record are in relief and may be used for the production of copies without necessitating electroplating or etching.

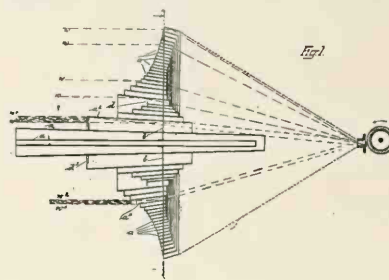
It is also the object of the invention to produce simultaneously two records with the lines in relief and then using one of the records as a male and an electroplate of the other record as a female for the production of copies by using these records as dies.

It has been discovered that if a metal of the necessary low fusing point is deposited or pro-

jected in accordance with the vibrating diaphragm on a suitable base, cooled or chilled to the necessary low temperature, the lines of record produced by the hardened metal are high enough for the purpose of producing copies therefrom with the aid of a plastic material.

ACOUSTIC LENS. Savid Petri-Palmedo, Hoboken, N. J. Patent No. 920,387.

This invention relates to the art of transmitting and recording sound as embodied in various contrivances now in general use, such as telephones, phonographs, graphophones, and the like. It is the purpose of this invention to do away with the erroneous method of using funnel-shaped horns. To this end the sound waves are collected and condensed in a manner analogous



to the collection and concentration of light waves by means of glass lenses. The inventor does not, however, make use of the property of refraction, this presenting practical difficulties, but that of reflection only. For this purpose there has been constructed an acoustic lens consisting of a screen composed of a series of concentric truncated cones of varying angularity, and by means of these the total quantity of sound waves coming from the source toward the diaphragm is divided into a series of sound wave cones that, after having suffered but one reflection in passing through the screen of concentric truncated cones are directed toward the diaphragm, as per the accompanying drawings, in which:

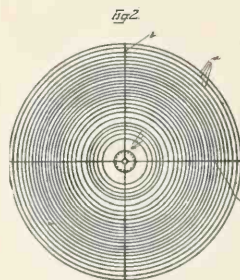


Figure 1 represents in central longitudinal section such an acoustic lens, embodying in desirable form the present improvement, and Fig. 2 is a vertical cross-section of the same on line 2, 2, Fig. 1.

SOUND-REPRODUCING MACHINE. Luther T. Haile, Philadelphia, Pa. Patent No. 924,456.

This invention has for its object the provision of means, applicable to sound-reproducing machines, for governing and directing the course of sound waves from the tone arm to the sound-discharge chamber, as well as to provide a covered seat for a tone-modifying valve between said elements, and the inventor thus explains its construction and mode of operation as applied specifically to the sound-reproducing machine described in and patented by U. S. Letters Patent No. 873,937, dated December 17, 1907, in combination with the resonance chamber of which it has its greatest utility. In said machine the sound waves produced by the vibrating diaphragm of the sound box carried by the movable tone arm are delivered into a resonance chamber having a sounding board wall or walls which are thereby sympathetically vibrated. Diverging partition walls are mounted in such resonance chamber, leading from the sound inlet aperture therein and toward the sound discharge openings, and such inlet aperture is governed by a movable valve. To prevent an abrupt amplification of such sound waves as they pass the valve into the large resonance chamber, to direct their course, to cause them to impinge against the

vibratable partition walls of such chamber and against the sounding board wall thereof, it has been found from practical tests that the present invention effects the result stated and enlarges the vibratory effect, besides enabling the valve to operate more perfectly as a tone-modifying agent.

To these ends the present invention hereinafter described consists of the novel member, which is called a valve block and sound wave conductor, interposed between the tone arm and the sound discharge element of a talking machine, and having interior ports and passage adapted to provide a covered or enclosed seat for the upper face of a tone-modifying valve, and to receive in its interior passageway above the valve-seat the sound waves delivered to it past such valve and properly direct their course as aforesaid.

In the accompanying drawings illustrating the invention, Figure 1 is a bottom view of the new element, shown in place on the resonance chamber of a former machine, the base wall thereof being removed; the dotted line indicating the shape of the interior passageway above the valve seat. Fig. 2 is a perspective, in dotted lines, of the same elements in top view, and indicating their relation to the tone arm and connected parts. Fig. 3 is a section on the line a-b of Fig. 1, and Fig. 4 is an end view of the resonance chamber, its partition walls, and the valve block, shown in reversed position in Fig. 1.

PHONOGRAPH STOP. Frank H. Andrews, Watsonville, Cal. Patent No. 924,527.

This invention relates to a stop device for talking machines in which a revoluble record is employed, in conjunction with a sound box and conducting apparatus.

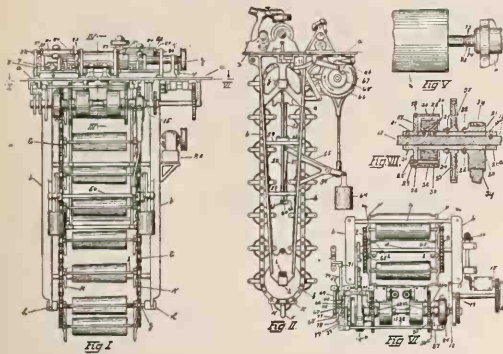
Referring to the accompanying drawings for a more complete explanation of the invention, Figure 1 is a plan. Fig. 2 is an end view of the device, in operative position. Fig. 3 shows the device after the stop is operated. Fig. 4 is a side elevation.

AUTOMATIC MULTIPLE-RECORD PHONOGRAPH. James I. Gemmill, Cleveland, O. Patent No. 925,430.

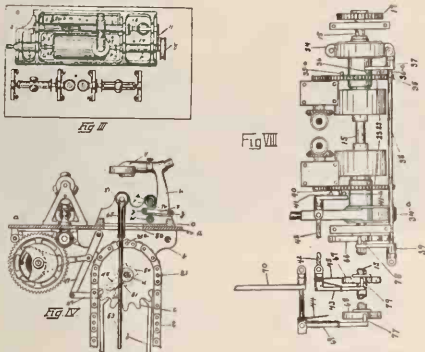
This invention relates to automatically-operated mechanisms and particularly to an automatic multiple-record phonograph. The object is to produce a talking machine which shall be continuous in its action and shall operate for the purpose of repeating a complete discourse or speech of an indefinite length and impressed on a series of tablets or phonographic records manipulated automatically by the machine without any attention or attendance in any way by the operator. In carrying out this object there have been introduced novel mechanical features in the preferred forms of the different mechanisms comprising the machine. These results are obtained by the mechanism illustrated in the accompanying drawings, which form a part of these specifications.

Referring to the drawings: Figure 1 is a vertical view of the machine as seen from the rear. Fig. 2 is a vertical side view of the machine looking at the left-hand side, as in Fig. 1. Fig. 3 is a top view of the machine above lines

6—6, Fig. 1, showing the governor and a common form of a phonograph partly in section. Fig. 4 is a sectional side view of a portion of the machine viewed through lines 4—4 in Fig. 1, looking at the left side. This figure shows the mechanism for rotating the sprocket wheels operating the chains on which are suspended the cradles supporting the record arbors; also shows



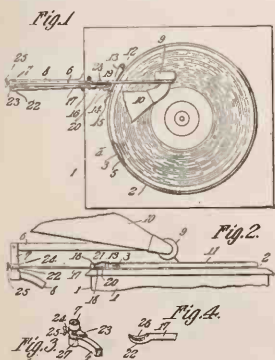
the connecting of the governor to said mechanism and disclosing in section a portion of the clock spring which operates same, together with a view of one of the rods which carry the record and its arbor from the cradle to a point between centers above the plate in which position the record is played. Fig. 5 is a view of an arbor



and a portion of the head or bearing containing the principal driving spindle and showing the chuck piece and its relation to the shaft bearing the arbor. Fig. 6 is a view from the top with all of the mechanisms removed above lines 6—6, Fig. 1, together with one of the arbors. Fig. 7 is a section of one of the spring-driven eccentrics, together with one of the main escape-wheel wheels, showing the construction of same and its relation to the shaft which is adapted to support and drive it. Fig. 8 is an enlarged view of the shaft 15 disclosing the relative positions of the levers and cams, also the detents used for intermittently starting and stopping the gearing operating the eccentrics to produce the several motions of the mechanism.

ATTACHMENT FOR SOUND-REPRODUCING MACHINES. Thompson P. Reed, Richland, Mo. Patent No. 925,025.

This invention has reference to improvements in sound-reproducing machines and its object is to provide a means whereby the sound box or sound box carrying arm or parts attached thereto will cause the stopping of the tablet carrying table at the end of the sound record.



The present invention is designed more particularly for use in connection with the disc type of sound-reproducing machines, but it can also be used in connection with the type of sound-reproducing machines wherein cylindrical tablets are used.

The present invention provides a brake and

stop member so situated with reference to the revolving table that when not restrained will engage the edge of the table and brake the same and ultimately positively engage the table in such manner as to hold the same against rotation until released. In connection with the brake mechanism there is provided a catch mechanism controlled by the swinging arm carrying the sound box so that when the sound box is in position to have the stylus engage the beginning of the record groove then the brake mechanism may be latched out of engagement with the table, and when the sound box has traversed the record and reached the final portion thereof the brake mechanism will be released and the table will be automatically stopped.

Figure 1 is a plan view of so much of a sound-reproducing machine as is necessary for the understanding of the invention with the improved attachment applied thereto. Fig. 2 is a side elevation of the same, and Figs. 3 and 4 are detail views of a portion of the attachment.

SOUND MODIFIER FOR TALKING MACHINES. Edward P. Shepard, San Diego, Cal. Patent No. 925,958.

This invention relates to a device designed for use in connection with gramophones and other talking machines whereby the sound can be effectively modified or reduced without, however, producing any detrimental muffling effect.

Another object is the provision of a sound-modifying device consisting of a resilient or elastic ring adapted to fit within the gooseneck of the machine or in the sleeve connecting the sounding box with the gooseneck, and secured to this ring and stretched across the same is a diaphragm of suitable material or fabric such as silk, which allows the sound waves to readily pass with the effect that the sound will be reduced in an effective manner.

In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a fragmentary view of the gooseneck of a talking machine showing the attachment arranged in the sounding box of the gooseneck, said sound box being shown in section. Fig. 2

is a detail sectional view showing the attachment located within the gooseneck at a point inwardly from the box. Fig. 3 is a transverse section on line 3—3, Fig. 1. Fig. 4 is a plan view. Fig. 5 is a diametrical sectional view thereof.

MISS SAND WINS FIRST PRIZE

In Popularity Contest—Is Saleslady for the Garland City Music House.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 9, 1909.

Wisconsin talking machine dealers have been pleased by the announcement that Miss Deva Sand, head saleslady of the Garland City Music House, exclusive talking machine dealers of Su



MISS DEVA SAND.

perior, Wis., is the winner of a big popularity contest conducted by the Superior Telegram. Miss Sand, who is also exceedingly popular with the State talking machine trade, won the first prize offered—a trip to the Seattle Exposition. Miss Sand left for Seattle on July 1, and will spend three weeks viewing the sights of the exposition and looking over the talking machine field in the West. All of the leading lines of talking machines are carried by the Garland City Music House, and Miss Sand, as head saleslady and assistant manager, is counted as one of the best informed young women in that section.

Wisconsin or Northern Michigan Talking Machine Dealers!

If you want service, I am able to give it and besides save you time and freight.

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The TALKING MACHINE SECTION

AND
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NEW YORK, JULY 15, 1909

HANDLING SPECIALTIES.

Sale of Special Lines Increases Profits and Brings New Trade—About Buying Special Goods—Getting Trial Assortments.

The sale of new specialties offers an excellent opportunity for the retail dealer to increase his profits and at the same time brings to his store a class of trade which is attracted by new articles and which, if catered to, is bound to be a valuable asset in his business.

By the term "new specialties," however, is meant new goods worth selling. In order to profit by this class, considerable caution and forethought must be used in buying such goods, for there are many new articles that, though good sellers at present, will turn into dead stock in the course of a month.

In buying new specialties, one must consider this—is the article going to be a staple article, of value at all times, or is it something that must be sold during the first advertising campaign?

Many a man who could make large profits by his specialties is not taking advantage of them because his top shelf is full of novelties of bygone years that speak eloquently of poor judgment in buying.

In buying such goods it is a good plan not to buy until you have made some sort of a study of the article in question. In the first place, your leading trade paper is an excellent medium, because it invariably publishes in every issue descriptions of new articles constantly being turned out, with opinions of their usefulness and their adaptation to the trade. They are essential to the profitable and intelligent buying of new specialties, because they teach the dealer to discriminate, and in addition they show him a large number of good new specialties that he would not see elsewhere. Many of these goods are not carried by most traveling salesmen, as jobbers' drummers in general do not carry an article until it is a staple seller; they put their reliance on regular lines of goods.

When a new thing is noticed that, in the dealer's opinion, is worth looking into, it pays to send for a catalogue and in that way become acquainted with the details of the article: its usefulness, strength, ease of repair, etc.

But the main part comes in the buying—and the buying depends whether the new line will be a profit or loss, says the Sporting Goods Dealer.

Get prices from manufacturer or jobber and if it is a possible thing get a trial lot with the understanding that if you are not satisfied you can return the unsold ones; some firms will do this, others will not.

Many manufacturers offer trial assortments and include cabinets and cases, together with advertising matter, both for the store and the papers. If you can use them, take them, by all means. The subsequent sale of a good article depends largely on the way it is presented to the public; no matter how good a new article may be, if it does not appeal to the public the sales are decreased.

The sale of new specialties, as I have said, is

profitable in itself. In addition to this, it can be made to become a profitable factor in selling other goods.

Start a system of getting new specialties and plan to put a good new article in the store regularly at least once a month. Advertise it well, both by circulars—the manufacturers will furnish these—and by space in the local papers.

Aim to sell as low as possible, not counting on the profit from the article itself, but from the increased sales resulting from the drawing of the trade into your store, and you will find they will become a valuable asset in your business.

The sale of new specialties is worthy of any retailer's consideration, and if it is accompanied by careful and considerate buying, it will prove of immense value, both in itself and in its advertising value.

DEMAND FOR SAFETY RAZORS.

Talking Machine Dealers Benefit by Sunday Closing of Barber Shops—Proving a Profitable Side Line When Pushed.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 10, 1909.

The Sunday closing of barber shops in Wisconsin under a recently-passed State law has resulted in the increase of revenue for all concerns carrying razors and shaving supplies of all kinds. Several talking machine dealers located outside of the downtown sections of Milwaukee have been finding that this line of goods, although out of the ordinary for the talking machine business, is now proving to be a valuable side line. Safety razors especially, are meeting with a ready sale, and various talking machine dealers have been investing heavily in these goods of late.

"A good many people plan to spend a part of the summer in the woods and at lakes camping, and for that reason they purchase safety razors, but it seems to me that there has been an unusual demand during the last few days for shaving supplies of all kinds," said one Milwaukee talking machine dealer.

In most of the smaller towns of the State where many of the talking machine dealers have various lines, trade in the safety razor and shaving supply line has been good.

IN THE POST CARD FIELD.

Novelties Necessary to Keep Trade—What to Buy—Some of the Late Novelties—A Word About Handling Post Cards.

The dealer who handles postcards has come to realize long ere this that to hold and increase trade in that line there must be something doing all the time. The view card, holiday, birthday and "congratulation" cards are staples, but people don't want to celebrate anniversaries all the time.

Novelties are the things that pay, but the dealer must show discernment in deciding what novelties are likely to be lasting and what are liable to become dead stock and understand just what is most likely to appeal to his trade.

Take the popular Billiken, for instance. It

was the first of the "gods," and has undoubtedly enjoyed the greatest success. Imitations immediately sprang up by scores, some of them very clever, but the little "god of things as they ought to be" has survived nearly all of them, and at the present time the Billiken craze has spread to postcards, hangers and other novelties too numerous to mention.

Among the latest novelties in the postcard field are the mechanical animals, which, though not strictly postcards, are made of cardboard and fit well in a postcard stock. Then there are the puzzle cards, which are growing in popularity. Cards bearing pictures of prominent men, buildings and views in general, are so arranged as to be readily divided into from 50 to 200 irregular sections. These sections are mailed in one envelope and must be put together by the recipient before the picture may be seen or the message on the back deciphered.

The postscript stamps—stamps bearing sentimental, tragic and humorous text matter—are also being seen to a considerable extent in postcard stores and are said to be very good sellers.

Holiday cards in handsome new and original designs and effects are also being offered by manufacturers and jobbers, and many dealers are already placing orders, feeling sure that they will be readily sold when the season opens.

Just a word about handling postcards. With very few exceptions postcards are handled as a side line, a counter and several racks being devoted to their display. As a rule, the intending purchaser is left to his own devices when choosing cards; he pays for the ones he wants and the deal is closed. What other goods are sold in that manner?

The writer has seen a clever salesman sell two dozen cards for 75 cents to a man who came for two local-view cards for a nickel, simply by showing enough interest in the transaction to explain the special value of certain novelty and high-grade cards in a way that had not occurred to the customer.

The sale might only amount to a nickel as a rule, you say? Only a nickel, perhaps, but if the cash register wears out from nickels there must be enough of said nickels to buy something. Houses have been purchased from the profits of one-cent sales before now—don't forget that little fact.

WHY PICTURE CARDS DON'T GET THERE.

(Special to The Talking Machine World.)

Washington, D. C., July 8, 1909.

Because of failure to enclose tinselled or frosted post cards in tightly sealed envelopes to prevent the escape of particles of tinsel, mica and the like, from fifteen to twenty thousand of such cards are thrown out of the mails daily. Dealers now supply their customers with flimsy transparent envelopes, but that doesn't improve them much, and the stamp is frequently placed on the card inside the envelope, thereby preventing its cancellation.

It's mighty hard sometimes to wear a pleasant smile when business is poor, but the effort pays.



THE SIDE LINE SECTION

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OVERCOMING LOST MOTION.

A Serious Problem in Business—Greatest Success Possible When All Parts of Business Machine Work as a Unit—Constant Watchfulness the Remedy.

The men who design and build machinery have a horror of what they call lost motion. But a lot of people who design and build businesses either don't know what lost motion is or else they don't fear it greatly.

Lost motion takes place when parts are not perfectly co-ordinated—when one part can move a certain distance independently, or when a part that should respond instantly to the motion of another part does not respond until after some time has elapsed.

You will find some businesses advertising to their trade in an educative way and taking the orders or closing actual sales through salesmen. Now, when you find a sales force that knows nothing of what advertising is being done, or an advertising department that is run without regard to what the salesmen are doing or could do, you have a fine example of lost motion.

And this is a very common form of it. Again, you will find a sales force that goes about making delivery promises which are impossible of fulfillment, all because the sales end and the shipping end are not co-ordinated, and neither knows what the other is doing or can do.

You will find in some other business a very fine system of accounting that shows just where the profits are being made and a fine sales force selling the things on which the profit is lowest.

There are hundreds of chances in any good-sized concern for some form of lost motion. And there are few concerns that are so efficiently built up and conducted that some lost motion does not creep in. In a machine, the effect of lost motion is usually to rack the machine to pieces long before it would wear out if it had been properly designed.

In a business, the specific effect is various. It may result simply in loss of sales and of profits that might have been made on them, or it may result in the loss of customers who are witnesses to and victims of the lost motion. Again, the effect may be simply that of lowering the general efficiency of the business, the making of antagonisms and the oozing away of profits.

But the general effect of lost motion is always to cut profits. It always acts as a brake on the progress of the business. It always prevents a realization of what is possible. The principal function of a true executive should be the watching for evidences of lost motion. The slightest signs of lack of co-operation between departments should be the signal for searching examination. The man who notices little antagonisms between employes or departments and passes the matter over lightly has missed his chance to help the business.

When the salesmen complain that orders are not delivered as promised, it is not enough to send word that the shipping department must hurry things, says "The Silent Partner." The right thing to do is to find out why, and then remedy that "why." Maybe the shipping department has too few men in it. Maybe a salesman has gotten in there some time and called somebody down and has become a legitimate

mark in the eyes of the shipper. You cannot tell until you investigate.

And the wisest, keenest-eyed executive that ever lived will fall short of knowing all that he ought about his business. It is a safe bet that many a thing happens that never gets to the old man. But that is no excuse why the old man should not get all that he can. If he does, he will reduce lost motion to a minimum, and that is all he can hope to do.

INCREASE POST CARD DUTY.

Senate Makes 325 Per Cent. Increase in Duty to Protect American Lithographers.

(Special to The Talking Machine World.)

Washington, D. C., June 30, 1909.

The tariff uplift has been applied by the Senate to the picture postcard business of the United States. A large majority of the cards, many bearing American views and now sold in this country, are made in Germany. The business was unknown when the Dingley bill was framed, and, as a result, the Germans got a favorable rate for their cards under the classification of lithographic prints. Since that time the business has grown to mammoth proportions, and the lithographers of this country overwhelmed Congress for an increase in the tariff, so that they could get a larger part of the post-card trade.

When the matter first came up the duty of five cents a pound was raised to seven cents. In the paragraph adopted to-day, the rate on foreign-made post cards is six to fifteen cents a pound and twenty-five cents ad valorem.

"It is an increase of 325 per cent.," admitted Senator Smoot, of the Finance Committee, "but nothing less would save this business for American lithographers."

SUMMER BUSINESS.

Even the Hottest Weather Finds a Demand for Seasonable Goods—The Only Way to Get the Summer Trade Is to Go After It—Invite Visitors to Your Store.

These are days that milk sours, that butter softens, that vegetables spoil, that people long for evenings when they can sit on porch or lawn and cool off. Days when people are fixing up and planning furnishings for summer homes; in fact, they are continually thinking summer goods.

You've the goods—if you haven't, you certainly ought to have—but do the people know you've

got them? That's the question, says the Hardware Dealers' Magazine. And how are they going to know you have them if you don't tell them and extend an invitation to the people in your community to call and inspect them? Have you extended this invitation? If you haven't, extend it to-day. Get up a good, attractive newspaper advertisement and extend the invitation.

People in your city are going to buy summer goods—buy them this season in larger quantities than ever before. Unless you let them know that you and your store and your goods are in existence, you and your store and your goods will be forgotten—the other fellow will get the business.

They are the merchants who are continually inviting the people of their communities to their stores. The daily papers show that they are now pushing summer goods. Follow their example—push seasonable goods. Don't extend one invitation to-day, and another a month from to-day, but hold out the hand of welcome and keep it out, and your volume of business for 1909 will be the biggest in your store's history. Do it now.

MARK TWAIN'S HINT.

The Old Story of the Spider That Always Hits the Mark.

It is an old story, but it always applies—the gentle hint conveyed to a none too progressive merchant by our great humorist, Mark Twain. When he was editing the Virginia City Enterprise, writing copy one day and mining the next, a superstitious subscriber wrote and said he had found a spider in his paper. Was this good or bad luck? He replied in the "Answers to Correspondents" column as follows: "Old Subscriber—The finding of a spider in your copy of the Enterprise was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door and lead a free and undisturbed existence forever after."

When you see a man sitting idle, with a vacant look and a general air of listlessness about him—and when he tells you by way of apology that he is "waiting for the hour of an appointment," or "waiting for train time"—you can safely put him down for one of those salaried somnambulists who may have persuaded themselves that they are, on the whole, fairly busy and efficient men, but whom it would take more than a cold douche and an alarm clock to wake up sufficiently to do real strenuous work.

A GREAT PIANO PLANT

Is That of the Cable-Nelson Piano Co. at South Haven—Splendidly Equipped for the Production of Pianos in Large Quantities.

(Special to The Talking Machine World.)

Chicago, Ill., July 7, 1909.

The Cable-Nelson Co.'s great factory at South Haven, Mich., is the subject of the accompanying illustration. To paraphrase a famous utterance of a famous American of the elder generation, "There it is; look at it." Capacity, 7,000 pianos

a year, and good pianos. The men are good, too. If you ever get over to South Haven Superintendent Rauworth, a bright, modern, live-wire will show you 'round. When in Chicago call at the general offices of the company in the Republic building and meet Mr. Cable, Mr. Myers and Mr. Schultz. They are fine men to talk to, and, if you use sufficient diplomacy and force, they may be induced to show you some of the styles of Cable-Nelson pianos and player-pianos. If you can't visit either point right away a pleading letter may have the effect of securing for you a catalog and some mighty interesting information.



THE CABLE-NELSON CO.'S GREAT PLANT AT SOUTH HAVEN, MICH.



TRADE MARK
Gillette
 KNOWN THE WORLD OVER

The greatest specialty ever carried by a retail store—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor. The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—*the blades are fine*. Prices, \$5.00 to \$7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
 63 St. Alexander St., Montreal
 London Office:
 17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
 519 Kimball Building, Boston
 Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
 Chicago: Stock Exchange Building

Gillette Safety Razor
 MADE IN U.S.A.

WHY SOME MEN ARE FAILURES.

Misplaced Ambition and a Tendency to Overestimate One's Ability Often the Cause.

"If someone were to compile a handbook or list of things to be avoided by the aspirant for success, misplaced ambition and a tendency to overestimate one's ability would command a conspicuous place in such a compilation.

"Misplaced ambition or over-ambition is responsible for many wretched lives and ruined careers. The tendency to overestimate one's ability or to let ambition get the best of one's judgment is responsible for a considerable percentage of the dismal failures, for the hundreds of disappointed men one meets with in Chicago."

A noted Chicago educator, who is as successful a man of affairs as he is a great scholar, made the above statement. This statement, he declared, was not merely spleen talk. It was not reactionary. It was the expression of an opinion based on years of dealing with men. It was the summary, the moral, so to speak, forced upon him by years of experience and observation.

"Now, don't misunderstand me," the man continued. "I am not denouncing ambition as such. Ambition is the essence, the salt of life. It is the first essential to success in every occupation. It is the indiscriminate ambition that I speak about, the ambition which is blind to its own limitations and shortcomings. Many a poor clerk or a \$12 a week bookkeeper made his way to the front ranks of the medical or legal profession. But such a man generally had the stuff in him, the ability to back up his ambition. In such ambition there is no danger.

CAUSES OF THE 'ALSO RANS.'

"It is the indiscriminate, the misplaced ambition, which makes one desire to become that for which he is not fit, to enter a profession for which he is utterly disqualified by early training and atmosphere, by years of routine and interest in other directions, that is responsible for the large number of men who 'make a failure of it,' who are among the 'also rans' in their professions."

"There are hundreds of men in Chicago who have given up paying positions in business, who have cast aside good trades in order to enter the professional ranks. Hundreds of young men are doing it to-day," says J. H. Miller in the *Workers' Magazine*. "They have done it, not because they felt that they were born to be lawyers or physicians, and not printers or clerks, but because Jim Jones or Bill Murphy, who was their classmate and who was not a bit smarter than they, is on the way to get an M.D. or to pass the bar examination.

"It is the misplaced ambitions of such men who cast away an occupation for which they are fitted and which they like merely to ape somebody else that is dangerous that make them valueless and even detrimental to society and make life bitter to their wives and children. Many an unsuccessful lawyer, who is on the outs with the world and angry with himself, would have been happy and contented as well as successful if he had stuck to the occupation which he first entered and for which he was best fitted.

FRIENDS SPOIL GOOD CLERK.

"Many a young man, suave and obliging, becomes a valuable clerk in a big store. Those who know him admire him and think him clever. Everybody comments on his success, with the result that this young man of mediocre ability and little or no reading and culture decides to become a lawyer. As a student he is quite punctual and regular in his studies. He gets good marks and passes his examinations and is ready to make his debut in the world as a young lawyer.

"Here, however, he finds that while he was an excellent clerk, he cannot hope to become more than a mediocre or even poor lawyer. Why? Well, suaveness and a sweet disposition are good qualities in a department store. They will go a long ways to win promotion and a higher salary. In law, however, other attainments are needed. Not ability to bow nicely, but quick reasoning

and faultless logic make a good lawyer. In addition he must have read widely. He must have more than an ordinary command of language. He must be able to draw a parallel from ancient history and must now and then quote a line from the scriptures or a passage from Aristotle. All these things, however, the chances are that the ex-clerk cannot do.

"The result is that ten years after he left the counter for the bench he is an insignificant and disappointed lawyer, sometimes not more than a 'shyster,' while if he had stuck to the counter he would have been a successful buyer for the firm, commanding a salary which would keep him in comfort as well as in peace of mind."

THE TEN DEMANDMENTS

As Arranged by a Chicago Business Man and Posted so His Employes Might Read—Some Real Wisdom.

A Chicago business man has posted a list of 10 rules in his establishment, which he calls the Ten Demandments, and contain some sound business advice. They are:

Rule I.—Don't lie—it wastes my time and yours. I'm sure to catch you in the end, and that's the wrong end.

Rule II.—Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes my face long.

Rule III.—Give me more than I expect and I'll pay you more than you expect. I can afford to increase your pay if you increase my profits.

Rule IV.—You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of my shop.

Rule V.—Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.

Rule VI.—Mind your own business and in time you'll have a business of your own to mind.

Rule VII.—Don't do anything here which hurts your self-respect. The employe who is willing to steal for me is capable of stealing from me.

Rule VIII.—It's none of my business what you do at night. But if dissipation affects what you do the next day, and you do half as much as I demand, you'll last half as long as you hoped.

Rule IX.—Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my dollars.

Rule X.—Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.

A "FOWL" BUT PERTINENT STORY.

A duck which faithfully stuck to business during the summer and laid several dozen of large fancy-colored eggs complained that she wasn't appreciated. "See that hen over there," said the duck; "she hasn't laid as many eggs as I have, nor as big, but she has books written about her and verses composed in her honor, while nobody is saying a word about me."

"The trouble with you is," said the wise rooster that was standing near, "that you don't tell the public what you have done. You lay an egg and waddle off without saying a word, but that sister of mine never lays one without letting everyone in the neighborhood know about it. If you want to cut any ice in this community you must learn to advertise."

The post card outlook is steadily improving throughout the United States, according to Joseph Beigman, of 198 West Broadway, New York, who recently returned from a 5,000-mile selling trip. He reports that the demand is principally for the higher grade of cards, and says the trade is on a sound basis, and expects that the business will show a good continuous run for view, sentimental and commercial cards.

The business methods that were "good enough for father" don't get the money to day.

SCHULZ CO.'S BIG OUTPUT.

Turned Out 12,000 Pianos Last Year and Expect to Turn Out Many More the Coming Year With the Growth of Prosperity—A Great Side Line for Talking Machine Men.

(Special to The Talking Machine World.)

Chicago, Ill., July 7, 1909.

The M. Schulz Co., of this city, are not secretive. It isn't every concern that will exploit rear views of their premises, but the Schulz Co. doesn't care. They even indulge in a literary effort on the back fence. It's a monster concern, that, the M. Schulz Co. It turned out



OHIO STREET END OF SCHULZ FACTORIES.

12,000 pianos in the fiscal year ending July 1, and at their present rate of shipment the output this year will reach 15,000, and, if crop prospects materialize, 20,000 pianos. It is hardly necessary to say that a concern with a production like this has studied the matter thoroughly, and by reason of buying in immense quantities and the use of the most modern machinery, equipment and methods effect many savings that are put back into the piano in the way of quality. A dealer who carries M. Schulz Co., Walworth and Irving pianos in even a limited way has a line certain to meet the demands of all classes of people in his town and vicinity. The page illustration elsewhere in this issue presents the portraits of the heads of the factory organization and of the leading members of the selling force.

GOOD MONEY MAKERS

Are Automatic Machines of All Kinds Whether They be Pianos or Candy Devices—Clever Stunt of Shoe Man in Hammond, Ind.

Automatic machines which give up a penny's worth of candy, gum or peanuts are recognized as successful catchers of the nimble sixpence and have made good from one end of the country to the other. But so far nobody has done anything better than the stunt of a shoe repair man in Hammond, Ind., which savors of rare originality. This cobbler saw a peanut machine, inquired as to its ability as a silent salesman and purchased three of them for a try-out. These machines he placed at prominent centers of his city, and one week's flow of pennies convinced him there was something doing. So he raised the strength of his battery of money-makers to twenty-five, and before these were distributed devised the advertising trick which has proved to be commendable.

Upon the inside of each glass globe, safe from the destroying hands of the small boys and other vandals, he placed a red label with these words: "Jones, He Repairs Your Shoes." Hammond not being a metropolis no further directions were required, and the shoe man is now getting more business than ever before, as a result of this advertising. Better yet, the pennies taken from the machine actually pay his shop rent and leave a little over for the savings bank. The machines are filled and the pennies removed after office hours, and Mr. Shoe Man seriously considers making the peanut machines his main business and the shoe repairing a side line by the addition of twenty-five more machines.—Novelty News.

ORDER IN THE STORE AS AN ASSET.

Customers Appreciate a Neat and Orderly Store—A Profitable Investment.

Order is said to be Heaven's first law. A good many "storekeepers" do not appear to think that this law is on the statute books of business, but it is.

Some persons may not care whether or not the store at which they trade is orderly and clean; but really there are few persons, even though they themselves may be slovenly and unkempt, who do not prefer to make their purchases where everything is in apple-pie order.

It is some work, of course, and yet not as much as some people seem to think, to keep a busy store in order. It simply requires that proprietor and clerks shall make it a rule to put back everything in its place whenever a sale is made, or any goods shown. That's all.

And, of course, this presupposes that there is a place for everything. If there isn't, there are often occasions when it requires a long and sometimes fruitless search for missing or mislaid articles which should have been right to hand.

It really is distressing to go into a business house and see the clerks searching all over the house for some article upon which they should have been able to lay their hand to without a moment's hesitation; and yet it is not an uncommon experience.

But these frantic searchers waste valuable time and exhaust the patience of the customer, and often lose trade—force it, in fact, to go to a competing store where the stock, though perhaps no better, is well arranged and nicely displayed, and where, instead of being painful, it is a pleasure to trade.

A great many dealers have found it a profitable investment to spend hundreds of dollars in fitting up their stores, to make them attractive from show window to back door; with neat shelving and cabinets and show cases, with boxes neatly and plainly labeled, and with the entire stock

arranged with a view to convenience of handling. And you may depend upon it that no dealer who has once transformed his store by these modern methods could be induced to go back to the old way for many times what the improvements cost.

Another feature that should never be overlooked is the lighting. All the natural light available should be utilized, by means of large, clean windows, and, if possible, prismatic glass in both front and rear, to refract the light and diffuse it throughout the room.

In a word, make your store noted for its neatness, cleanliness and good order. It will pay you good dividends.

WHERE ORIGINALITY DIDN'T PAY.

Western Merchant Arouses Ire of Chief of Police in "Meanest Man" Contest.

Originality is a great thing in business and frequently adds to the profits, but when in an endeavor to stimulate trade an original contest scheme is decided upon, it is always well to study it carefully in an endeavor to make sure that it will not prove a boomerang.

The story is told of a Western merchant located in a small town, who in an effort to boom his trade during a dull period started a voting contest to determine the meanest man in the vicinity.

Things began to hum in a short while in a way that surpassed the expectations of the dealer, and the end of a week found the mayor of the town and the chief of police tied for the "coveted" title. The excitement was getting intense and everybody seemed to be interested in the outcome. For a while the store did a land office business, as it was necessary to purchase something before being allowed the privilege of casting a vote.

Unfortunately, however, just as the dealer was posting the latest bulletin showing the mayor to have gained sufficient votes to place him away above his antagonist, this worthy was seen ap-

proaching the store with rapid strides and a look in his eyes that did not bode well for the merchant.

What happened to this over-enterprising individual was hidden by miscellaneous pieces of stock flying about in all directions, but when a much agitated gentleman made his exit, a skeleton arose from amid the debris and, glancing around, staggered forth into the night, never to return.

NATIONAL COLORTYPE CO.'S REPORT.

The National Colortype Co., Cincinnati, makers of view cards, state that the past year has been the best in their history, and "what might have been" if general business had been normal. As the general business depression of 1908 is passed the outlook is exceptionally bright, and the way the firm's orders are being booked show this will be the banner year. Some of its customers who carry post cards as a side line write that it was actually the post card business that pulled them through the hard times of 1908, and that the post card business for the summer months will be extraordinary.

NEW FEATURE IN POST CARDS.

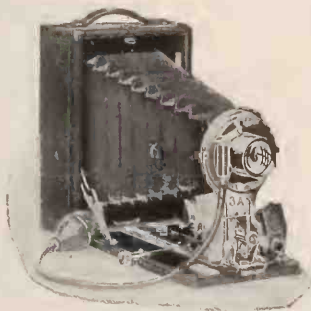
A new feature in post cards which is meeting with a large degree of favor is the printing of a selected quotation, or motto, on a fine white card of first-class quality, some of which are hand-illuminated. So excellent are they that recipients invariably frame them. The quotations chosen cover a large variety of subjects, and the series are most educational and stimulating. In many respects they are replacing the ordinary picture post cards for birthdays and other popular feasts.

Lives of some great men remind us

That we will, if we are wise,
Leave old methods far behind us
And go out and advertise.

SENECA CAMERAS

As A Side Line



THE TALKING MACHINE DEALER is in a splendid position to sell cameras.

¶ The same class of people who buy Talking Machines buy Cameras.

¶ SENECA CAMERAS are the best Cameras made—they have to be for they stand on their own merits against the trade restriction of the Camera combine.

¶ It takes a little knowledge of the subject to sell Cameras successfully, just as it does to sell Talking Machines,

but we are willing to help you get going. The profit will be worth the work.

¶ Write to-day for information.

SENECA CAMERA MFG. COMPANY, Rochester, N.Y.

The Largest Independent Camera Makers



F.P. BASSETT
ROAD REP. MIDDLE & EASTERN STATES



MATHIAS SCHULZ
FOUNDER



W.F. SCHWENTKER
ROAD REP. CENTRAL SOUTH

The Men Who Direct the Success of the Schulz

With the
M. SCHULZ CO., WAL-
WORTH and IRVING
Piano Dealers have a Line
that is Proof Against Com-
petition and which Insures
all the Profit there is in the
Business.

CATALOGUES SENT ON APPLICATION

M. SCHULZ CO.

Factories: Erie, Curtis, Ohio and Carpenter Sts.
and Morgan, Sangamon and Superior Sts.
Office and Warerooms: 373 Milwaukee Ave.

CHICAGO, ILL.

N. W. Sales Dept., 901-903 First Avenue South, Minne-
apolis, Minn., South Atlantic Sales Dept., 18 North Pryor
Street, Atlanta, Ga.



H. D. HEWITT
ROAD REP. FOR CENTRAL WEST



F. B. FISHER
MGR. S. ATLANTIC SALES DEPT. ATLANTA GA.



ARTHUR REAMS
TRAVELER FOR GEORGIA



J. AUBREY ALEXANDER
TRAVELER FOR NORTH AND SOUTH CAROLINA



W. A. LINQUIST
MGR. NW SALES DEPT. MINNEAPOLIS MINN.



OSCAR KENT
PIANO CONSTRUCTION EXPERT



L. A. PETERSON
OFFICE MANAGER



J. S. MINTON
SPECIAL REP. TENNESSEE AND ARKANSAS



E. W. WOLFF
VICE PRESIDENT & SUP. OF FACTORIES



OTTO SCHULZ
PRESIDENT



FREDK. A. LUHNOW
SECY & TREAS.

FOLDED POST CARDS.

The U. S. Circuit Court Decides That They Are Dutiable as Lithographed Prints and Not as Booklets, Which Claim Was Sustained.

The U. S. Attorney for the Southern District of New York issued a notice to the effect that suit 5382, R. F. Downing & Co. v. United States (T. D. 29769), was recently decided by the United States Circuit Court for that district adversely to the Government.

The merchandise in suit consisted of six post cards attached together so that the cards can be drawn out in a long strip and each card partly separated from the other by perforated lines and having on the reverse side a view lithographically printed thereon. The six cards as imported are folded and enclosed in a cover consisting of a piece of paper folded once, to which one of the six cards is attached by some adhesive substance.

The merchandise was assessed for duty under paragraph 400 of the tariff act as booklets printed in whole or in part by a lithographic process. The importer protested, claiming the merchandise to be properly dutiable under the same paragraph as lithographic prints according to the thickness of the paper and the cutting size, which claim was sustained by the court.

The Attorney-General has advised the New York Customs Department that no further proceedings will be directed in this case, and suggested the necessary steps be taken looking to the refund of the duties collected in excess upon the merchandise the subject of the suit.

FALLACY OF CUTTING PRICES.

Possibly the most foolish of all fool things in retailing is price-cutting. One merchant comes out with a low price on some staple article and at once every other retailer in the same line goes him one better with a deeper cut. Then the war has fairly begun, and before it is over prices have gone all to pieces and every one of the competitors has lost money and none of them has reaped any benefit from their insane rivalry. Nothing but bitterness arises from such folly.

If you have faith in your goods, hold up the price and talk quality first, last and always. If you have no faith in them, get a line that you can have faith in. You owe it to the manufacturers of honest materials to maintain prices, for a cut price is a confession that you think the

goods are not worth what you have been asking for them.

THE STORY OF DOWNE AND OUTTE.

The Demise of a Business—Uppe & Cumming Take Over the Business—An Interesting Satire from Park's Piping Parables.

Downe & Outte have busted; succumbed to the machinations of the trust, Uppe & Cumming. It is said that the chief cause for Downe & Outte's business demise lay with their sales manager, Isadam Grouch.

They do say also that Isy became inefficient, incapacitated through morbid tendencies, so that he occupied most of his time in prophesying just exactly when the whole financial structure would go to blazes.

This demoralized his executive ability. His attitude of pessimism was reflected to his salesmen. Rumors of his deficiencies finally reached the bank where Downe & Outte did business, with the result that loans were called at a time when most needed.

Downe & Outte went down and out, and Isy's prognostications came true.

It is said that Uppe & Cumming, in taking over this house through arrangements with the creditors, found a good, well-selected, seasonable stock; excellent shipping and warehouse facilities; a good corps of salesmen and were fully convinced that nothing was wanted but an energetic manager to put the business on a basis where it would soon prove profitable.

It is understood that Uppe & Cumming will place Mr. O. B. Cheery in charge as general manager with Heeza Hustler as supervisor of sales, salesmen and sales stimulants.

These two gentlemen have worked together for many years and always with good results to Uppe & Cumming, so much so, in fact, that invariably they have been selected when some difficult problem in branch house affairs was presented.

It is understood that these men have made themselves so necessary that the inevitable in the way of large salaries and shares in the profits has happened long ago, and while many attempts have been made to induce them to serve with competitors, they feel they can do their best work with Uppe & Cumming.

USE OF PRICE TICKETS.

Every retail store uses some price tickets. A few stores use many price tickets. Not one re

tail merchant in a hundred uses price tickets enough. The average store does not use one-tenth as many as it ought.

No store uses "enough" until shoppers can tell the price of every article without having to ask the question. The purpose of price tickets is to interest people in other goods than those which they have decided to purchase.

You use price tickets in your windows to attract attention of passers-by, of whom probably only a small minority can by any possibility be persuaded to purchase.

Why is it not infinitely more important to price-mark goods in your store so that people who come in will buy other wares as well?

SUCCESS IN RETAILING.

Being Prepared to Meet Emergencies, Having the Goods, Competent Help and Publicity Some of the Essentials.

Experience teaches us that one of the most essential elements of every successful venture is being prepared to handle properly whatever business one can anticipate as prospective.

Being prepared includes careful selection of stock, convenient placing of it with a view to proper display and also having it so arranged that salesmen can show it without delay. Thorough knowledge on the part of clerks, not only as to prices but regarding quality of wares, is an important requirement.

Seasonable goods should always be exhibited and advertised a few weeks prior to the period for which they are suitable, and special local events should always be recognized in some manner. Dealers should cultivate the acquaintance of traveling salesmen representing reliable firms and always manage to find time to inspect sample lines, as it means a great deal to be posted thoroughly all the time and to be in touch with up-to-date people.

Whether you are a successful dealer depends largely on your own efforts, and no one factor will contribute more to a merchant's ultimate success than being so equipped that when customers favor him with their patronage he can serve them satisfactorily.

Many a retailer discouraged by lack of business would do well to study his own methods and compare them candidly with those of his successful competitors. Time thus spent will be of great practical value in preparing him for that increase in the volume of his sales which is sure to follow any intelligent effort.

Use your brains in running your business; don't be a machine, but guide your business as carefully and watch it as closely as you would an expensive bit of machinery and you will find an improvement.

HARMONY CO. AT A.-P.-Y. EXPOSITION.

(Special to The Talking Machine World.)
Chicago, Ill., July 7, 1909.

The Harmony Co., of this city, the great manufacturers of guitars, mandolins and drums, have a fine representation at the Alaska-Pacific-Yukon Exposition at Seattle. It is a part of the exhibit made by the D. S. Johnston Co. of Tacoma and Seattle, who are the Harmony representatives in that section. W. J. F. Schultz, the president of the company, is seriously considering a trip to the "expo" before the summer is over.

One of the winning amateur baseball teams of Chicago is the "Ratsch Peerless," a namesake of the famous brand of uniforms and athletic equipment made by the Chicago Sporting Goods Co.

A hoop is an easy thing to roll after you have it started. You've got to keep hustling pretty hard at first to get it going and keep up a steady hit as you go along, or the thing will get wabby and stop. Just so with your business, says the Hardware Dealers' Magazine. You've got to hit almighty hard at first to get a good start and then keep a-hitting along at even intervals. If you don't, your business will be like the hoop—get wabbling and stop.

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FOR

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MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 **CINCINNATI, OHIO**

SELLING LEADING LINES.

Advantages in Handling Only Representative Goods—Means Satisfied Customers—Treatment of Small Customers—Lighting the Store—The Proper Display of Stock.

Are you handling the best and most representative line of goods the market affords, or have you allowed yourself to be influenced by a persuasive salesman and his "more profit" twaddle?

Do you think it pays to have dissatisfied customers by selling them some "imitation" articles which allow you a larger margin of profit, or do you figure that you can make more money by getting repeat orders from the satisfied purchasers?

Every person engaged in business is there to make money. Doesn't it stand to reason, then, that a firm putting out a meritorious article fixes a fair price for it, consistent with the quality furnished, especially when it has in view the fact that the field is open for other manufacturers to duplicate its offerings cheaper?

Doesn't it impress you when an apparent duplicate of a standard article is shown you at about half price that something is wrong with it? You can safely hazard the guess that this is the case, and also that something is very, very much wrong with it.

Numerous dealers consider the initial outlay on stock more than they appreciate the chance for sales. What counts, anyway, in making a store successful? Sales, of course! Then why not make this your criterion in buying goods? To perdition with what the stuff costs you if you can sell at a profit and give satisfaction. This is the business policy that will build up an extensive trade.

Another good thing to bear in mind is to treat the small customer with as much courtesy as you do the large one, says the National Stationer. He might come in your store some day and give you a big order, and then again he might not. Anyhow, you stand to make something and lose nothing.

By the way, do you read your trade paper regularly? Do you know what the big associations are doing? Do you belong to your local association? Do you give it a boost when possible? Try this and watch yourself rise in the esteem of your fellow merchants.

Put yourself in the consumer's place and see how your store impresses him. Brighten up things a bit and make a strong play for the best trade in town. If you're not running a first-class shop sweep the sawdust from the floor and call it first-class, anyhow. The public will be responsive if they discover you have the confidence in showing A No. 1, 14 carat, "best by test" merchandise.

Do you still light your store by gas when there is an electric plant in town? Start in now and tear out the fixtures and instal electric bulbs. Draw a check from the bank and spend it on improving your store. Start in to make some real money. Pull yourself out of the piker class and be a merchant, and in the course of a short time you may be able to take that trip to Europe, or buy that house you've been paying rent for so long, or maybe get the first instalment down on that runabout.

Don't be satisfied in merely filling a demand. Create a little extra trade yourself by judicious advertising.

A last word about stock. The output of the prominent manufacturers deserves to be placed in the leading store, on the main street, in the front window. Yours is the leading store, isn't it? How about the rest of it?

SUCCESS.

Genius, that power which dazzles mortal eyes, Is oft but perseverance in disguise. Continuous effort of itself implies, In spite of countless falls, the power to rise. 'Twixt failure and success the print's so fine, Men sometimes know not when they touch the line. Just when the pearl is waiting one more plunge, How many a struggler has thrown up the sponge! As the tide goes clear out, so it comes clear in;

(It is almost out now)

In business 'tis at turns the wisest win; And, oh, how true when shades of doubt dismay, 'Tis often darkest just before the day! A little more persistence, courage, vim, Success will dawn o'er failure's cloudy sun. Then take this honey for the bitterest cup; There is no failure save in giving up. No real fall as long as one still tries, For seeming setbacks make the strong man wise. There's no defeat in truth save from within; Unless you're beaten there, you're bound to win.

—Will C. Rhodes.

WHY WILL SOME DEALERS TRIFLE

With a Customer When He Is the Unit on Which They Must Sink or Swim?—Some Illustrations of How Things Should Not be Done.

The customer is the unit of the retail as of any other business. The more customers a store has, all other things being equal, the larger will be its profits. Why, then, do so many dealers trifle with this precious something—this customer, his good will, the possibilities in him? There can be only one answer—they fail to realize that he is the unit upon which they must sink or swim, survive or perish, fail or succeed.

A man having occasion to make a purchase at a drug store called at a prominent place on the main street. Upon making known his wants the article was placed before him for inspection.

"Have you nothing better?" he asked. Imagine his astonishment upon hearing the clerk reply: "That's good enough for me," the natural inference being, of course, that therefore it must also be good enough for anyone. No purchase was made.

He called at another drug store, also on the main street. This store, while one of the largest in the city, had never appealed to him because cleaning operations seemed always to be going on; early morning or late at night some clerk lazily pushed around a step-ladder, a pail of dirty water and some very uninviting rags. Nothing remained, however, but to call, for the store had the sole agency for the preparation desired.

The clerk having first completed his conversation with a young man present, leisurely went behind the counter, took his time to fill the order—wrapping up the package at the rear of the store—and then stayed there waiting for the customer to come back and get it. It was interesting, and it was illuminating. Fully a

minute he waited, for the customer determined to stick it out; but, alas! a car, which it was necessary for him to take, came into sight and he had to make a wild dash.

Not very long ago a man requiring six grand opera records called at a talking machine store, and, after a search, the salesman discovered that he had only three of the records required in stock. Now, instead of the salesman taking the full order and stating that he would deliver the remaining three records in a few days, he preferred to inform his customer that the three records he could not supply were "no good anyway," and that "he was throwing his money away to buy them," and stated further that certain popular-priced records which he had in stock were even better. The result was that he disgusted the customer, for, as a matter of fact the three missing records which he required were of noted grand opera artists which he had just heard the evening before at a friend's house. How much better to act the square part and not indulge in deceit and subterfuge. It never pays in the talking machine or any other business.

IT ALWAYS PAYS TO ACT NOW.

"Procrastination is the thief of time," was the maxim of old copy books used to preach very assiduously, and the old proverb will bear many repetitions. "Do it now" is the modern version, and a mighty good one it is, too.

A certain professional man who had a most unfortunate habit of postponing every case that came to him, and who dealt largely in promises, and predictions of what he should do in a certain hazy "someday," was once described by an irreverent village wag as one "who was always going to raise hell next week!"

This rather questionable phrase accurately describes a large number of the human race, and contains a world of philosophy. It explains in a nutshell the why and wherefore of multitudinous failures in business.

The time to show what a Napoleon of finance you can be is now. The time to take advantage of certain favorable conditions is now. You are reasonably certain of now, but you have no assurance whatever that to-morrow or "someday" will ever come to you.

The chances are that the opportunities you are looking and waiting for are as good and brilliant at the present moment as they are liable to be in the future, therefore it is the wise policy to utilize the present.

As the old moralist put it: "Wouldst thou live long? Then do not squander time, for that is what life is made of."

No business head is too busy to pay proper attention to suggestions from the ranks. If only one good idea is found in a hundred, it generally pays.

Keep moving. Things move so fast these days that people who say "it can't be done" are interrupted by people who "do it."

Don't trim one nice window and quit; have attractive, original windows at all times; keep the public watching for a change; educate them.

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