

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

15

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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



WOOD HORNS FREE

On \$50.00, \$60.00 and \$75.00 Zon-o-phones

A new offer. The highest value ever given. Write for particulars.

Zon-o-phones at \$20, \$30 and \$40 with metal horns, or fitted with wood horns at special reductions (the \$40 machine with \$14 wood horn fitted will cost you only \$45.)

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.

Universal Talking Machine Mfg. Co.
Newark, N. J.

Distributors of Zon-o-phone Goods:

- ALABAMA**
Mobile..... W. H. Reynolds, 167 Dauphin St.
- ARIZONA**
Tucson..... George T. Fisher, 7-9 E. Congress St.
- ARKANSAS**
Ft. Smith..... R. C. Bollinger, 704 Garrison Ave.
- CALIFORNIA**
Sacramento..... A. J. Pommer Co., 829 J St.
San Francisco..... Peter Bacigalupi & Sons, 941 Market St.
- FLORIDA**
Tampa..... Turner Music Co., 604 Franklin St.
- ILLINOIS**
Chicago..... Benj. Allen & Co., 181-141 Wabash Ave.
Chicago..... B. Olshansky, 515 So. Jefferson St.
- IOWA**
Des Moines..... Hargraves & Co., 707 Locust St.
Dubuque..... Hargraves & Co., 213 Bldg.
- KANSAS**
Topeka..... Ernshizer-Spielman Furn. Co., 517-519 Kansas Ave.
- MARYLAND**
Annapolis..... Globe House Furn. Co.
Baltimore..... C. S. Smith & Co., 441 W. Baltimore St.
Baltimore..... Louis Mazor, 1428 E. Pratt St.

- MINNESOTA**
St. Paul..... W. J. Dyer & Bro., 21-23 W. 5th St.
- MICHIGAN**
Detroit..... J. E. Schmidt, 336 Gratiot Ave.
- MISSOURI**
Kansas City..... Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield..... Morton Lines, 325 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 8839 Finney Ave.
- NEW JERSEY**
Hoboken..... Eclipse Phono. Co., 203 Washington St.
Newark..... Oliver Phono. Co., 16 New St.
Paterson..... J. K. O'Dea, 115 Ellison St.
- NEW YORK**
Brooklyn..... F. W. Rous Co., 435 Fifth Ave.
Brooklyn..... B. G. Warner, 1213 Bedford Ave.
- NORTH DAKOTA**
Fargo..... Stone Piano Co., 614 First Ave., N.

- OHIO**
Akron..... Geo. S. Dales Co., 128 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 639 Main St.
Cleveland..... The Bailey Company, Ontario St. and Prospect Ave.
- PENNSYLVANIA**
Allegheny..... H. A. Becker, 601 Ohio St.
Philadelphia..... Harmonia Talking Machine Co., 1821 Arch St.
Philadelphia..... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh..... C. C. Mellor Co., Ltd., 819 Fifth Ave.
- TEXAS**
Austin..... Petmecky Company, 411 Main St.
Beaumont..... K. B. Pierce Music Co., 608 Pearl St.
- CANADA**
Toronto..... Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth..... Yarmouth Cycle Co.

The Talking Machine World

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Price Ten Cents

SOME REMARKS ON TRADE-MARKS

By H. S. Snyder of the Advertising Department of the Joseph Dixon Crucible Co. in the New York Commercial.

In his book, "The Law of Advertising and Sales," Clowry Chapman shows a page of trade-marks containing upwards of 125, and this is perhaps not more than a quarter of the comparatively well-known marks and symbols used by advertisers. These consist of proper and coined names, faces, signatures, phrases, numerals, figures or designs—In many instances, combinations of two or more of these elements.

A face and a signature constitute a good trade-mark, in that they give excellent protection against infringement. There is little likelihood of one advertiser looking so much like another as to lead to confusion, and the duplication of an advertised signature is a serious matter for the guilty party.

One of the best examples of this class of trade-mark is the face and signature of Thomas A. Edison used by the National Phonograph Co. Not only does this trade-mark possess what might be termed the generic advantages of this kind of mark, but it has, in addition, a specific value, given it by the prestige and fame of Mr. Edison. No amount of paid advertising could have secured a like effect in its full extent. A man of long experience in the advertising field has stated that he believes it cost the General Electric Co. thousands of dollars to build up the same prestige and reputation behind their name which existed before the name Edison was dropped from their corporate title.

An advertiser who finds it desirable to impress readers with his personality, who wishes to give his announcement a touch of individuality, can use his photograph to advantage. This applies especially where a service more than a commodity is being advertised. If an advertiser's face has the stamp of integrity and experience, and he is dealing in real estate, for instance, the use of his photograph is advisable. It has been stated that when Mr. Ostrander (whose face was a standard feature of the magazine advertising section a few years back) omitted his photograph his business dropped off from 25 to 50 per cent.

Like the photograph, the signature has an ulterior effect beyond its value as a means of identification and an expression of personality. Signed advertisements seem to partake of the nature of affidavits—"I hereby set my hand and seal." A modern corporation is, in the popular mind, an intangible sort of an affair, and its statements partake of this intangibility. But an individual is usually careful about statements to which he attaches his name, and so it follows that, given a signature, we get a careful statement.

But behind all trade-marks there must be advertising, for the trade-mark is valuable chiefly to the extent to which it is known. A good trade-mark well advertised is one of the best of assets. There are many advertising rumors, which are probably based largely on fact, that immense sums of money have been offered for such names as Royal, when applied to baking powder, and Mennen for toilet powder, and that these offers have always been refused.

The establishment of the trade-mark is considered one of the best protections against infringement and unfair competition. The public is the court of last resort, and it will usually remain loyal to a well-advertised, meritorious article.

Mrs. J. W. McCollum wife of the proprietor of the Marletta Phonograph Co., died recently at Parkersburg, W. Va. She was a woman of many estimable traits of character and highly esteemed by a large circle of friends.

PHONOGRAPH FOR MARITIME USE.

An Immense Machine with Eight Horns for Carrying Messages Over a Vast Area.

New devices are constantly being introduced for the protection of those who "go down to sea in ships." Every day almost a new life-belt, life-boat, buoy, or other life-saving contrivance is introduced so as to make life on the ocean waves as safe as possible. One of the latest modern appliances which has proved very effective, and will no doubt come into general use, is the phonograph signal, which is used for shouting warnings or other information across the sea.

The device consists of a tremendous phonograph, to which eight large horns or megaphones are attached. These horns point out to sea in eight different directions, and carry the message emitted from the machine over a vast area.

In foggy weather, for instance, at night, when it is impossible for ships to see the danger which threatens them on the coast or for the coast-guards to see the ships in time to warn them, this phonograph is invaluable.

The announcement which it is intended to spread broadcast among approaching vessels, no matter from what direction they may come, is spoken into the machine, and then, without any further attention from human hands, the warning is shouted at stated intervals through the eight megaphones at once.

It is said that the sounds emitted from this wonderful device can be heard four or five miles away, and its advantages over the ordinary bell-buoy lies in the fact that while the bell-buoy may be heard, the message which it is intended to convey may be misunderstood by a strange mariner, whereas, with the phonograph signal the warning may be made as definite and as specific as may be desired.

TRACING SOUND WAVES.

An Apparatus for Making Enlarged Tracings from a Cylindrical Record Described by F. Proctor Hall Before the British Association.

An apparatus for making enlarged tracings of sound-waves from a cylindrical record, the magnification ranging from 150 to 2,500 times, was described recently by F. P. Hall before the British Association. In the sound-waves two elements are distinguished—impulse and resonance—which are illustrated by waves from the cornet, violin, bugle, etc. Vocal waves are found in groups regularly repeated. Each group contains a single impulse from the vocal cords, together with one or more sets of resonance waves produced by vibrations of the air in the vocal tubes. Pitch is determined by the number of impulses per second—i. e., by the number of wave groups—and is not affected by the character of the waves within the groups. The vowel quality of vocal sounds is not perceptibly affected by the number or form of the resonance waves, but is dependent upon their periodicity. The rate of the resonance waves may be calculated from the length of the air tubes upward from the vocal cords. The calculation shows, for example, that the sounds m, n, ng, all contain a resonance wave whose period is about 530. The mean rates found from measurements of the enlarged waves are for m 550, for n 535, for ng 530. The observed rate for the sound of a in the word "great" is 420, and for the sound of a in "mat" 770 waves per second.

At the talking machine department of S. P. Dunham & Co., Trenton, N. J., which is being conducted by the Columbia Phonograph Co., a number of concerts have been given the past month in honor of the formal opening which were well attended.

MALIGNING THE "TALKER."

Propensity of Those Who Do Not Understand the Talking Machine to Rant About It as a Nuisance—Dealers Should Stand Up for Fair Play in Their Towns and Defend Their Business—One Newspaperman's Asinine Remarks—Up to the Dealers to Act.

Editorial writers on many of the daily papers are oftentimes amusing in their ignorance when discussing talking machines. With some exceptions, they treat this wonderful creation as a toy and refer to it either in a humorous or sarcastic vein, thus proclaiming how thoroughly out of touch they are with the development of this special industry and the perfection which has been reached in the manufacture of present-day machines. Here is a gem, for instance, from a Birmingham, Ala., daily paper:

"The talking machine sounds like a cross between a buzzsaw and a spit-fire. It can issue more noises in a given time than an accordion and a jewsharp together. It is an excellent means of torturing one's unpopular neighbors, and often the only relief to the victim is to summon the police and thereby preserve the public peace. A female boarding school during instrumental and vocal practice hour would be far preferable in the neighborhood to those who have some ear for or appreciation of music than a talking machine working full time."

Now, here is a writer who deserves to be a member of the Royal Association of Jackasses. We have read nothing in many moons so assinine, or so ridiculous, as this estimate of the talking machine. It is evident our friend either owns or heard a talking machine "born" around 1870, or else his home adjoins that of a neighbor who owns a machine, or records, that should have been relegated to oblivion many years ago. If he possessed a modicum of intelligence, he could not, even with the most disordered liver, conjure up any such fanciful idea of the present-day talking machine as is submitted in this excerpt.

Seriously speaking, it is nonsensical rant such as that uttered above, and which appears in so many small newspapers throughout the country, that has done and is doing so much to keep many people from investigating or buying the talking machine. And it is this kind of work that the local dealers must labor to counteract. Wherever they see misstatements of this kind in a publication they should make it their duty to write to or call on the editor and inform him how incorrect is his attitude. They could best educate him by bringing him to their store, or take a machine to his office and demonstrate in a most convincing way that the talking machine of to-day is a creation of distinct musical merit, an educator and a helpful influence in disseminating musical knowledge and culture throughout the nation.

No man disposed to be fair can ignore the value of the talking machine, or the talking machine records which are being manufactured to-day in this country. It is, however, a gratifying fact to record, that hundreds of writers who formerly cast odium on the talking machine have been converted to a proper appreciation of its merits and they are to-day unquestionably among the most enthusiastic regarding its possibilities.

LAUGH IT OFF.

Are you worried in a fight?
Laugh it off!
Are you cheated of your right?
Laugh it off!
Don't make tragedies of trifles,
Don't shoot butterflies with rifles—
Laugh it off!

Does your work get into kinks?
Laugh it off!
Are you near all sorts of brinks?
Laugh it off!
If it's sanity you're after,
There's no recipe like laughter—
Laugh it off!

CASH REGISTER THAT TALKS.

Invented by Minnesota Man—Sings Out Sales Made.

Something elaborate in the way of a cash register has been invented by a Minnesota man. His cash register not only rings up a sale and registers the amount in figures, but sings it out. When the keys for a sale of \$1.48 are touched certain phonographic reproducers are released and the machine sings out: "One dollar and forty-eight cents! Thank you very kindly. I think you will find those goods satisfactory," or some other appropriate remarks. In addition to its novelty, this register has some very useful traits. For instance, in stores where clerks are disposed to line their own pockets and ring up the wrong amount for sales, such a machine would frustrate their plans by calling out the figures they had pressed. It might be put to further use by having a few records singing the praises of bargains in the various departments or making a few pleasant remarks about the weather and inviting the customers to call again.

GOAHEAD AUSTRALIANS

Are Messrs. Jackson & MacDonald, Who Are Booming Edison Records in the Antipodes.

Jackson & MacDonald, the enterprising Edison jobbers, corner of Kent and Druitt streets, Sydney, Australia, have favored us with some literature bearing upon the Edison Amberol and Standard records, which they have issued to dealers for the purpose of stimulating trade. They are certainly most attractively designed and emphasize that our Australian cousins are right up-to-date in developing business in the talking machine trade. In their window sheets they make a special feature of the Lauder Edison records as well as those by Ada Jones and Billy Murray. We congratulate Messrs. Jackson & MacDonald on their enterprise.

HOW HE GOT HIS INSPIRATION.

Love Poems from the Phonograph Record and Effusions of an Overheated Imagination.

In a recent \$10,000 breach of promise suit brought by Clara M. Catoggio against Dr. Walter H. Henning, the attorney for the plaintiff submitted a lot of poetry sent by the defendant in which he avowed his affection for the plaintiff in most endearing terms and which naturally

raised her opinion of him as a poet. It was disclosed, however, in the suit that the doctor had no desire to shine as a poet laureate, and stated that his effusions were not composed by him, but had been copied from a phonograph record. Thus are inspirations and reputations undermined. Incidentally it may be said that Miss Catoggio did not get her \$10,000, for the suit was dismissed.

NEW EDISON MEXICAN RECORDS.

Thirty-two Records, Twelve of Them Amberol, Made by Well-Known Jorda-Rocabruna Quintet—Typically Spanish Selections—Something of the Organization Which Made the Records and Their Leader.

The National Phonograph Co. obtained a number of records by the Jorda-Rocabruna Quintet, along with many other Mexican records, while recording in Mexico lately. A total of thirty-two selections by this orchestra have been secured, twelve Amberol and twenty two-minute. Many of these selections are typically Spanish, with the characteristic haunting rhythm of tropical

and at a recent banquet given by President Diaz to the foreign diplomatic representatives and their wives, the instrumental numbers of the program were rendered alternately by the Jorda-Rocabruna Quintet and the Banda de Policia. A number of records by the latter have also been obtained by the National Co., and were dwelt upon in the last issue of The World.

Señor José Rocabruna, who plays the first violin parts in the quintet, is an eminent violinist and enjoys an immense popularity not only in Mexico but in all the capitals of Europe and South America, where he has toured many times and always met with great success. Hardly less famous than its possessor is his violin, which is an Amati and valued at \$3,000. The violin is nearly four hundred years old and is a masterpiece of violin construction. The National Co. were also fortunate in obtaining a few violin solos by Señor Rocabruna, played on this wonderful instrument, and it is safe to say that such a treat to lovers of violin music is rarely offered. Señor Luis G. Jordá, whose place in the quintet is at the piano, is one of Mexico's best composers, and has written many beautiful dance



JORDA-ROCABRUNA ORCHESTRA MAKING RECORDS FOR THE NATIONAL CO.

music, and they comprise a number of enchanting dances and several classical and operatic pieces, all of which should receive a hearty welcome wherever good music is appreciated. The Jorda-Rocabruna Quintet is a unique organization, undoubtedly the best orchestra in the Republic of Mexico. Under the joint leadership of Señors José Rocabruna and Luis G. Jordá it has attained a distinction unrivalled. It is composed of a first and second violin, violoncello, piano and organ.

This orchestra, besides being in great demand for all exclusive social affairs, is always selected to play at Presidential and diplomatic functions,

pieces and operettas. The Jorda-Rocabruna Quintet have not made records for any other company, and the National Co. were certainly fortunate in prevailing upon them to make these selections. While made primarily for Mexican and Spanish trade, it is thought these records will find a ready sale in the domestic field, for, as indeed may be said of most Mexican instrumental music, they are very high class, and the selections possess an appealing and delightful charm.

SHEIP & VANDEGRIFT, INC., WIN SUIT.

Action of Excelsior Drum Works Against Sheip & Vandegrift, Inc., Over Infringement of Patent on Wooden Horn Dismissed with Costs—Appeal to be Taken.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 30, 1909.

In a suit brought by the Excelsior Drum Works, Camden, N. J., against Sheip & Vandegrift, Inc., of this city, manufacturers of the Music Master wood horn, for infringement of patent, No. 873,908, Judge McPherson in the United States Circuit Court, eastern district of Pennsylvania, on October 20, 1909, dismissed the bill against the defendants with costs.

There was a mass of expert testimony introduced into the suit, such well known personages in the talking machine industry appearing as L. F. Geissler, general manager of the Victor Talking Machine Co.; James Wobensmith, Adolph G. Soistmann, Robt. P. Hains and others.

In speaking of the suit the Sheip & Vandegrift people said: "The complaint was brought on the theory that the Sheip & Vandegrift patent conflicted with that on which the suit was brought, but the sustaining of the defense holds to the contrary, and gives the Music Master wood horn a clear title."

A. G. Soistmann, vice-president and general manager of the Excelsior Drum Works, informed your correspondent that an appeal will at once be taken from the judge's ruling to the Circuit Court of Appeals.

YOU GET IT ALL FROM US
Quality, Service, Satisfaction *and* Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line. Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.
177 TREMONT ST. BOSTON, MASS.



A Victor Christmas

In several of our largest full-page spaces for December we are pounding into the minds of music-loving readers the unequalled value of the Victor as a Christmas gift.

You know what *that* means; you know what good, forcible *Victor* advertising *always* means—sales, and sales and sales, with a big round profit in each one of them.

You know, too, what past Decembers have proven to you—that there is nothing *quite* so popular for a Christmas gift as *the Victor*.

Make this December your “biggest ever.” Back up your knowledge and our efforts with a little additional hammering at your end of the line. Talk Victor; show Victor; announce one or two Victor recitals. Emphasize the class of artists who sing for the Victor, the kind of bands that play for it, the quality of its records, the all-inclusiveness of its library, and thereby prove from *every* standpoint, the Victor has no peer.

Don't let the Christmas of a single good “prospect” get by without *selling* him a *Victor*.

And keep in touch with your local distributor—your being “just out of” wanted supplies during this “hustle” month means sales for “the other fellow.”

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

TRADE ON THE PACIFIC COAST.

Decided Improvement in Business Noted by Talking Machine Dealers Last Month—Portola Festival Interrupts Business Slightly—Geo. W. Lyle a Visitor—Columbia Co. Store to Move Soon—Wholesale Trade Excellent—Wiley B. Allen Co. Department Expanding—Pacific Phonograph Co. Preparing to Move—Bacigalupi's Good Business.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 5, 1909.

Quite an improvement has been noticed by talking machine dealers on the Pacific Coast for the last month, considerably more life being noted in both city and country business. Locally, of course, things were more or less interrupted by the Portola Festival, which brought such crowds that there was little chance to get people interested in any particular line of merchandise. All the firms, however, took advantage of the crowd to put out their best window displays, and many country people made inquiries regarding high-class goods with which they have had little familiarity in the past. With the exception of one week, the movement of both machines and records has probably been more active than at any earlier time in the year, while some houses have exceeded last year's sales records. This week has brought a further improvement, and from now on the regular holiday rush is expected to prevail.

The outside dealers placed most of their orders earlier in the season, but many who came to the city last week made arrangements for additional stock, and the local wholesale firms are now busy shipping out goods to retailers in the smaller towns. The latter, as a rule, have had a better run than they expected this month, and look for one of the most active holiday seasons in their experience.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., went to Portland, Ore., last week, where he met General Manager

George W. Lyle. After spending a couple of days in this city, Mr. Lyle left for Los Angeles. Mr. Gray accompanied him, but returned early in the week.

The San Francisco store of the Columbia Phonograph Co., in charge of Mr. Scott, has not yet changed its location. As Van Ness avenue was out of the way of most of the Portola excitement, it had rather a dull time, though things are picking up a little this week. Mr. Scott says the month as a whole was much better than September, and it looks like a steady gain from now on. The Columbia people have two downtown locations in sight, and will move just as soon as a lease can be closed. It is their expectation to secure a place before the holidays, and they will fit it up according to the most modern ideas.

Good work is being done by the wholesale Columbia agents in other parts of the Coast. Kirk, Geary & Co., at Sacramento, are placing large quantities of goods for the holiday season all over northern California, and the Eilers Music House, which recently took the Columbia agency in the Northwest, now has its preliminary campaign well under way.

Benj. Curtaz & Son have given comparatively small space to the talking machine department in their new store, but are nevertheless getting a very fair trade in that department.

Clark Wise & Co. still make talking machines one of their principal features, and their machine playing opera airs from the upper window was quite an attraction last week. Their window display was one of the most attractive in the city, and brought in many inquiries.

Manager Anrys, of the Wiley B. Allen Co., states that the new talking machine department in this city is expanding its business steadily, and is doing particularly well on high-class Victor goods. This, it is believed, is largely due to the location, which seems to bring in only the better class of trade. Quite a lot of lower-priced goods were put in stock when the store first opened, but they are still moving slowly here.

The Oakland store, however, is getting its usual share of all classes of business. The sale of Victrolas has been especially gratifying.

Byron Mauzy reports a big improvement in his talking machine business this month. He took full advantage of the crowds that thronged Union Square during the Portola Festival, playing a Zonophone from an upper window a large part of the time.

Mr. Beck, who has charge of the retail talking machine department of Kohler & Chase, is keeping very busy these days. While he has only the city trade to take care of, he is covering it as thoroughly as possible, and getting very satisfactory results.

The Pacific Phonograph Co. are now beginning preparations to move into the new Kohler & Chase building at O'Farrell street and Bagley Place, which is to be occupied about the first of December. There is considerable work to be done, as in addition to the main office, which is now in the Harry J. Moore building, the entire wholesale stock is to be moved over from the warehouse in Oakland. The concentration of the business in one location, however, will be of great benefit in economy of handling the stock.

Peter Bacigalupi, of Peter Bacigalupi & Son, returned from his eastern trip just in time to witness the Portola parades, which he believes surpassed the New York celebration in beauty. While in the East Mr. Bacigalupi arranged for large shipments of talking machine goods, and is now waiting two carloads from the Edison factory and one from the Victor. He reports quite an increase in sales of the Edison Business Phonograph, of which Will Ackerman has immediate charge. This machine has attracted the attention of some of San Francisco's large mercantile firms, and some large sales are in sight during the next month. Mr. Bacigalupi also reports the sale of a good number of Victrolas of late. During the festival many of the outside customers called at the Bacigalupi establishment on Market street, and were royally entertained, refreshments being served on the mezzanine floor to all comers. Many of the visitors stayed to place liberal orders. The demand for new Edison goods has continued very large, and deliveries will be made shortly. Mr. Bacigalupi is highly appreciative of the reception given him on his visit to New York, and says it reminded him of the old-time California hospitality.

J. H. Gill, representing the Edison interests, is visiting the outside stores in southern California, accompanied by O. A. Lovejoy, of the Southern California Music Co., taking orders for the Cygnet horn. They are taking large orders from practically every dealer in that territory.

On Sunday, Oct. 10th, the baseball teams of Sherman, Clay & Co., and Kohler & Chase played the last game of the season, Sherman, Clay & Co. winning by a score of 22 to 6. A great deal of interest was manifested in this game as the championship of the Musical League was at stake. The Sherman, Clay & Co. boys lost no time in straightening out Bland's curves, and in an endeavor to stem the tide, Kohler & Chase used three pitchers without success. Among the features of the game were the hitting of Zubler and Fallon, of the S., C. & Co. team, and the fielding of Beck, of the K. & C. team.

THE COLUMBIA GRAFONOLA LINE.

All the Hornless Instruments Are Designated as Grafonolas.

In the copy of one of the Columbia two-page advertisements appearing in the last issue of The Talking Machine World an error crept in which caused more or less confusion. The mistake was made in designating the Columbia Grafonola De Luxe as a Columbia Phonograph De Luxe.

The Columbia Phonograph Co. desire to emphasize the fact that the Columbia line now includes an entirely separate line of hornless instruments all of which are classed as Grafonolas, and not graphophones or phonographs.

The New I. C. S. \$35 Language Outfit



One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them. This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, and Spanish Embassies at Washington. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners. The I. C. S. Outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language. Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest as it sells for only \$35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 918, SCRANTON, PA.

E. D. EASTON'S VIEWS ON OUTLOOK.

President of Columbia Phonograph Co. States That Latest Offerings of His Company Have Met with Success Beyond Expectations—Graphophone Most Acceptable Christmas Gift—Deluge of Orders for "Grafonola" Line.

Edward D. Easton, president of the American Graphophone Co., and the Columbia Phonograph Co., was interviewed by our representative during the past week as to the outlook for the coming holiday season and his comments are bound to be of greatest interest to all who are engaged in the talking machine industry. He said:

"The announcement of our new Columbia product has brought results that are even beyond our



EDWARD D. EASTON.

expectations. We have already made large additions to our force at Bridgeport and more men are being put on every week. From advance orders in hand and coming in daily we look for one of the best holiday seasons we have ever had.

"Although it is a pleasant characteristic of the talking machine industry that every season of the year brings with it unique selling possibilities, still, as may be supposed, the Christmas season is essentially our season; and why should it not be so, for can you think of a gift which would be more acceptable to the whole household on Christmas Day than a Graphophone and a well-assorted selection of records?"

"We are highly pleased at the reception given to our 'Grafonola' line, and have been overwhelmed with orders. The instruments are being delivered from day to day to the full extent of our capacity, and large additions to the working force in this department are being made.

"General Manager Lyle will be back about November 15th, after a trip to all of our big agencies throughout the country. From every point he has reported the greatest interest being displayed by dealers and jobbers, and the big problem for us is to have sufficient stock to fill the orders.

"We urge all who expect to reap the harvest which the coming holiday season is sure to bring to get in their orders early and avoid disappointment."

TWIN CITY HAPPENINGS.

General Manager Wilson, of National Phonograph Co., a Welcome Visitor—Scotti Photographed While Listening to Victrola—First Consignment of Grafonolas De Luxe Arrives.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Nov. 5, 1909.

General Manager Wilson, of the National Phonograph Co., was in Minneapolis and St. Paul last week and his presence was quite an event in the talking machine circles of the two cities. He looked over the stocks of W. J. Dyer & Bro.,

in St. Paul, and the Minnesota Phonograph Co., in Minneapolis, and the other houses which handle the Edison goods and was much pleased with their size and the business transacted.

Mr. Wilson promised several new ideas in the Edison goods along the lines of the new Amberola cabinet machine—records that can be played for ten and fifteen minutes. And he even hinted that the future will not be long in producing a thirty-minute record. He insists that the phonograph has not begun to reach the climax of its development and that the talking machine trade at present is really in its infancy.

While Scotti, the great baritone, was in St. Paul, the house of W. J. Dyer & Bro. prevailed upon him to be photographed in the attitude of listening to his own solos from a Victrola. He was much delighted. The house will use the photograph in its Victrola publicity campaign.

Jay H. Wheeler, northwestern manager for the Columbia Phonograph Co., is rejoicing over the arrival of the first consignment of Grafonolas De Luxe. There has been an incessant call for these goods and Mr. Wheeler says that his allotment between now and the first of the year will be disposed of as soon as they arrive. The jobbing trade has been excellent.

DRAWING POWER OF SHOW WINDOWS

Many Merchants Apparently do Not Appreciate the Value of Such Displays—Display Window Should be Like a Framed Picture.

It is strange that all merchants do not take advantage of the wonderful opportunities contained in a show window. It should be to passers-by like a framed picture and that picture should tell a story which would constitute effective advertising for the store.

The mail order houses send out catalogs several times a year to many of the merchant's patrons. If it were possible for the mail order house to make arrangements so that a separate

DON'T BLOCK THE WAY!
 MOVE AS FAST AS THE PROCESSION—OR MOVE OUT. TAKE THE PACE OF THE COMPANY YOU ARE IN OR MAKE WAY FOR THE MAN BEHIND.
 DON'T STAND IN THE WAY OF NEW IDEAS. DON'T PAUSE IN THE PATH OF BETTER SYSTEMS. DON'T SETTLE DOWN ON THE LADDER OF SUCCESS. DON'T BE A BARNACLE ON THE SHIP OF BUSINESS.
 CHANGE MEANS PROGRESS. PROGRESS MEANS ADVANCEMENT.
 ADVANCEMENT MEANS MOVEMENT. MOVE!
 DON'T BLOCK THE WAY.
 —System.

page of the catalog describing some seasonable article would be displayed and remain before the eyes of the prospective patron for some time on each day, the opportunity from a business-building standpoint would be very great.

Why should not the merchant regard his window as similar to the printed page of the catalog? The opportunity for telling a business story and making a convincing selling talk is many-fold greater in the window than in the printed catalog of the mail order house.

Merchants should make their windows talk to their prospective customers. The actual articles are far more powerful than a printed cut. The price mark may be made more attractive in the window than the type in the catalog can make it. The invitation to inspect the goods ought to be more inviting when the goods are only a few steps away.

First, arrange the store so that the window itself serves the purpose for which it was intended and then with the assistance of merchandise make it an active salesman.

"3-IN-ONE" PRICES CHANGE JAN. 1!

But until January 1, 1910, you can continue to buy "3-in-One" at present prices. On and after January 1st, every retailer everywhere—one and all alike—will pay the *advanced prices*.

The great increase in freight rates of late years—and the higher cost of bottles, labels, packages, labor and oil has made this advance in price *absolutely necessary!*

Every jobber and every jobber's salesman in the country knows all about this new price list. They also know of our plans to enormously increase our already big advertising, so that you and every other dealer in the land will sell at least double the quantity of "3-in-One" in 1910 that you sold in 1909. Remember, we will help you more than ever next year to make sales if you'll let us. Ask about our successful plan of sampling people whose business you want—bringing them right up to your counter for this famous oil—the first, the best, the only oil for lubricating, cleaning, polishing and preventing rust.



Now—Here's Your Big Chance!

See exactly how much "3-in-One" you have on hand to-day. See how much you sold the past year. Add 50 per cent. to your total "3-in-One" sales of the last six months—and order that quantity of "3-in-One" from your jobber **WITHOUT ANY DELAY!** By carrying a little stock of your own of "3-in-One," instead of just a dozen or two, you have the chance of making a FINE, FAT, EXTRA PROFIT.

But—you've got to buy b-e-f-o-r-e January 1st.

3-In-One Oil Co.
 42 Broadway, NEW YORK



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Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1909.

FROM time to time suggestions have been made in the columns of The Talking Machine World urging retail establishments to hold regular meetings of attaches in order that through open discussions better results might be achieved in the selling of talking machines and records.

We believe if the entire working staff of a business establishment will meet at regular intervals for an exchange of ideas and the discussion of topics which have a direct bearing upon the business, that excellent results will be achieved, and better still, it will draw the selling force into a harmonious whole.

If young salesmen listen to remarks by a veteran in the business they will absorb a good deal which will be beneficial, and it will give them a fund of selling information upon which to draw, and which will be most valuable to them.

All men are not salesmen, and all men who are employed in a selling capacity are not salesmen, either.

It therefore naturally follows that the greater ability young men may develop in the selling line the more they are worth to their employers, and incidentally their earning capacity is materially increased for themselves.

THE trouble is to-day that too many young men are inclined to take a superficial view of selling. They do not view it seriously and they do not devote the time, intelligence and thought necessary to perfect themselves in the science of selling. They are too apt to treat their vocation flippantly when they should view it in an entirely different manner.

Retail selling is a profession and deserves to rank as such.

Now, in any other profession—medical, legal, engineering—men spend years of their lives in acquiring the rudiments of the profession before they actually begin to practise it, but in com-

mercial life they step into a wareroom and start out immediately.

A good many of them stop right here and they never advance beyond a modest salary weekly.

Now, every man could increase his salary vastly if he would devote some of his time to acquiring a knowledge of the science of selling.

It is not all in the ability to mix, but mixing is a gentle art, and blessed is he who becomes its master.

It is not all in treating a customer pleasantly, but it is in the combination of good mixing—of affability, of impressiveness, of holding strongly to one idea, and that is to sell—to accomplish results.

Some salesmen talk too much, and it does not take some of them very long to tell how much they know.

But if they go at selling seriously and with the object of gaining every point possible, they will find in the end that they will be storing their minds with a useful lot of knowledge which will be of great benefit later on.

If there was less watching the clock, less smoking cigarettes, less loafing around the warerooms in a lackadaisical manner, there would be more better paid salesmen than there are to-day.

NOW, this criticism does not wholly apply to the talking machine line, but to every trade, and salesmanship counts for something in every trade.

We know of some men at the head of departments who are making splendid incomes, and we have known these men for more than twenty years.

They worked steadily up.

They did not watch the clock.

They did not figure that they were being imposed upon if they had to work an hour or so overtime now and then.

They did not fail to treat customers with the utmost courtesy and they did not fail to employ tactfulness at all times.

What is the result?

To-day they are occupying high positions of trust and profit.

In other words, they have made good.

Now, there is a splendid field for young talking machine salesmen, and one of the best ways to increase the interest in talking machine selling is for the retail establishments to establish regular meetings at which time the entire selling force may be present and listen to discussions on salesmanship as an art.

The Eastern Talking Machine Co., Boston, has followed such a plan successfully for some time past, and Mr. Taft, the general manager of that company recently remarked to The World that he was more than pleased with the interest it had aroused in his salesmen.

The men had not only absorbed a great deal of valuable information through an exchange of views at these meetings, but they had developed greater selling strength, and that, after all, is where it counts.

There are some salesmen to-day who are so forgetful of their employer's interest that they do not greet callers even politely.

There are some who do not understand the art of using tact in showing off certain records.

Now, we recommend to every retail talking machine company in this land to have frequent and regular meetings of the selling staff.

Try it for a while and see if the results

reached are not encouraging and stimulating.

Put it to the test and try it out; that is the best way.

ANYONE who figures that the talking machine industry is languishing in the slightest should consult The World's monthly reports of the latest patents relative to talking machines and records.

A study of the illustrations and descriptions appearing in these columns will convince the most skeptical that we have a powerful lot of inventive skill which is now being concentrated upon the talking machine business.

That great man whose inventions have given luster to American creative skill, Thos. A. Edison, is still as active as ever. Notice The World's reports this month and it will be noticed that Mr. Edison figures there.

This marvelous man seems tireless.

He seems to have shown renewed interest in developing his sound-reproducing inventions.

Mr. Edison's years do not in the slightest interfere with his mental activity.

TALKING machine men should not permit window space to go to waste, for there is no part of the store so valuable for advertising purposes as a window.

The talking machine affords excellent opportunities for interesting window displays.

These, of course, should be changed at frequent intervals, for no window should be permitted to remain too long with the same adornments.

People figure, then, that the store is non-progressive, but a window decoration which is frequently changed forms at once a splendid business advertisement.

There is no question as to the advantage of window displays.

WE are drawing very close to the holidays and heavy emphasis must be placed upon trade from this time on.

The fundamental conditions are certainly satisfactory and every talking machine man in the land should do his utmost to increase the public interest in talking machines, for we must all do our share to stimulate public sentiment in talking machine specialties.

Dealers should understand, too, that if the manufacturers should withdraw their advertising from the periodicals of great circulation for a considerable time, that at once sales would immediately begin to diminish from the very time when the advertisements were canceled.

Now, the manufacturers are doing their utmost through a liberal use of great public mediums to interest the public in talking machines, and the dealers themselves should supplement this work with goodly energy and a proper use of local publications.

Then the entire plan will work out harmoniously and everyone will be benefited.

There should be a good holiday trade.

In fact, there are many who consider that the holiday trade for 1909 will be a record-breaker in many particulars.

The people have refrained from liberal buying for some time past, and now when the fever begins to work in their veins there is no telling how it will all end.

Certainly they should be interested in one of the most marvelous products of the century, for viewed from any standpoint, the talking machine of to-day is a wonderful creation.

The Edison Phonograph newspaper advertisements shown on the two following pages

published in 416 newspapers throughout the country, reach 11,000,000 out of the 16,000,000 families in the United States—55,000,000 out of 80,000,000 people, 9 times a month.

This is what we are doing in November and December to boost your holiday sales of the Edison Phonograph.

This is what we are going to continue to do through January, February, March, April and May—to enable you to keep up your selling pace right through the Spring season.

And this campaign is not only on Phonographs but on Records as well, helping you to realize new profits on sales already made.

Ad. No. 9.—5 inches, single column

To be inserted on

November 1, 1909

One of Those Songs That's All Talk

with a title like this: "How She Gets Away With It is More Than I Can See," is the kind Grace Cameron likes, and you'll like Grace Cameron in this one. November Amberol Record 288 for the

Edison Phonograph

Get complete list of Nov. 1, 1909, records from your dealer or from the National Phonograph Company, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 10.—5 inches, double column

To be inserted on

November 4, 1909

Victor Herbert works and plays for the Edison Phonograph

Victor Herbert has written some of the most beautiful music produced by an American composer. The Edison Phonograph makes available to you the best of it. Victor Herbert is one of the best artists in this country. His music is reproduced upon Edison Records.

Edison Phonograph

Victor Herbert is musical adviser to the National Phonograph Company. No other sound-reproducing machine has the advice of so distinguished a musician.

Mr. Herbert is a man of perfect taste and perfect judgment. Hear the Edison Records, hear it in your own home.

Victor Herbert's music, and when you will know why the Edison Phonograph is in every home.

Edison Phonographs \$12.50 to \$125.00
Edison Standard Records \$35
Edison Amberol Records \$50
Edison Grand Opera Records \$75

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 11.—5 inches, double column

To be inserted on

November 8, 1909

You can afford an Edison Phonograph

The price places it within reach of all. No family is too poor to have an Edison Phonograph. No family is too rich to enjoy it. Nothing that money can buy will furnish a greater range of amusement for every dollar invested.

Mr. Edison intended that his Phonograph should be within reach of everyone. He wishes to see it in every home. Prices range from \$12.50 to \$125.00. No one can buy a Phonograph cheaper than you can. No one should pay more for it.

The Edison Phonograph in your home would give it something that it now lacks—entertainment of the best sort at a small cost, always available and suited to everyone.

Do not forget these things. Remember that they are found only in the Edison Phonograph, because no other sound-reproducing machine is so perfect and so faultless. None other is made by the inventor of the Phonograph idea as the Edison Phonograph is.

Edison Standard Records \$12.50 to \$125.00
Edison Amberol Records \$35
Edison Grand Opera Records \$75
There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 12.—6 inches, double column

To be inserted on

November 11, 1909

Your Music is in the Edison Phonograph



Do you know how much you are losing by not owning an Edison Phonograph? This instrument is intended to give you the most entertainment for your money. It is intended to give your family the most entertainment for your money. It is intended to give you the most entertainment for your money.

Do not take our word for it. Go to a dealer and hear the Edison Phonograph play the Amberol Records, and you will know why you do not own one that you cannot afford to do without.

Edison Phonographs \$12.50 to \$125.00
Edison Standard Records \$35
Edison Amberol Records \$50
Edison Grand Opera Records \$75

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 13.—6 inches, double column

To be inserted on

November 15, 1909

Edison Phonograph

In what other way can you hear so cheaply and so comfortably as to play of the Edison Phonograph? That engaged in making the Edison Phonograph and the Edison Records for the Edison Phonograph.

To mention only a few of the artists who have recorded for the Edison Phonograph, there are:

Mabel McKay Grace Cameron
Albert Spaulding Harry Lauder
Vesta Tilley Ada Jones
Nat Wills Marshall P. Wilder

There are several good records from these and a hundred others that you can hear at the dealers and own and hear in your own home for a trifle.

Edison Standard Records \$12.50 to \$125.00
Edison Amberol Records \$35
Edison Grand Opera Records \$75

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 15.—10 inches, triple column

To be inserted on

November 23, 1909

Edison Records for DECEMBER

Out for Tomorrow
The Edison Phonograph is the best of its kind. It is the best of its kind. It is the best of its kind. It is the best of its kind. It is the best of its kind.

Edison Standard

10057 White Shepherds Watched Edison Concert Band
10058 You Can't Stop Me From Loving You Henry Row
10059 Going to Do What I Please Ada Jones
10060 Arthur's Young Sons Victor Herbert and His Orchestra
10061 The Shadow of the Crosses Victor Herbert and His Orchestra
10062 The Love of My Life Herbert L. Stott
10063 The Love of My Life Herbert L. Stott
10064 The Love of My Life Herbert L. Stott
10065 The Love of My Life Herbert L. Stott
10066 The Love of My Life Herbert L. Stott
10067 The Love of My Life Herbert L. Stott
10068 The Love of My Life Herbert L. Stott
10069 The Love of My Life Herbert L. Stott
10070 The Love of My Life Herbert L. Stott

Edison Standard Records \$12.50 to \$125.00
Edison Amberol Records \$35
Edison Grand Opera Records \$75

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 16.—6 inches, double column

To be inserted on

November 29, 1909

Hear it yourself - the Edison Phonograph

You cannot judge the Edison by hearing other kinds. The Edison is the sound-reproducing machine at its best. It is not a talking machine. It is a Phonograph reproducing every sound faithfully—the song exactly the way the singer sang it; the opera exactly the way the orchestra played it; the two-step exactly the way the band rendered it. That is the Edison Phonograph as Mr. Edison makes it—the object of his constant, daily care.

When he says he wants to see an Edison Phonograph in every home, he means your home. Do you not want one there? Do you not need this amusement maker for your own sake, for your children and for your guests? Hear one today. Hear all the others too and compare. Only in this way can you know that what we say is true.

Edison Phonographs \$12.50 to \$125.00
Edison Standard Records \$35
Edison Amberol Records \$50
Edison Grand Opera Records \$75

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 17.—5 inches, double column

To be inserted on

November 8, 1909

You can afford an Edison Phonograph

The price places it within reach of all. No family is too poor to have an Edison Phonograph. No family is too rich to enjoy it. Nothing that money can buy will furnish a greater range of amusement for every dollar invested.

Mr. Edison intended that his Phonograph should be within reach of everyone. He wishes to see it in every home. Prices range from \$12.50 to \$125.00. No one can buy a Phonograph cheaper than you can. No one should pay more for it.

The Edison Phonograph in your home would give it something that it now lacks—entertainment of the best sort at a small cost, always available and suited to everyone.

Do not forget these things. Remember that they are found only in the Edison Phonograph, because no other sound-reproducing machine is so perfect and so faultless. None other is made by the inventor of the Phonograph idea as the Edison Phonograph is.

Edison Standard Records \$12.50 to \$125.00
Edison Amberol Records \$35
Edison Grand Opera Records \$75
There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 18.—6 inches, double column

To be inserted on

November 18, 1909

Four minute Records for the Edison Phonograph

When Mr. Edison invented the Amberol Records he invented the longest Record ever made for a sound-reproducing machine. But the Amberol Record is not only longer; it is better. It is made from a new composition which makes a more perfect reproduction of music of the voice than any known method.

An Amberol Record in an Edison Phonograph is the most perfect reproduction of a song or a piece of instrumental music that you have ever heard.

But do not accept our statement. Go and hear it. There is a dealer near you. Hear the Edison Phonograph and compare it with other instruments before you decide. We will leave it to your judgment as to whether you can buy anything for the price that will give you so much real, genuine fun and pleasure as the Edison Phonograph.

Edison Phonographs \$12.50 to \$125.00
Edison Standard Records \$35
Edison Amberol Records \$50
Edison Grand Opera Records \$75

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 17.—6 inches, double column
To be inserted on
December 3, 1909

Bring your **PHONOGRAPH** up to date



Many people are not getting all of the entertainment they should out of their Edison Phonographs because they have not been equipped with the Amberol Reproducing Attachment.

Your dealer has an attachment which will make your Edison Phonograph play both the Edison Standard Records and the new Amberol four-minute Records, thus turning the enjoyment and pleasure to be gotten out of it.

By means of this attachment the Phonograph will play both Standard and Amberol records, giving more enjoyment of music and a larger catalogue of selections from which to choose, and without the expense of two separate sets of records.

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 20.—6 inches, double column
To be inserted on
December 14, 1909

Every day is **Christmas** when an Edison Phonograph



is the holiday maker. It is Christmas but a time of entertainment, of peace and joy. What produces these feelings so much as a melody filled with the addition of a few instruments to the under-lying melody. The production of such a phonograph playing is the Amberol Records. You will have just such a Christmas.

Hear the Edison Phonograph play some of those new Sousa's Records, and you will learn for the first time what Edison has done for sound-reproducing machines.

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 23.—10 inches, triple column
To be inserted on
December 24, 1909

Edison records for JANUARY Out Today

HERE is a unusually good selection of Amberol and Standard Records for every owner of an Edison Phonograph to get one, so that you can play these records.

Some of the best talent in the country has been engaged in making these and other Records for you. Hear them at your dealer's and you will want to keep most of them home.

Amberol Standard

Edison Phonograph can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 18.—6 inches, double column
To be inserted on
December 7, 1909

You can't afford an **EDISON** Phonograph

You spend every year, for amusement, not so good, more than you can get from an Edison Phonograph. The Edison Phonographs are at all prices, from \$12.50 to \$125.00.

No other kind of music and enjoyment can be had without one. If you should ever say, "You will not want to be without one," you will make every effort to get one. Nothing gives so much pleasure with so little trouble, at so little expense, as an Edison Phonograph.

There are new Records of all kinds every month, both Standard and Amberol records. All Edison Phonographs play all kinds of Records, as well as the Grand Opera Records, giving a wide world of music for you to choose from.

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 19.—6 inches, double column
To be inserted on
December 17, 1909

Thomas A. Edison Victor Herbert Very **Christmas**

That's the combination that will bring joy to your home if there are any little ones (and even if there are not) because Edison has made the Edison Phonograph play the Amberol records, or Victor Herbert's music, or it which you simply can't resist. Besides Victor Herbert's records, hundreds of other good music, grave and gay, all waiting to produce the real Christmas feeling in your home.

Whatever you have for Christmas, be sure that somebody gives somebody an Edison Phonograph. Then there is at least one present which will be gratefully and rapturously welcomed.

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 19.—6 inches, double column
To be inserted on
December 10, 1909

Victor Herbert wanted the **EDISON** Phonograph



because he believed it was the only sound-reproducing instrument that fulfilled all conditions, and because he believed that by means of an Edison Phonograph only could the widest distribution be given to good music.

Victor Herbert makes good music himself. He is now making it for reproduction in the Edison Phonograph and is himself supervising the work of his own orchestra in making the Records.

Victor Herbert's Records are but one of the many attractions which the Edison Phonograph offers you.

How about an Edison Phonograph Christmas?

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 20.—6 inches, double column
To be inserted on
December 21, 1909

An Edison Phonograph makes a Family Christmas

The one thing that brings joy to all the household, big and little, old and young, is an Edison Phonograph with a selection of Edison Amberol Records.

The best Christmas present is something all can enjoy. All can and do enjoy the Edison Phonograph.

If every member of the family would take the money he or she expects to use to buy presents for the other members of the family, and put it together, there would be enough not only to buy an Edison Phonograph, but also a large supply of Records.

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 24.—5 inches, single column
to be inserted on
December 28, 1909

Listen to the Band— Sousa's Band

play Sousa's most tuneful two-steps: Washington Post and High School Cadets. Both in the January list of Edison Amberol Records for the

Edison Phonograph

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

Ad. No. 25.—6 inches, double column
To be inserted on
December 31, 1909

Hear the best Talent at its best through the **Edison Phonograph**

The world's best entertainers, the head-liners of the vaudeville shows, the stars of the operas, the good composers, band leaders and orchestra conductors are making Records for the Edison Phonograph. All of them are represented in our catalog.

Why do they consent to make Records for the Edison Phonograph? Because they believe that the Edison Phonograph will do them real justice, giving them the most artistic reproduction.

When you listen to an Edison Record played by an Edison Phonograph, you hear the original just as it was sung or played. Can you do this with any other instrument?

Edison Phonographs can be had from \$12.50 to \$125.00.
Edison Standard Records . . . 30¢
Edison Amberol Records (play twice as long) . . . 30¢
Edison Grand Opera Records . . . 75¢ and \$1.00

This is the biggest newspaper advertising campaign ever put out in the interest of a sound-reproducing instrument.

It goes right into the hands of your own customers and prospects.

It is backed up by our big magazine campaign which has been increased to double pages.

And these two big advertising campaigns will drive the holiday crowds into your store in bunches, that is, if you do your part. This advertising is stirring up the interest in Edison Phonographs and Records. Let this crowd know that your store is the place to buy them.

These newspaper ads are all dated. Watch these dates and get your local ads into the same issue.

We need your local endorsement. We're doing our part. You do yours. "Team work" on this campaign means bigger business for all of us.

Get ready to take care of this holiday crowd. Write your jobber to-day.

AROUND THE ST. LOUIS TRADE.

Centennial Celebration Attracted Many Visitors to City—St. Louis Talking Machine Co. Make Cheery Report—Grafonolas in Favor—North Pole Window, Attracts—Amberola Displayed at Silverstone's—Other Items.

(Special to The Talking Machine World.)
St. Louis, Mo., Nov. 5, 1909.

The talking machine business is reported to be in very fair condition, with signs of improvement appearing each day. The recent centennial celebration here, which continued throughout the week, brought enormous crowds to the city, who from time to time crowded the talking machine stores, becoming more thoroughly appreciative of the great entertaining qualifications of these instruments.

O. A. Gressing, manager of the St. Louis Talking Machine Co., says that there is a snap and bounce to the fall business that did not show a year ago, and that all signs tend to show that previous records will be beaten. Their dealers are looking forward to an immense holiday trade and are beginning to place their advance orders for machines and records. The new Dr. Cook record, just placed on the market by the Victor Co., has met with a remarkable reception, and reorders are coming in from all the St. Louis Talking Machine Co.'s dealers. This is also true of the new and improved Victor needle and Victor Half-tone needle, which are unquestionably proving to the dealers that there is a large and growing market for these goods.

The St. Louis Talking Machine Co. are displaying in their window this week the Victor "Ready-Made" window display, which features the Dr. Cook record, and the continual collection of interested people before their window is the best proof of its attractiveness.

Mr. Gressing just returned from a ten days' trip to points in Indiana, Kentucky and Tennessee, and reports conditions and the outlook for a splendid business better than they have been in years.

L. A. Cummins, traveler for this house, had rather an odd experience in Quincy the other day. In response to an inquiry received at headquarters he tried to reach a man in an inland town by 'phone and was informed that his man was at that moment in Quincy. The only other clew he had was that the man was driving a Packard automobile, and armed with this information Mr. Cummins left the hotel to search for him. Just as he stepped from the hotel a large auto drew up to the curb. Mr. Cummins noticed that it was a Packard, and walking over to the machine he introduced himself to the surprised occupant, who proved to be the man he was looking for.

S. M. Field, of Little Rock, Ark., spent Friday, October 29, here on his way back from a short trip to New York. O. A. Reynolds, the only exclusive talking machine dealer in Illinois, outside of Chicago, was the guest of the St. Louis Talking Machine Co. for a day last week.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports trade moving along nicely and steadily improving. They recently received their first shipments of the Grafonola De Luxe instruments. They sold two of the \$225 class the first day they were received. Mr. Walthall is expecting a fine business on these instruments.

Geo. W. Lyle, general manager, and W. C. Fuhrl, district manager of Chicago, spent Oct. 14 in St. Louis on their way west to the Coast.

E. L. Bird, formerly with the St. Louis Talking Machine Co., is now with the retail selling force of the Columbia.

The North Pole window of the Columbia Phonograph Co. attracted as much or more attention than any show window in St. Louis during the Centennial week. It represented Dr. Cook at the North Pole, which was made of indestructible records, with the following sign: "Dr. Cook broke all records, except Columbia indestructible records, which cannot be broken." The fact that Dr. Cook lectured one evening during Centennial week and was in the Historical parade lent additional interest to the window.

Col. F. B. T. Hollenberg, of the Hollenberg

Music Co., of Little Rock, Ark., and E. S. Payne, manager of the talking machine department of the Hollenberg Co., spent Centennial week in St. Louis.

F. G. Cook, now traveling for the St. Louis office, is making a record signing new Columbia dealers, having landed 15 in one month.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports business fair and improving. He recently received his first shipment of the Amberola hornless instrument of the National Co., and reports a good demand for them. J. K. Savage, formerly a local talking machine dealer here, is now with this company as traveling salesman and has just returned from a successful business trip through the Southeast.

D. K. Myers, the well-known Zonophone jobber, reports trade only fair, but is looking for an improvement.

The Knight Mercantile Co. report their business to be moving along fairly well, with signs of improvement.

H. J. Berlin, manager of the talking machine department of J. H. Buettner Co., reports their

trade is moving along quite well. They have just completed several very handsome sound booths.

G. C. Hawkins, a talking machine dealer of Decatur, Ill., was a recent visitor here.

The Thiebes-Stierlin Music Co. report a fair trade in their talking machine department.

Mr. Collins, of the Universal Talking Machine Co., was a recent visitor here.

TRAFFORD CO.'S PUBLICITY.

The Trafford Co., 106 South Main street, Mason City, Ia., are great believers in publicity. One of their recent ads. in the local papers was most attractively designed and was largely devoted to featuring the Victor talking machine and Edison phonograph.

Salesmanship without courtesy belongs in a class with bricks without straw. Courtesy is the king-pin of salesmanship and without it there will be few large sales and no well-pleased customers.

**WE JOB
ROLLER &
ICE SKATES**

A GOOD SIDE
LINE

Write for Prices

**WE JOB
SAFETY
RAZORS &
BLADES**

Write for
Full Information

**"MAGNETIC
NEEDLES"**

Are THE Best—Three Kinds
MULTI-TONE—LOUD TONE—MELLOW TONE

Write for Free Samples and Prices

You Can Sell This VICTOR-O-OUTFIT
For \$25.00 Retail

**Victrola
Protectors**

Keep your Victrolas
in good condition

PRICES

For Victrola XII
\$1.50

For Victrola XVI
\$2.00

SEND FOR SAMPLES AT
ONCE



**Dealer's
Prices of**

Our special cabinets

FOR

Victor-O \$5.50

Victor I 5.50

Victor II 6.75

Victor III 7.75

Victor IV 7.75

ORDER A SAMPLE LINE
TO-DAY

**Our Moderate Price Continuation Top
Cabinets Have Made A Big Hit!**

They Match The Victor Machines

They Match Your Customer's Pocketbook

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER
NEW YORK

**WE JOB
INGERSOLL
WATCHES**

ANOTHER GOOD
SIDE LINE FOR
THE PHONO-
GRAPH DEALER

S. B. DAVEGA CO.
126 UNIVERSITY PLACE : NEW YORK

**WE JOB
Electrical
NOVELTIES
AND COLLEGE
FLAGS AND
PENNANTS**

V
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The Customer

that is able to pay \$15.00 for a horn usually has the ability to judge a fine piece of workmanship and has a refined musical taste.

The **MUSIC MASTER** is made especially for this class of trade.

The **MUSIC MASTER SOLID WOOD HORN** is beyond comparison in workmanship, finish, and tone quality; it is more than a horn, it is a Sounding Board.

HAVE ONE SENT ON APPROVAL

Your choice of *solid* Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you were not entirely satisfied with the superior merits of the **MUSIC MASTER**, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

BUSIEST SEASON FOR YEARS

Predicted by Talking Machine Dealers in Cincinnati—Victors in Masonic Lodges—Big Call for Victrolas for Clubs and Churches—New Amberola Displayed—Columbia Co. Store Remodeled—New Grafonola Styles Attract—Concertophone Co. Incorporated—Other Items.

(Special to The Talking Machine World.)

Cincinnati, Nov. 8, 1909.

The busiest season of the year for dealers in talking machines is just coming on and indications point to an immense business. Already the inquiries are increasing daily and some sales of high-priced goods have taken place within the last week with orders for delivery in time for the holiday season. The collections have been a sore point with the trade, particularly those in the installment branches. These people seem to divert their payments to other channels. Manager Walter Timmerman, of the Milner

Musical Co., last Friday found a new way of reaching the public for the noted Victor Victrolas. This instrument was used in the Master's work of Golden Gate Lodge, No. 345, at Covington, and made a hit. Dalmaine's "Spring Song" and "Incline thine ear to me" were used at the proper time in place of the conventional masonic songs. Micha Elman's record of Chopin's Nocturne E flat and "Rock of Ages," by a quartet, were also among the records played during the evening. As a result of this innovation Mr. Timmerman has one sale to his credit and inquiries from half a dozen other sources. He intends writing the home office to get the real music for the occasion and will endeavor to introduce Victor Victrolas in the Masonic lodges of this section. Ordinarily a quartet of male voices costs \$25. The hornless music is believed to be more effective and will cost less in the end.

The month of October was extremely satisfactory to the Rudolph Wurlitzer Co., as far as the retail trade in Victor goods is concerned.

A number of Auxetophones were placed in restaurants and hotels and the immediate future for this style instrument gives promise of a number of sales. There was an exceptional demand for Victrolas for clubs and churches for entertainment purposes, and these entertainments have resulted in good publicity for the Victrola and Auxetophone.

The prospects for holiday trade are excellent, and already Victrolas have been sold and are being held for holiday delivery. The Wurlitzer Co. have been getting out some very attractive literature in connection with the Victrola, which has been giving results.

Mr. Hug, of the National Co., was a visitor, and brought with him a sample of the new Amberola, which was inspected by the local dealers who placed orders for future delivery with Mr. Hug. Mr. Ornstein and Mr. Goldsmith, of the Victor Talking Machine Co., spent several days in Cincinnati, in the interest of the Victor Co., and report splendid trade conditions throughout the country. Max Landay, of New York, was another visitor to the trade in behalf of the Talking Machine Supply Co.

The demand for Victrolas in the small towns brought a number of dealers to Cincinnati to select special wood in Victrolas for their customers from the big stock that the Victor representative (The Rudolph Wurlitzer Co.) carry on exhibition on the main floor of their establishment.

Mr. Ahaus, of the Victor department of the Wurlitzer Co. has just recovered from typhoid fever, which kept him from work for several months. He is now on deck. His illness has in no way affected his ability as a Victor salesman. Mr. Sigman, of the same department, has had a very successful trip through Ohio and Indiana.

The Columbia Phonograph Co. have completed remodeling their store, and with other improvements have put in several spacious and handsome booths for display purposes, these being made necessary by their increased business, specially in the high grade graphophones and records, which now hold the attention of the purchasing public.

They have on exhibition three unusually attractive new types of instruments, known as the Grafonola De Luxe-A, Grafonola De Luxe-B (with Regina attachment) upright cabinet machines, and the Grafonola-Regent, which is an entirely concealed graphophone in the form of a handsome library table.

The Grafonolas are creating intense interest in musical circles and among the higher class of people, and many sales are reported.

While the principal trade interest centers in the high-class machines and records they report a satisfactory return of business from the laboring class of people, and every indication is for the best winter's graphophone business in the history of the firm.

The wholesale business is playing a large part in their fall campaign as their policy of exclusive selling rights and 10 per cent. free advertising, backed by their complete line of goods, is appealing to every up-to-date merchant.

The Ohio Concertophone Co., which have arranged with the Victor Mfg. Co., of Chicago, for sale rights in this state, was incorporated at Columbus last Friday with a capitalization of \$100,000. Half of this stock will be of the preferred class and the remainder in common. The company will have its headquarters at J. G. Greene's piano store, 424 Race street. Those who will take an active interest in the corporation are Charles J. Christie, W. A. Jones, W. W. Woodward, Joseph Krolage, W. C. Rippey, George Knorr and Mr. Greene.

SMITH BUYS OUT FRIEDRICH.

Edgar N. Smith has purchased the half interest of Walter H. Friedrich in the business of the Walter H. Friedrich Co., Parkersburg, W. Va., and hereafter the firm will be known as the Smith Music Store. They carry a full line of talking machines and musical instruments.

REVIEW OF DECEMBER RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

A feature of the very elaborate list of records issued by the National Phonograph Co. for December is Bach's celebrated air on the G string, No. 307 (Amberol), which has been specially arranged by Victor Herbert for stringed instruments. As played by Mr. Herbert and his orchestra this makes one of the interesting Edison productions of the month. Another record by Victor Herbert and his orchestra is Mendelssohn's "Spring Song," No. 10,260 (Standard). This classical gem is given a very beautiful reading and makes a record of extreme interest. Other striking records are "Manhattan Beach" and "El Capitan," No. 319 (Amberol)—two famous marches on one record and played with great spirit and finish by Sousa's famous band. Another Sousa record worthy of special commendation is No. 10,272 (Standard). The United States Marine Band is also in evidence with a very excellent record, No. 10,264 (Standard), the "Lincoln Centennial March," which is played with that snap and brilliancy for which this organization is famous. The line of vocal productions listed must unquestionably attract the close attention of dealers and purchasers. It includes three new numbers by Harry Lauder (Nos. 12,065-12,070-12,080); three operatic (Amberol) records in Italian by Avezza and Daddi, and a selection from "La Boheme" (Standard) by Daddi and Reschiglian—all admirably recorded—making a goodly addition to the list of high-class productions issued by this company.

The Columbia Phonograph Co. in their December list of records are prepared for the Christmas demand by listing two famous Yuletide numbers on double disc (No. A5,135, 12 inch), "Oh, Holy Night," by Thomas Chalmers, and chorus from the Church of the Ascension, New York (tenor solo, orchestra and harp accompaniment), and "Silent Night," sung by the Metropolitan Trio. Three celebrated and ever-popular classical and operatic numbers are listed in the ten-inch Symphony double-disc column this month (A763, A764, A765). They are sung in Italian by Giuseppe Pimazzoni, a baritone of distinction, and merit close consideration, as they constitute three records of unusual musical value. Other excellent records are two 12-inch Symphony A5,136, A5,317, sung by David Bispham, who is heard in Il Balen from "Trovatore" and a selection from Sullivan's "Ivanhoe" on one record, and Don Juan Serenade and Gypsy John, sung by Kirk Townes. Both are baritone singers, known the world over. The general list of records contains many vocal numbers—sacred and popular—contributed by well-known singers, while the instrumental numbers include records by the Royal Regimental Band, the Banda de Polica, and others. The list this month, taken as a whole, is an excellent one and well worthy the consideration of jobbers, dealers and purchasers.

Fifteen new Red Seal records are listed in the December list of the Victor Talking Machine Co., and they are contributed by Geraldine Farrar, soprano; Mme. Schumann-Heink, contralto; Jeanne Gerville-Reache, contralto; Antonio Scotti, baritone. Three of them are duets, two by Farrar-Scotti, and one by Farrar-Jacoby. As may be seen from the full list elsewhere these records are a most valuable contribution to the Red Seal list and must arouse the interest of those musically inclined, who have come to value these records as a most important contribution in an educational and musical way.

Other Victor records in the regular list for December which merit especial commendation are the ballet music from "Faust" (58,018), by the famous French Symphony Orchestra, and

Joyce's "Songe de Automne" (52,022), which is played by the Bohemian Orchestra of London and notable for the fine quality of tone produced by the strings. There are also two records by the Vienna Quartet—"Danse Caprice," Grieg (31,756), and "Chant Sans Parole," by Tschalkovsky (5,750). This organization, which has been received in New York with such favor, has given these numbers a beautiful reading. Two excellent records by Pryor's Band are the "Hungarian Rhapsody," No. 9, Liszt (31,752), and "The Enterprisers Military March," Lampe (5,748). This Rhapsody No. 9 of Liszt's is one of the most brilliant of the fourteen which he has written, and the admirable performance of the band merits high praise. The duet for trombone and cornet from Act. IV. of "Aida," played by Arthur Pryor and Emil Keneke (31,754), is also notable for its great beauty of tone and fine expression.

In addition to the foregoing there are many other good prospective sellers included in the single-faced list, which are worthy of consideration, while the 12 double-faced records include many of the popular favorites of the day, both instrumental and vocal, which are played and sung by well-known artists. The list, broadly considered, is one of the most interesting sent out by the Victor Co. in some time.

In the December list of Zon-o-phone ten-inch double-sided records many of the popular favorites of the day are to be found, while among the numbers of a semi-classical nature which will invite the consideration of musical purchasers are Moszkowski's "Serenade" (5,559), which is backed with Lincke's "Festival March." A flute and clarinet duet and a flute and viola duet (5,563) are also records of very commendable compositions which should become popular. Two other instrumentals which are excellent are the "Second Hungarian Fantasia," and that now famous march, "A Triumphant Banner" (5,560). In the vocal list are two numbers which should appeal to Christmas purchasers—Gounod's "Nazareth" and Adams' "Christmas Song," sung by Thomas Chalmers (5,564). There are also a number of trio and minstrel selections which should greatly please those inclined to compositions of that ilk—and they are legion.

RECENTLY INCORPORATED.

The American Cinephone Co., of New York, have been incorporated at Albany, to deal in musical and talking machine, moving picture apparatus, etc. Capital, \$250,000. The incorporators: Isadore Finkler, Leon Kauffman, Stuart M. Kohn, all of 2 Rector street.

The Frank S. Bump Co., of Binghamton, N. Y., have incorporated with the secretary of the State at Albany, to deal in talking machines, automobiles, bicycles, sporting goods, etc., with a capital of \$10,000. The incorporators are, Frank S. Bump, Maud L. Bump and Austin S. Bump.

DEATH OF MRS. WM. H. LOCKE.

Many in the talking machine trade will regret to hear of the death of Mrs. Wm. H. Locke, wife of Wm. H. Locke, manufacturer of the one-time famous Searchlight horn, and later of a collapsible amplifying horn that is now equally well known to the trade. The sad event occurred recently.

W. D. ANDREWS' NEW STORE.

W. D. Andrews, the well-known talking machine dealer of Buffalo, N. Y., has opened a new store at 632 and 634 Main street, that city, in charge of Ray E. Crandall. The store is handsomely fitted out and a large line of Edison and Victor machines and records are carried in stock.

It doesn't always take a far-seeing man to see his own finish.

**The C-D-C Device
Will Sell the Harmonicas
for You, Mr. Dealer**



Place this Cabinet and Harmonica Assortment on your display counter and watch the instantaneous results.

The C-D-C DEVICE consists of a three tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and when closed resembles an elaborate jewel case. Owing to its novel arrangement and peculiar construction, it can be thrown open and closed in a moment's time. When the Cabinet is open the Harmonica display is exceptionally attractive, exhibiting its entire contents of 38 Harmonicas at one time, and showing the instruments to a great advantage. When closed, the complete Cabinet occupies a minimum of space (10 3/4 in. wide, 9 1/4 in. long, 5 1/4 ins. high), being much less than a foot square. Thus, it will be seen what an ideal self-selling proposition this new Collapsible Display Cabinet is. The Cabinet costs you nothing, and besides you are the gainer by over 50 PER CENT. cash profit on your investment. The C-D-C DEVICE contains 38 pieces of the very best selling

Hohner Harmonicas

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

Assorted Harmonicas			
16 pieces to retail at 25c.	-	-	\$4.00
12 " " " " 35c.	-	-	4.20
10 " " " " 50c.	-	-	5.00

Total retail value, \$13.20

YOUR INVESTMENT

\$8.75 { Per Cabinet and Harmonica Assortment.

YOUR GAIN

Over 50% Cash Profit and a Superb Display Cabinet.

Write for illustrated Folder in Colors.



M. HOHNER 475 BROADWAY, NEW YORK CITY
Canadian Office, 76 York St., Toronto
Mexican Office, 4a Calle de Tacuba No. 33, Mexico City

Harmonicas, Accordeons, Blow Accordeons

IMPORTANT VICTOR MOVES.

List of Fifty Double-Faced Records of Standard Stable Records—Will Test Selling Value of Double Versus Single-Faced Records—New Exchange Proposition.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 4, 1909.

An important move by the Victor Talking Machine Co., Camden, N. J., concerning their new list of double-faced records and cut-out exchanges is embodied in the appended letter sent the trade last week by General Manager Geissler:

"To the trade: We beg to call the attention of the trade to two very important moves on the part of the company, in the matter of records, which will have a very great influence upon the Victor record trade, in both advancing the sales thereof and by means of our new exchange system on 'cut-out' Victor records, in giving assurance to the trade of the stable value of Victor record stock.

"Proposition No. 1: First—Let us call your attention to a list of newly double-faced records—fifty (50) in all—forty-five ten-inch and five twelve-inch, on which list of records we will be ready to begin shipments to our far-western distributors on November 1, proceeding with shipments easterly therefrom in the endeavor to make simultaneous deliveries. The opening day at wholesale will be Monday, November 15; the opening retail sales day will be Tuesday, November 16.

"In doubling up this list of standard stable records this company is making the first intelligent experiment that has ever been made in America, or, in fact, in the world, to find out the relative selling value of the double-faced against the single-faced record, for we shall at the same time continue to catalog all of these records separately as single-faced records. There is no doubt but that this list of standard sellers will have an enormous sale in double-faced form, and especially so in the beginning, but we, nor

no one else, can tell exactly the influence that the double-facing of these records will have upon the sale of the same single-faced. Our statistics at the end of six (6) months' time will give us satisfactory data upon which to base our actions relative to the withdrawal of certain of these records from our catalog.

"Proposition No. 2: After January 1, 1910, the date upon which the records on the list of October 1, 1909, actually become 'cut-outs,' we intend to permit, according to the provisions of an exchange proposition to be put out in detail at that time, the trade to return any 'cut-out' records appearing on the above two lists, at their full value, for exchange through their distributors, at any time that suits their convenience during the six months' period between January 1, 1910, and June 30, 1910. Please remember that these records are not 'cut-outs' so long as they appear in our current catalog. These notices of future withdrawals are sent out months in advance to enable the trade to sell these off to the public and get their costs and profits out of them before they are eliminated from our catalog. We hope that the trade will use extra efforts to dispose of these records that become 'cut-outs' and not put them aside (as we understand some do) to be returned to the factory."

POSITION THROUGH VICTOR RECORDS.

Engaged by Director Dippel on the strength of gramophone records of his voice in several operas, Farsell, a Swedish baritone, arrived on November 4 to take his place with the Metropolitan Opera Co. The gramophone records were sent here from Paris by Farsell at the request of Herr Dippel. After hearing them, he was so charmed that he cabled an offer to the Scandinavian.

GRAFONOLAS FOR TRAINS.

The demand for Grafonolas is declared by the officials of the Columbia Phonograph Co., Gen-

eral, to be astonishing, so much so that a congestion is feared. The Grafonola Regent or library table machine seems particularly popular with steamships, clubs, etc. A western trunk line is negotiating to equip their de luxe trains with the Regent, and the deal, which is for a large quantity, may be closed in the near future.

HERE'S A CLEVER YOUNGSTER.

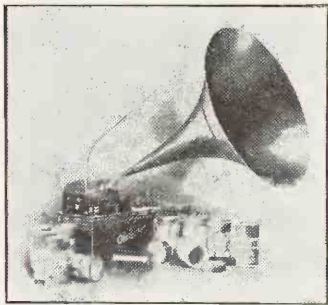
Max Landay Enthuses Over Fred W. Graves' Clever Son Who Is a Credit to the West.

When Max Landay, of Landay Bros., New York, was in Portland, Ore., on his recent selling trip for the Talking Machine Supply Co., he was the guest of Fred W. Graves, of the Graves Music Co. Writing of the pleasant incident, Max says: "I was entertained by Mr. Graves and his beautiful wife at their magnificent home and greatly pleased with their son, Fred W., Jr., a clever youngster, a year and nine months old. He is certainly the brightest boy I have ever met, as he can play the Victor talking machine to perfection. He is the coming talking machine man of the coast, and in that capacity will be heard from."

SOUTH AMERICAN TRADE GOOD

Says Walter Stevens, the National Co.'s Export Manager—More Active Even Than in the United States—Amberola in Demand.

In speaking of foreign business Walter Stevens, manager of the National Phonograph Co.'s export department, said: "Trade in South America is very good; in fact, in all the Spanish-American countries. For a while it was rather slow in Mexico, but now sales are increasing. On the whole foreign business is more active than it is in the United States. There seems to have been a reaction here; or, in other words, business is not up to expectations in the regular lines. The Amberola, however, has proven a great success, and the only thing I fear is lack of stock.



Lin-o-tone Horns

The horn that is made of Linenoid, in one piece, without seam or joint. This accounts for the delicate tone and expression that everyone admires in a Lin-o-tone and that makes it so popular with that class of phonograph users who are particular and want the best possible results they can get from their machines.

THESE JOBBERS CAN SUPPLY YOU

ALBANY, N. Y.
Finch & Hahn.
ALLENTOWN, PA.
G. C. Aschbach.
BANGOR, ME.
S. L. Crosby Co.
BOSTON, MASS.
Iver Johnson Sporting Goods Co.
BUFFALO, N. Y.
W. D. Andrews.
BURLINGTON, VT.
American Phonograph Co.
CHICAGO, ILL.
Babson Bros.
Rudolph Wurplitzer Co.
COLUMBUS, OHIO.
Perry B. Whitsett Co.
DALLAS, TEXAS.
Southern Talking Machine Co.

DES MOINES, IOWA.
Harger & Bligh.
Hopkins Bros. Co.
DUBUQUE, IOWA.
Harger & Bligh.
FORT WORTH, TEXAS.
Cummings, Shepherd & Co.
GLOVERSVILLE, N. Y.
American Phonograph Co.
HOBOKEN, N. J.
Eclipse Phonograph Co.
INDIANAPOLIS, IND.
Kipp-Link Phonograph Co.
KANSAS CITY, MO.
J. W. Jenkins' Sons Music Co.
Schmeizer Arms Co.
MEMPHIS, TENN.
F. M. Atwood.
O. K. Houck Piano Co.

MINNEAPOLIS, MINN.
Minnesota Phonograph Co.
MILWAUKEE, WIS.
Lawrence McGreal.
MOBILE, ALA.
W. H. Reynolds.
NEW HAVEN, CONN.
Pardee-Ellenberger Co.
NEW YORK, N. Y.
Blackman Talking Machine Co.
Jacot Music Box Co.
OMAHA, NEBR.
Nebraska Cycle Co.
PHILADELPHIA, PA.
Louis Buehn & Bro.
PITTSBURG, PA.
Standard Talking Machine Co.
PROVIDENCE, R. I.
J. A. Foster Co.

RICHMOND, VA.
C. B. Haynes.
ROCHESTER, N. Y.
Mackie Piano O. & M. Co.
SCHENECTADY, N. Y.
Finch & Hahn.
ST. LOUIS, MO.
Koerber-Brenner Co.
Silverstone Talking Machine Co.
ST. PAUL, MINN.
W. J. Dyer & Bro.
Koehler & Hinrichs.
SYRACUSE, N. Y.
W. D. Andrews.
TROY, N. Y.
Finch & Hahn.
OKLAHOMA CITY, OKLA.
Smith's Phonograph Co.

Finished in three colors:
All gold striped

IVORY BLACK
DEVIL RED
ULTRAMARINE BLUE

For Fireside Length, 21 inches; Bell, 17 inches.
Retail price \$3.00

For Standard, Home or Triumph Length, 26 inches; Bell,
21 inches. Retail Price \$5.00

Actual Sales

VERSUS

Possible Sales

Have you ever thought Mr. Dealer that you are only selling talking machines to the people who are satisfied or are willing to make themselves satisfied with the talking machine as they know it?

Are you not aware that there is a vast number of people, right in your town, who would prove customers, and **the best class of customers**, if you could overcome their objections to the talking machine as it now appeals to them?

If you could get at the reasons for their prejudice would you not find them voiced about as follows:

"The tone is too loud for my home."

"I could enjoy it were it not for the scratch and noise."

"The records won't last," etc., etc.

"B. & H." FIBRE NEEDLES absolutely eliminate all these objections. With their use the talking machine appeals to the lover of soft, beautiful, artistically produced music.

They do away entirely with the scratch and noise of the steel needle.

The tone is just right for home use.

They preserve the records PERMANENTLY.

We have many letters in our files from dealers stating that because of the Fibre Needle **they have sold machines to people they have hitherto been unable to interest.** You can do the same.

Now is the harvest time of the year. Take advantage of the full sales possibilities, and reach for the class of trade now denied you, by handling **Fibre Needles.**

Write at once for samples, prices and full details.

"B. & H." Fibre Mfg. Co. 33 W. Kinzie St., Chicago, Ill.

The Talking Machine Business Coming Into Its Own Again

Says the President of the National Phonograph Co., Who Writes a Stimulating Article About Present and Prospective Conditions—Success Can be Won by United, Concerted Action, and by Enthusiasm and Optimism on the Part of Manufacturers, Jobbers and Dealers.

By FRANK L. DYER

Out of the hustle and bustle of preparation to meet the demands of the holiday trade, we can profitably spare a moment or two for reflection upon the developments of the year that is fast drawing to a close.

Thanksgiving, the harbinger of "The Season," is already knocking at our doors. This year more so than at any time since the inception of the talking machine industry, we have all—manufacturer, jobber, dealer—cause for universal and heartfelt rejoicing. We have passed through the most grueling period in the history of our existence. Out of a siege of industrial adversity that shook the financial world to its very foundations we have emerged triumphant, with not only unimpaired but renewed vigor.

The stability of the talking machine industry has been established before the world. The reason for its survival is the necessity to mankind of good music and entertainment, and the universal recognition of the fact that for versatility and quality of entertainment the phonograph to-day has no superior. The rapidity with which the industry is recovering its equilibrium can be attributed to but one reason—optimism. Optimism is the influence that sustained us throughout the entire period of depression. Had we not all shared that spirit we would not to-day be in a position to indulge in cheerful retrospect upon the past.

The manufacturers set the example; jobbers and dealers with but very few exceptions followed it. At the time when the future looked least encouraging the manufacturers strove hardest to lend a cheerful aspect to the situation, and by their unprecedented example in spending huge sums for the improvement and advertisement of their products infused a spirit of corresponding faith and activity into the other branches of the business. The lesson of that example must not be lost.

And so, with the certain knowledge of our permanence among the industrial institutions of the world, we welcome the advent of Thanksgiving this year as never before; not unmindful of the fact, however, that with that knowledge comes a corresponding responsibility upon all our branches. Our business is on a high plane at present; we must maintain it at all hazards. We are members of one great family, we manufacturers, jobbers and dealers; our respective branches form a commercial trinity whose perpetuity depends upon our loyal allegiance to one another. We must work in intelligent harmony if we are to go on to further success.

The manufacturer must continue to improve the standard of his product. He must seek new ideas and experiment in many channels in order to attain still further perfection in his line. That's his duty to the trade and to the public. He must create publicity for his goods by general advertising. The jobber and dealer must supplement the work of the manufacturer in their respective domains by intelligent concerted effort. They must give him the benefit of their confidence and impressions. That's co-operation, the phonographic synonym of success.

The arrival of the holidays at a time when business is improving by leaps and bounds is most fortunate for the talking machine dealer. It places him in a position to entrench and fortify his business more thoroughly and impregnably than ever before. It is the opportunity of all opportunities. The holiday trade this season will be big. Everything indicates it. The improvement in all lines of business is going to reflect itself in the proverbial generosity of the American public during the holiday period. It is not necessary to descant upon the peculiar attractiveness of a phonograph as a holiday sug-

gestion; it speaks for itself—louder and more convincingly during the holidays than at any other time of the year. It remains only to urge the dealer to go after the holiday trade more aggressively, persistently and above all, earlier than ever before.

We have endeavored to emphasize the absolute necessity for early preparation in our talks with dealers. It is not necessary or at all advisable to overstock, but many dealers make the mistake on the other side, and live to repent it afterwards. There is no danger in a liberal provision; the phonograph has a consistent selling value all the year round. An aphorism that I culled from a house publication recently impresses me as being an excellent motto for dealers to follow at this particular time. It goes like this:

"Cowardice, too frequently mistaken for conservatism, is the cause of more business failures than bravery, too often considered mere recklessness."

There is a world of logic in those words, and



FRANK L. DYER.

every talking machine dealer should ponder on them.

The necessity of placing holiday orders early so as to give the manufacturer an opportunity to approximate his requirements is another subject that we have dwelt upon at length. It is better to be on the safe side by ordering early than to run the risk of bitter disappointment in an eleventh hour "rush" order. There are many subjects that should engross the attention of the wide-awake dealer at this time, but they have been so thoroughly and often covered that it seems superfluous to repeat them now. Revision of mailing lists, concerts, advertising, window displays, etc., are all familiar subjects whose importance cannot be overlooked or delayed. Window-displays are the lodestone of the holiday trade and the dealer whose originality provides a unique window will have cause to congratulate himself afterward.

Only five or six weeks more and we will be speaking of the holiday trade in the past tense. In the brief interval that still remains, every dealer should be "up and doing" in order to be able to employ that form of speech to his own satisfaction.

That the talking machine business is beginning to come into its own again, there isn't the slightest doubt. We of the National Phonograph Co. can cheerfully subscribe to the truth of that statement. Our machine and record sales are

climbing fast. While it of course follows that a very large percentage of this is due to the impetus of the holiday prospect, a comparison with our sales during the corresponding period of last season convinces us of a satisfactory general improvement. We are further impressed by the significant fact that eastern localities, which of necessity bore the brunt of the financial depression, are now contributing generously to the grand total of orders.

The demand for our popular-priced machines increases daily, and we are preparing for a big business in those types during this season. Amberol attachments are moving very satisfactorily at the present time and will become a more important factor in our sales column when dealers in the eastern States resume their former aggressiveness. We are beginning to relieve the Cygnet horn situation, which has been a serious proposition with us because of the volume of orders, and the inability of horn manufacturers to supply our requirements.

The new Amberola has surprised us by the enthusiasm it has inspired among the trade and public. It is a beautiful machine in every essential and we are immensely proud of it and enthusiastic for its future. Its ready reception proves conclusively that the phonograph has escaped the classification of talking machines in the eyes of the public.

Altogether, the prospect of a splendidly successful season is growing brighter every day. Every natural cause is on the side of continued prosperity. Manufacturers, jobbers, dealers—let's all co-operate, and by united, concerted action, by enthusiasm and optimism in our individual work, make this season so memorable for its success that next year's Thanksgiving will be offered up not for survival but for affluence.

CHANGE IN THREE-IN-ONE PRICES.

The Three in One Oil Co., manufacturers of the famous Three in One Oil, have just sent out notifications to the trade all over the United States that on January 1, 1910, a new schedule of prices goes into effect.

The new prices at which dealers will buy from jobbers are a little higher than in the past. This change is necessary because of the increased cost of all commodities during the past few years. Freight rates are much higher. The cost of raw materials, labor, labels, bottles, cartons—in fact, everything that goes into making a complete package of Three in One—has increased. To preserve their manufacturing costs at a safety point and protect themselves, the Three in One Oil Co. have found it absolutely necessary to increase the cost both to jobbers and to retailers. This was done only after due consideration, and when it was demonstrated that there was no other way. If all retailers will simply adhere to the established and advertised retail selling prices the change in price will be a benefit to them rather than otherwise. There is never any excuse for cutting prices anyway.

The Three in One Oil Co. also announce that beginning with January 1, 1910, they will put a new size package on the market, eight ounces, which will retail for 50 cents. This contains eight times as much oil as their 10-cent package, and three and one-half times as much oil as their 25-cent package. There has been an insistent and growing demand for a considerable time for a larger size package for use in factories, offices and large households. Therefore, in putting up a new "factory or household size" at 50 cents indications are that large sales of this size will result.

In changing the prices and putting out this new package the Three in One Oil Co. amply protect the jobber and the retailer in the way of profits, as they always have done in the past.

M. Hirsch & Son, music house, Holyoke, Mass., have become exclusive Columbia dealers, the negotiations having been closed by B. Feinberg, the special representative of the Columbia Phonograph Co.'s wholesale department. A fine initial order was placed for goods.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Tightness of Money Due to Advancement of Bank Rate to 5 Per Cent. Checks Business Activity—Day of Cheap Machines About Over—Copyright Situation Now at a Standstill—Decreased Profits Evident in Gramophone Co. Report—Beka Records for November—Protest Against Proposed Australian Patents Bill—To Typewrite Telephone Messages—New Gramophone Records—Columbia Co. Report Big Sales—Zonophone Co.'s Popular List—Rena Co.'s Choice List of New Records—H. Lange's Successor's Creditors Meet—Premier Co.'s New Five-Minute Disc a Success—Other News of the Month.

(Special to The Talking Machine World.)

London, E. C., Nov. 5, 1909.

General trade activity has received somewhat of a check by reason of the rapid advancement of the bank rate to 5 per cent. and consequent tightness of money this last few weeks, but even so, it has not materially affected talking machine sales, although from some quarters complaints have reached me to the contrary. On the whole, however, I think we have no particular cause to be anything but optimistic, for the season is opening up remarkably well, considering the many outside influences at work. Nevertheless, it is useless to attempt to disguise the fact that much uneasiness obtains in the whole trade. Litigation, covering several important points, looms large upon the otherwise cloudless horizon, and the idea prevails, unfortunately in too many directions, that trade will—in consequence bound to suffer.

Without expressing any opinion on the merits of the questions at issue or departing from our always strictly impartial attitude in such matters, I think there is little cause to do other than help business to progress much as usual. Anyhow, scaremongers are to be shunned. Let each man judge the position for himself, and act accordingly. As I reported last month, traders here are gradually coming to recognize that the days of the cheap machine are over, gone, maybe, forever. There was little profit in selling it, and

still less satisfaction to the purchaser. Successful trading is dependent upon successful goods. If there were no cheap, always-wanting-repair machine on the market, we should lose one of the chief causes of failure in business, especially among dealers. There is more satisfaction in selling one good machine than a dozen rubbishy ones, and more profit, too. Bad instrument, bad customer; good instrument, good customer. Is it not so, Mr. Dealer? A certain manufacturer of this city told me the other day that he was making two reliable models at three and five guineas retail, but the latter's sales in comparison with the former were three to one. That is evidence of a great change for the better. It is a sign which means steadier business and brighter prospects for all engaged in the talking machine industry.

Their Debtors' List.

According to the Gramophone Co.'s report, no less a sum than £196,042 is itemized against debtors!

The Copyright Situation.

Copyright matters are now at a standstill. The Board of Trade Committee have interrogated dozens of witnesses selected from the ranks of the talking machine and piano player roll makers, and we are all now anxiously awaiting for some information as to the committee's findings. Their report, however, will not be made public probably for some months yet, in view of the delay necessarily involved by such a chaotic situation in political circles as at present prevails. At the commencement of the controversy we opened our columns to the opinions of manufacturers, who, without exception, wholeheartedly opposed the unjust demands which the publishers seek to levy under the guise of a specious pretext. We are quite prepared to look at the question through the other man's spectacles, and admitting the sentimentality of his claim, we contend that it should rest at that and no more. For this reason, any instrumental selection or song placed upon a disc or cylinder record which sells by thousands at once popularizes that particular piece far in advance of anything attained by the publishers' methods. The record takes the credit, while the composer benefits by selling

greater quantities of his music than he would do without the aid of record publicity. That, to our mind, is a fair exchange, and should be satisfactory to both sides. Several publishers, not to mention the large number of composers, who are in full agreement with this attitude, deplore any suggestion of hampering an industry which so materially helps the sale of sheet music.

Such is the position of this matter at the present time, and we trust it will be for many years unaltered.

Gramophone Co.'s Annual Report.

The annual report of the Gramophone Co., Ltd., presented to the meeting on November 2, states that the result of trading is a credit balance of £58,804, which with the amount of £644,626 brought forward from the last balance sheet makes a total of £703,430. After deducting income tax, directors' fees, bonus of 10 per cent. paid on ordinary shares for year ended June 30, 1908, interim quarterly dividends, £1,267 decrease in value of investments, a credit balance of £566,313 remains. It is not proposed to pay a bonus on the ordinary shares for the year ending June 30, 1909, and this balance will accordingly be carried forward to next year. The meeting will be asked to authorize the payment of interim dividends on the ordinary and preference shares at the rate of 5 per cent. per annum, less income tax, by quarterly payments for the year ending June 30, 1910. Depreciation, at adequate rates, has been written off the warehouse, factory buildings, machinery and plant, furniture, etc. As last year the matrix account stands at £30,000. The reduction in net assets is accounted for by the payment to shareholders of the bonus in respect of the year ended June 30, 1908, and by the difference between dividends authorized and paid during the past year and the actual profits earned in the same period. The decrease in profits is attributed to depressed trade conditions generally and competition in foreign branches, and particularly to reduction in gross profit in Russian territory. On their appointment to the joint management, filling the vacancy caused by the retirement of T. Birnbaum, Alfred Clark and S. W. Dixon will be proposed for election as directors. The retiring directors, Romer Williams and Walter H. Long, offer themselves for re-election.

Beka Publicity

A window bill bearing the words "Beka for Real Music" has just been issued to the trade. This and other literature will upon request be forwarded to any dealer desirous of making his shop attractive. The November list of 10-inch double-sided Beka records is a particularly good one, and contains twenty selections, from which I would mention the following: "Uhlan's Call" (march), "Convivial March," "Tresoro Trio" (waltz), and "The Merry Widow Waltz," all played by the Beka London Orchestra, ably conducted by Julian Jones; "In the Evening by the Moonlight, Dear Louise," and "Sweet Adeline," by James Hudson, who also gives us that popular song, "I Like Your Old French Bonnet"; Bert Alvey is responsible for three comics—"Has Anybody Here Seen Kelly?" "With the Little Wigger-Wagger in My Hand," and "Exercise"; a very nice flute solo by H. Fransella is "Valse" (Godard), and "In Cellar Cool" (with variations); H. Taylor (clarinet) makes a splendid record.

Offense Under the Companies Act.

Giving judgment in the case of David Rees (director of the defunct British Sonogram Co.), charged with an offense under the Companies act, the magistrate stated that taking into consideration Mr. Rees' previous honorable character, and that others were perhaps to blame more than he, a nominal sentence of eight days only would be imposed, which entitled Mr. Rees to be discharged forthwith.

Sensational Success

OF THE NEW

Ebonoid Five-Minute Disc Records

(TEN-INCH DOUBLE-SIDED PHONO CUT)

Orders cannot be filled fast enough. This season's great triumph.
No better Disc Records were ever made.

Profitable to you, Mr. Dealer

Clarion Cylinders

($\frac{1}{2}$ -minute)

Ebonoid Cylinders

($\frac{1}{2}$ -minute)

Clarion Discs

($\frac{1}{2}$ -minute, double-sided)

The Premier Manufacturing Co.

THE POINT, WANDSWORTH, LONDON, S. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

American Band in London.

The American National Guard Band of fifty performers won a magnificent ovation on the conclusion of their first performance at the Aldwych Theater, this city. We have as yet seen no issue of records by this fine instrumental organization, and are wondering which company will secure their services first.

Depends on Whose Corn Is Pinched.

On the grounds that it would not pay to build works there, a deputation representing the London and other chambers of commerce has waited upon Captain R. M. Collins, London representative of the Australian Commonwealth, to oppose the Australian Patents Bill, which makes compulsory the working of patents in that country at the risk of their revocation.

Death of Mrs. J. L. Young.

The talking machine trade will learn with deep regret of the death of Mrs. J. Lewis Young, who passed over on the night of October 24, after a very long illness, borne with exceptional fortitude. To Mr. Young we extend our heartfelt sympathy in his great loss.

The Current Twin List.

In the current "Twin" list will be found a selection of titles suitable to Christmastide. Other fine records also figure in this impression.

List of Foreign Traders.

The Commercial Intelligence Branch of the Board of Trade has a special list of firms or traders to whom, as a help in foreign competition, information of a confidential nature likely to be of interest is forwarded direct. A recent report states that the firms on the register at June 30 numbered 1,321.

New Company Registered.

Phonogrand, Ltd., is the name of a new company registered here. Its capital is £10,000 in £1 shares.

New Telephone Device.

A device has been invented by Mgr. Cere-

botani which enables messages sent over a telephone line to be typed electrically by a typewriter. The invention can be attached to any ordinary telephone so that a written or verbal message can be sent or received at will.

Caruso in Kilts.

Signor Caruso has caused considerable interest by the announcement that he has purchased a national Scottish costume, including a kilt, for use when performing in "Lucia di Lammermoor" in New York this season.

Band Off to South Africa.

The Besses o' the Barn Band, which has made some splendid records for English companies, sailed October 21 for a year's tour in South Africa, Australia and New Zealand, and perhaps the Far East. They will give approximately 500 performances.

Gramophone Co.'s Strong List.

In place of the band records which have been so familiar a feature of recent Gramophone lists, this month's impressions contain a not unwelcome selection of fine orchestral pieces by musical combinations of high repute. The issues comprise "Morning" ("Peer Gynt"), and also Griegs' "Anitra's Dance" and "In the Hall of the Mountain Kings" ("Peer Gynt"), both by the New Symphony Orchestra; Gems from "The Arcadians," by the Bohemian Orchestra (with chorus); ballet music "Faust"—No. 1, "Valse des Nubiennes"; No. 2, "Adagio"; Nos. 3 and 4, "Danse Antique," and "Variations de Cleopatra," all three records being excellently presented by the Paris Symphony Orchestra, while the Metropolitan Orchestra is responsible for "Hobomoko" (Reeves), and "Glow-worm Idyll" (Lincke); "I Hear You Calling Me," by Evan Williams; "Only for You," John Harrison; "Four Jolly Sailors," finely sung by R. Kennerly Rumford; "Honor and Arms," Robert Radford; "The Lark Now Leaves," Miss Agnes Nicholls; "Bel Raggio" (from Rossini's "Semiramide"), beautifully ex-

pressed by Miss Amy Castles; "Printemps qui Commence" (Saint-Saëns), dramatically rendered in a magnificent manner by Mme. Kirkby Lunn; "Hullo In In," Miss Margaret Cooper; "Maying," duet by Miss Perceval Allen and John Harrison; "The Army and Navy," duet by John Harrison and Robert Radford; "Good Night, Thou Glorious Sun," quartet; "Concertino" (with orchestra), a well-executed clarinet solo by Charles Draper; "Moonlight Sonata" (Beethoven), Parts I and II (separate records), by Mark Hambourg at the piano; Handel's "Largo," by instrumental trio, harp, violin and cello; "Drowsy Dempsy," a good banjo record by Vess L. Ossman; and the story of a football match as told by our old friend Harry Lauder in "The Referee," completes a remarkably good list.

An American Visitor.

E. A. Hawthorne was one of the distinguished visitors to this city last week. He returned to America on the 23d.

Big Columbia Sales.

The Columbia Co. report big sales of the "Prince" model graphophone, which sells at £2 12s. 6d. retail. It is described as a better machine than before at a lower price. This season's model is fitted with the same motor as was used formerly in the 6 guinea instrument. Truly remarkable value for the money, and the trade have not been slow to recognize it. Other cylinder machines, and disc also, are selling very freely, while in records there is quite a boom.

Talking Machine Wedded to Packet of Tea.

In the course of time the talking machine has been the subject of caricatures in some of the comic papers, and no doubt, like many other good things, it lends itself, or rather is appropriated to, the use of advertisers of divers wares. The latest association in this respect is Tea. T is good and so are T. M.'s; in fact, they make good associates. But to the point. Glancing through my newspaper the other day I came across what

The New "RENA" MACHINES

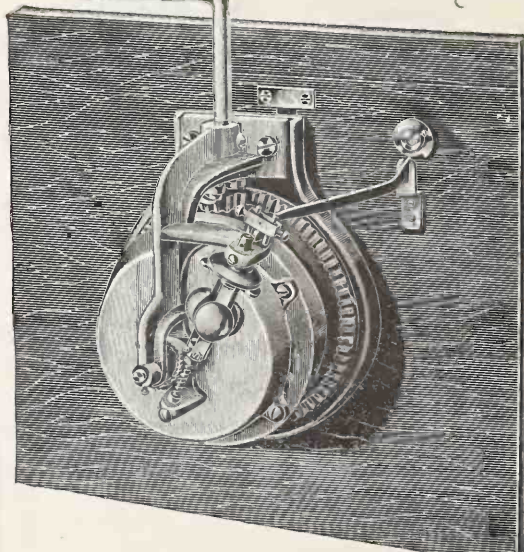


"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ 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 "RENA" Machines from £3 10s. upwards.

Rena Double Sided RECORD

The Records that are known by "Every Record a Picked One!"

10" double sided 2/6

RENA

12" double sided 4/-

The biggest sellers in England.

No records have ever achieved so instantaneous and huge a success, wherever they have been introduced, the sales have been phenomenal and steady. **Rena Records** are more musical, of better tone, superior volume, and infinitely more understandable than the records of the past. People say they wonder how they can be made for the money. The latest success is the Rena.

12" double sided Record at 4/-. The Artists presented on this magnificent series include: Miss Ruth Vincent, Mr. David Bisham, Miss Margaret Lewys, Mr. John Bardsley, etc. etc. Such value, indeed, such wholly remarkable records are absolutely unprecedented in the history of the trade.

Catalogs of 10" and 12" Rena Records will be sent post free upon application.

"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."

FROM OUR LONDON HEADQUARTERS—(Continued).

at first I took to be a fine talking machine advertisement. Investigating further I found it was an advertisement for Maypole Tea. Underneath the heading, "Maypole T Speaks for Itself" was displayed an illustration of a machine, complete in all details, having for the case a packet of tea. True, the tone arm looked a bit rocky and the sound box appeared to be of rather doubtful construction, so much so as to raise grave doubts of its ability to give forth any speech whatever, but there it was. I'm a strong advocate of tea for talking machine traders, so think what you like of the designer of this illustration, but don't blame the tea. Another cup, please!

Some Popular Selections.

Zonophone records, especially the 12-inch issues, have been the object of much praise by the trade generally, and the November list, rich in all that is best from the world of music, apparently tops the lot. Here are a few selections: 12-inch, "Doctrinen Waltz" (Strauss), played by the Zonophone Concert Band; "The Tale of Paris," by Billy Williams, 10-inch; "Bonnie Lee-zie Lindsay," Harry Lauder; "Tis the Day," Ernest Pike; Tosti's "Good-Bye," delightfully rendered by Mme. Deering; and "Roses of the South," by the Black Diamonds Band.

A Matter of Detail.

An interesting action came to light in the courts recently, where Justice Warrington had for hearing the case of the Gramophone Co. against the Magazine Holder Co., of Leeds. Plaintiffs alleged an infringement of a cabinet design, which defendants denied. After the usual arguments by counsel, his lordship said he found that there were sufficiently substantial differences between the defendants' cabinet and the registered design to prevent him holding that the defendants had applied to their article the plaintiffs' design or any obvious imitation thereof. There would be judgment for the defendants with costs.

Rena Co.'s Batch of Records.

The Rena Co. send me for review a batch of records from their current lists, to which that

now well-known catchphrase "Every Record a Locked One" is particularly applicable. In point of quality, too, Rena records are exemplary, inasmuch as for purity of tone they are unexcelled. And it is no wonder therefore that although the 12-inch double-sided disc was issued as recently as October 5, their success has been instantaneous. I note with pleasure that in strong contrast to the all too common practice of issuing good records in flimsy paper coverings, the Rena 12-inch is put up in a thick but neat envelope made to stand ordinary wear and tear of usage.

Notwithstanding the issue of no less than 45 of the 12-inch double records last month, it has been found necessary to put up a special supplement for November, comprising six well-chosen records. And included in these is one of the most perfectly recorded selections I have ever heard, and truly "Barcarolle," from the "Tales of Hoffman" is indeed a wonderful record in all respects. The following are also recommended to dealers with every confidence that they will demand a big sale anywhere: 12-inch record, double, at 4s.—Overtures "1812" and "Rienzi," by the Royal Guards Band; "The Phantom Brigade" and "Virginia House Warming," by Hayden Orchestra; "Kathleen Mavourneen" and "Believe Me, If All Those Endearing Young Charms," by David Bispham; Schubert's "Serenade" and "At King's Lake," both by violin, harp and flute trio; "Lo, Hear the Gentle Lark" and "Sweet Bird," by Miss Ruth Vincent; "Thora" and "Roses," by John Bardsley. Ten-inch double at 2s. 6d.—"To My Mother, Serenade," and "The Herd Girl's Dream," violin, harp and flute trio; "Whispering Flowers" and "Spring Song" (Mendelssohn), by the Rena Orchestra; "Our Miss Gibbs," selections 1 and 2, by Empire Military Band; "Love's Treasure Waltz" and "Poppies," by the Empire Symphony Orchestra; two splendid organ solos of Mendelssohn's "Songs Without Words," in A and E; "Tell Me, Mary, How to Woo Thee," and "I Hear You Calling Me," by Thomas Jackson, completes a remarkably fine selection.

Meeting of Creditors.

H. Lange's Successors, Ltd. Notice was issued on October 23 calling a meeting of the creditors of this company to be held on November 5 at 58A Wells street, Oxford street, this city. Hicks, Arnold & Mozley, 35 King street, Covent Garden, W. C., solicitors for Frank Browning Wilson and Michael Kaiser, voluntary liquidators. I understand that a scheme of reorganization is to be proposed at this meeting.

Fleet & Rees (Joseph William Fleet and David John Rees), 84 Pentonville Road, London, phonographic record and accessories manufacturers, August 26. Debts by D. J. Rees.

No Longer Connected.

Karl Maurice is no longer connected with H. Lange's Successors.

Messrs. Lockwoods Have Removed.

Messrs. Lockwoods, the only exclusive Twin and Zonophone factors, have removed from Moorfields to 43 City Road—the old premises of the Zonophone Co.

Catalog for Colonial Trade.

A new illustrated catalog, replete with all the latest in talking machines and accessories, etc., has just been issued for the Colonial trade by Barnett Samuel & Sons, Ltd.

Records of "The Merry Peasant."

The first records yet issued of selections from "The Merry Peasant," which was produced at the Strand Theater on October 23, have just been issued by the Rena Co. in their November list of 10-inch records. They comprise the inevitable waltz, which seems to have become a standard feature of this class of musical comedy, and the peasant march from the play. It is interesting to note that "The Merry Peasant" has for his composer Leo Fall, who was responsible for the music of "The Dollar Princess," and further, its author is the writer of the book of "The Merry Widow."

Premier Mfg. Co. News.

The Premier Manufacturing Co.'s five-minute

ROYAL APPRECIATION

of the

GRAMOPHONE



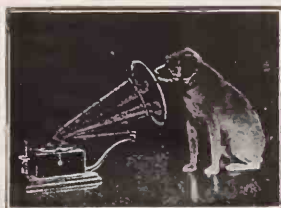
To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. the QUEEN



To T. M. the KING and
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE
OF EGYPT



To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
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15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balma, BARCELONA
139 Belleghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

"Ebonoid" 10-inch disc, as was to be expected, is meeting with big sales, and indeed they deserve to. With this line traders have something which has never before been attempted on a disc record. It is double-sided and sells at 3s. retail. A generous percentage is allowed to dealers, and those in the colonies are losing money by not handling this line. Application should be made immediately, as agencies are now being fixed up. Address the company at The Point, Wandsworth, London, S. W.

Record by Dr. Cook.

Dr. Cook, of North Pole fame, has made a very interesting Gramophone record which will be on sale shortly.

Print Words of Songs.

In pursuance of their accustomed policy, the Rena Co. this month give the printed words of no less than four songs included in their November 10-inch supplement. Among these songs we note Wilkie Bard's "Top Note" and "Truly Rural."

North Pole March Appears.

We observe in the November list of 10-inch Rena records a selection entitled "The North Pole March." This is described as being of a particularly dashing character—which we can quite understand—and though it is hardly necessary, the manufacturers aver that the march has none of those characteristics of discord which mark the narrations of the alleged Pole discoverers, Cook and Peary.

Courant with Pathe Freres.

S. P. Turner, of Pathé Frères, this city, writes as follows:

"Dear Sir—We regret to note in your issue of October 15 that you have mentioned L. H. Courant as severing his connection with Pathé Frères. As Mr. Courant has only retired from the London business, and is still with the firm, will you please see that this is corrected prominently in your next issue. We enclose you herewith a small booklet of our "Majestic Grand Concert"

Pathéphone. The demand for this machine and the new 20-inch records has been enormous, and we have large orders in hand which will be impossible to execute for some weeks to come."

Some Popular Edison Records.

Among the recent Amberol records issued by the National Phonograph Co. which have won a large measure of success are a special group for dancing purposes, made by the New York Military Band. These are very timely in view of the opening of the indoor or dancing season, and will be found most convenient for dealers desiring to feature such numbers. They are listed as follows: 260, "Ange D'Amour" (Waldteufel); 261, "Confidence" ("Blue Bell"), waltz (Waldteufel); 263, "Gypsy Baron" "Treasure" Waltz (Strauss); 264, "Good-night Waltz"; 268, "Petunia Quadrille," 1st and 2d figures; 269, ditto, 3d and 4th figures; 270, ditto, 5th figure and waltz; 271, "To the Front" (Karasek), two-step; 272, "Dixie Blossoms" (Wenrich); 273, "The Whitewash Man Medley," two-step; 274, "Dublin Daisies" (Wenrich), two-step; 275, "Lucky Moon" (Stevens), three-step; 276, "Animation Schottische" (Heed), and 277, "How'dy, Hiram" (Friedman), barn dance. Other late issues of the National Co. which are steadily gaining in popularity are the following: Ballet music from "Faust" (Gounod), 241, parts 1 and 2, by the Edison Concert Band; "Second Hungarian Rhapsody" (Liszt), part 2, by the Edison Concert Band, 206; selection, "Pagliacci" (Leoncavallo), 12085, by the National Military Band; "The Lost Chord" (Sullivan), 202, sung by Reed Miller (tenor), with orch. accom.; "Banjo Medley," 250, by V. L. Oszman, with orch. accom. (introduces "Wildflower," "The Whitewash Man" and "Yan-kiana Rag"; overture, "Merry Wives of Windsor" (Nicolai), 12076, by the National Military Band; "Bonnie Leezie Lindsay" (Lauder), 12080, sung by Harry Lauder, with orch. accom.; "The Midshipmite" (Adams), 12084, sung by Peter Dawson, with orch. accom.; "Hungarian Dance,"

G minor and A major (Brahms-Joachim), 203, violin solo, by Albert Spalding; "I Will Sing of My Redeemer" (McGranahan), 208, sung by the Edison Mixed Quartet, with organ accom.; selections from "Maritana" (Wallace), 220, by the Edison Concert Band; "Dream of the Tyrolienne" (Labitsky), 232, by the Edison Venetian Trio (originally issued as a "Standard" (No. 8349), and as a violin and flute duet, it is here presented as a trio for violin, flute and harp); "When the Sunset Turns the Ocean's Blue to Gold" (Petrie), 256, sung by Byron G. Harlan, with orch. accom.; "Staunch and True March" (Teike), 214; "Old Comrades March" (Teike), 226, by the United States Marine Band; "The Vacant Chair" (Root), 12081, sung by Ernest Pike and Peter Dawson, with orch. accom.; "The Two Grenadiers" (Schumann), 251, sung by Earl Cartwright, baritone, with orch. accom.

Standard—"Oriental Dance" (Herbert), 10217, by the Victor Herbert Orchestra; "Lola Waltz" (Friedman), 10228, by the United States Marine Band; "When the Moon with Glory Brightens," march (Arbuckle), 13887, by the National Military Band; "Santa Lucia," 10230, by the Whitney "Grand Republic," 10236, by the New York Military Band; "Santa Lucia," 10230, by the Whitney Bros. Quartet, unaccompanied; "Sweet Hour of Prayer" (Bradbury), by the Edison Mixed Quartet, unaccompanied, 10222; "Two Old Songs," 10232, bells solo, played by Albert Benzler, with orch. accom., "Suwanee River" and "Blue Bells of Scotland"; "My Dearie" (Farrells), 13895, sung by Peter Dawson, with orch. accom.; "Jack-anapes Polka" (Lowthian), 13893, concertina solo, by Alex. Prince; "The Nightingale" (Seymour), 13891, duet, by Herbert Payne and Joe Belmont, with orch. accom.; "Gallopede" (Cam-meyer), 13890, banjo solo, played by Olly Oakley, with orch. accom.; "Girls, Wives, and Kids," 13894, sung by Arthur Osmond, with orch. accom.; "Everybody Went Roundabout" (Pelham and Rule), 13888, sung by Florrie Forde.

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The Largest and Most Comprehensive Repertoire in



German	Croatian	Siamese
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Italian	Arabian	Malayan
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Polish	Chinese:	Hindustanee:
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Phono. Sizes, Fifty Cents Postpaid
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Write for full particulars and testimonials. Also see last issue for particulars of the Needle Tension for making all needles louder

DAWS CLARKE

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NOTES ON GERMAN COPYRIGHT.

Developments in Copyright Law Still Interest Talking Machine Trade—Imperial Court of Law Invites Trade Representatives to Attend Conferences—To Pattern After American Law—Special Meeting of Talking Machine Trade Held and Resolution Adopted.

(Special to The Talking Machine World.)

Berlin, Germany, Nov. 3, 1909.

The development of the law dealing with copyright still occupies a prominent position in general interest. The situation at the time of writing is as follows: A year ago an international convention was held in Berlin which recognized in principle that music-rolls, discs and records should be liable to the payment of royalty. In view of the fact that these decisions are chiefly to be attributed to the recommendations put forward by the German Government, the latter is morally obliged to bring the German laws as quickly as possible in accord with the principles laid down at this convention. The Imperial Court of Law is therefore now engaged in working out a new German copyright law and has invited leading representatives of the automatic musical instrument industry to attend the deliberations. An agreement has been arrived at between the Government and the representatives of the trade that under no circumstances should a monopoly of any composition by a certain firm or firms be permissible. To bring about the desired results in this direction, the Government has recommended that the law should give the composer the right to decide in each case whether he will grant any firm permission to make use of his composition for the purpose of mechanical repetition, or whether he will forbid such reproduction altogether. However, should he once have accorded this permission to any firm, all other firms should have the right to also make use of the said composition "upon payment of a reasonable license." In actual practice this last clause will probably lead to impossible conditions, because such an elastic idea as "reasonable license" renders it possible for a composer to demand such a high fee that the first firm would really hold the monopoly; it would only be necessary for the composer to maintain that the records are so inferior in quality that he could regard only an exceptionally high amount as a reasonable recompense. The most convenient solution of this difficult question would doubtless be the fixing of a definite sum as license, as is done in America. However, in this country it is regarded by the majority as contrary to the constitution that a certain sum of money should be fixed by law for the transfer of such rights to a third party. At all events the measure proposed by the Government has met with the keenest opposition on the part of the trade.

The fear that the Government's proposition might be accepted was so great that a special meeting of the talking machine trade was held in Berlin and was very well attended. The protest of those present at this meeting was recorded in the following resolution:

"The Congress of the Talking Machine Trade, attended by manufacturers, wholesale and retail dealers, and others engaged in this branch, wishes

to express to the Government its firm expectation that in the law now in preparation dealing with the extension of copyright to mechanical instruments and their accessories, the interests of the industry and trade will be sufficiently cared for. The congress declares that all decisions are ruinous and consequently untenable, which leave the trade and industry at the mercy of the owners of copyright and their legal successors, or which force the trade into innumerable legal actions, also such decisions which render any form of monopoly possible. For this reason the congress most urgently petitions the Government to bring about conditions by means of the new law, which are firm, clear, above the arbitrary actions of individuals, and conducive to the development of the industry and trade."

It was also decided to establish an office in Berlin, to which suggestions or wishes may be addressed and which will then bring such suggestions and wishes to the notice of the Government in suitable form.

In order to prevent the delivery of goods to unauthorized dealers, the congress passed the following resolution:

"The congress declares that an effective fight against the practice of cutting prices can only be maintained if the following conditions of sale are strictly adhered to by all manufacturers and wholesale dealers.

"1. Delivery is only to be made against signature of an undertaking to adhere to the selling prices.

"2. First orders are only to be executed at dealers' prices, providing sufficiently large orders are placed, unless the party placing such order is known to be a dealer, or can prove his bona fides as such.

"3. The so-called 'giving away business' and mail order business with spurious advertising must be combated in every way possible."

Finally this resolution was passed:

"The congress of the talking-machine trade most strongly condemns the illegal copying of discs and records, considering the same a severe violation of the good customs and comparable only to theft. It regrets that under the present legal conditions the parties guilty of such copying cannot be brought to book, and expresses its firm expectation that the Imperial Government, in accordance with the definite promises it has made, will without loss of time recommend to the bodies formulating the laws heavy penalties for offenses of this nature.

"The position is the same as in the case of illegal drawing of electric current, for which a penalty was fixed by special law, after it was realized that such action was tantamount to theft, but was beyond the reach of the laws already in force."

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., Nov. 9, 1909.

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

OCTOBER 14.

Berlin, 40 pkgs., \$1,080; Buenos Ayres, 226 pkgs., \$7,315; Callao, 9 pkgs. \$1,000; Corinto, 6 pkgs., \$398; Demerara, 9 pkgs., \$376; Havana, 7 pkgs., \$437; Havre, 114 pkgs. \$1,191; Iquitos, 2 pkgs., \$134; Leicester, 30 pkgs., \$195; Limon, 8 pkgs., \$503; Liverpool, 10 pkgs., \$315; London, 6 pkgs., \$319; 170 pkgs., \$4,200; Melbourne, 466 pkgs., \$7,659; Port au Prince, 7 pkgs., \$166; Puerto, 2 pkgs., \$166; Rio de Janeiro, 29 pkgs., \$1,001; Savanilla, 13 pkgs., \$445; Trinidad, 4 pkgs., \$159; Vera Cruz, 61 pkgs., \$1,053.

OCTOBER 21.

Belize, 10 pkgs., \$687; Berlin, 2 pkgs., \$100; Colon, 7 pkgs. \$251; Guayaquil, 5 pkgs., \$200; Hamburg, 26 pkgs., \$241; Havana, 31 pkgs., \$420; 35 pkgs., \$542; Klein, 16 pkgs., \$2,500; London, 18 pkgs., \$1,918; 248 pkgs., \$5,639; Manila, 29 pkgs., \$1,901; Santos, 9 pkgs., \$552; Tampico, 3 pkgs., \$1,785; Vera Cruz, 316 pkgs., \$6,511; Yokohama, 14 pkgs., \$928.

OCTOBER 28.

Belfast, 15 pkgs., \$113; Berlin, 24 pkgs., \$639; Brussels, 32 pkgs., \$185; Colon, 12 pkgs., \$146; Demerara, 6 pkgs., \$324; Havana, 5 pkgs., \$415; Havre, 6 pkgs., \$270; La Guaira, 7 pkgs., \$363; London, 235 pkgs., \$5,955; 3 pkgs., \$711; Milan, 2 pkgs., \$200; Para, 8 pkgs., \$545; Puerto Barrios, 9 pkgs., \$487; Rio de Janeiro, 3 pkgs., \$444; Savanilla, 9 pkgs., \$396; Sydney, 20 pkgs., \$173; Tampico, 4 pkgs., \$174; 258 pkgs., \$6,631; Valparaiso, 8 pkgs., \$490; Vera Cruz, 284 pkgs., \$3,124.

NOVEMBER 3.

Algoa Bay, 45 pkgs., \$2,251; Belfast, 1,070 pkgs., \$13,106; Berlin, 42 pkgs., \$701; Buenos Ayres, 59 pkgs., \$2,493; 13 pkgs., \$537; 198 pkgs., \$10,745; Calcutta, 26 pkgs., \$1,135; Callao, 1 pkg., \$127; Cardiff, 25 pkgs., \$162; Genoa, 5 pkgs., \$500; Hamburg, 2 pkgs., \$110; 8 pkgs., \$220; Havana, 9 pkgs., \$253; 16 pkgs., \$385; Havre, 5 pkgs., \$191; Jamaica, 2 pkgs., \$147; Liverpool, 32 pkgs., \$208; London, 701 pkgs., \$8,147; 4 pkgs., \$600; 2 pkgs., \$122; Matanzas, 5 pkgs., \$179; Rio de Janeiro, 5 pkgs., \$223; Rotterdam, 4 pkgs., \$1,600; Stockholm, 15 pkgs., \$731; Tampico, 43 pkgs., \$1,901; Valparaiso, 11 pkgs., \$450; 16 pkgs., \$969; Vera Cruz, 148 pkgs., \$3,723; 157 pkgs., \$4,135.

NOVEMBER 10.

Belize, 6 pkgs., \$86; Berlin, 23 pkgs., \$515; Callao, 2 pkgs., \$50; Havana, 46 pkgs., \$1,765; 10 pkgs., \$397; Hong Kong, 33 pkgs., \$1,580; Liverpool, 53 pkgs., \$490; London, 23 pkgs., \$2,800; 964 pkgs., \$17,505; Manila, 23 pkgs., \$2,597; Newcastle, 24 pkgs., \$156; Para, 7 pkgs., \$455; Pernambuco, 7 pkgs., \$646; Rio de Janeiro, 50 pkgs., \$2,246; Singapore, 7 pkgs., \$183; Southampton, 1 pkg., \$2,555; Sydney, 451 pkgs., \$12,316; Tampico, 3 pkgs., \$1,017; Vera Cruz, 321 pkgs., \$11,472.



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A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers.

The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

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

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THE SOUTHERN CALIFORNIA TRADE.

Active Preparations for Holiday Business—B. Kennedy Buys Out Fiske & Co.—J. B. Brown Music Co. Now in Handsome New Quarters—Sherman, Clay & Co. Receiving Big Shipments—Dr. Cook Records Sell Well—Southern California Music Co. Remodel Department—Some Recent Visitors—Holmes Music Co. Improvements—Chinese Dealer in Larger Store—Good Report from Santa Barbara.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 1, 1909.

Trade circles in southern California have seen a number of changes in the past thirty days. Many preparations for the holidays are noticeable, and prospects for a big business increase daily. In Los Angeles a notable change has just been announced by Fiske & Co., who have sold their entire business to B. Kennedy, who will continue to operate the store, with no apparent change, at least for the present. The name of Fiske & Co. has been closely connected with the Edison business for a number of years, that firm having been the city's pioneer house. Wm. Fiske is one of the best-known Edison men on the coast, and it is regretted much that he is leaving the trade.

The J. B. Brown Music Co. have moved two doors north of their old location on Broadway, and by this time are entertaining their old customers in their handsome new salesrooms. Much more space has been added to the talking machine department, and a large show window is to be devoted entirely to this section of their establishment. They have made their first appearance with a splendid Victor window which has attracted much attention.

Sherman Clay & Co. are receiving their holiday shipments in carloads. Their warerooms are filled with more Victor goods than they have had heretofore at any time. Manager Charles Ruggles has returned from a trip to San Francisco, where he attended the Portola festivities which took place in that city last month. The new Victor and Victrola cabinets have been received in samples and the regular shipments of the same are expected daily.

The Dr. Cook record has been a chief topic among Victor dealers, and a big demand for the same has been witnessed as a result of some clever advertising on the part of the dealers. Several of the leading dealers are using Victor ready-made displays in their show windows, and are to be complimented on the artistic effects they have derived from them.

The Southern California Music Co. have been the scene of much activity, having remodeled the wholesale Edison department so as to afford better facilities in handling their trade. The entire basement of their building is now devoted to Edison goods and large shipments for the same are arriving.

The announcement of the new "Amberols" is of great interest, and the trade is anxiously waiting its arrival.

John H. Gill, representative of the National Phonograph Co., has visited this section as well as Arizona and New Mexico. He has good reports from all parts and is much pleased with future prospects. Many good results have come from a trip among dealers by W. J. Reynard, who has been with the company for several years.

Since his return Mr. Reynard has undergone an operation which has kept him out of the trade for a short time. The Edison business phonograph has made a strong gain in the commercial department. Edwin B. Bostwick has visited this section and finds Los Angeles has a high station in sales records for the past month. A window display, consisting of an operating office using the business phonograph, was a great attraction in one of the Broadway windows last month and resulted in several goodly sales of commercial outfits.

The Fitzgerald Music Co. have had the local management for Sousa and his band and have taken advantage of the many opportunities presented to advertise the Victor in connection with the band. Much attention has been drawn to their talking machine department by this means and also an exclusive Sousa show window.

The Geo. J. Birkel Music Co. have made a special of the Dr. Cook records, having featured the same in their newspaper advertisements. The Victor record by Frederick Gunster has also been an important item with them lately, owing to the fact that Mr. Gunster is a Los Angelean and a former customer of the Birkel Co.'s Victor department.

The Holmes Music Co. have added several features to their department, such as a ventilation system and a cash-carrier system. They have also advertised the Victor records of Ellen Beach Yaw with good results.

Geo. W. Lyle, of the Columbia Phonograph Co., has been a visitor in this city, together with W. L. Gray, coast manager for the same concern. Their views of trade possibilities are pleasant and the business of the company's local branch, under the management of Wm. F. Stidham, is in fair shape.

Max Landay, general manager of the Talking Machine Supply Co., New York, visited this city as well as others along the route of his trip. He has been meeting some very prosperous dealers along his route, particularly on the Pacific coast, where he has done a splendid business.

Sing Chung, the talking machine dealer of the local Chinatown, has just placed a large order for Columbia double discs, of which he carries a complete catalog. He has lately moved to his present store at 344 Apablaza street, where he has devoted double space to his talking machine business. Chung's store is a very interesting point to visitors in Chinatown, most of whom are not aware of the fact that the Chinese are talker enthusiasts. On the street approaching his store one is first greeted by the sound of an Oriental air played with all the reality imaginable, which, until you learn it is coming through a horn, is taken for the real thing. His store is systematically arranged and conducted on up-to-date plans.

From San Diego comes news of good trade for the past month and better prospects for the fall than ever before. The Wiley B. Allen Co. are in receipt of a large shipment of Victor goods, including several Victrolas.

The Southern California Music Co. have enlarged their talking machine department to double its former size, giving it in all eight large salesrooms and 75 feet of record racks. Edward Borgum, who was in charge of the department and who superintended operations during alterations, has resigned his position to take the management of Eiler's talking machine department. On his way north he will stop at

Los Angeles and San Francisco to see his trade mates in those cities.

Santa Barbara is livening up some in the last days of the month of October. The Brown Music Co. have made a handsome Victor display with a Victor ready-made outfit which was received some time ago. Burson & Buena have been unfortunate lately, having had an accident at their factory which damaged several costly discs. New ones are being made, and they expect to send shipments of their new brake to the trade before long.

Julian Johnson, music and drama critic of the Los Angeles Times, has gained much admiration among the dealers of southern California as a result of his criticisms given through the columns of his paper in regard to new issues of talking machine records. Talking machine owners watch them with as great interest as though they were of some performer before the local audiences.

Another noticeable good bit of advertising in favor of the talking machine is that which results in the use of a Victor Auxetophone by the Balfour-La Bonte-MacDonald Trio in a series of recitals given in important cities of the southwestern States from Texas to California. The successful use of the Auxetophone by these musicians has served as an excellent demonstration of the higher class musical entertainment possible through the Victor.

The Southern California Music Co. are using a large new auto truck for delivery of goods from the wholesale department.

DEATH OF D. C. McEWEN.

One of the Earliest Men to Become Connected with the Development of the Talking Machine in This Country.

Daniel Church McEwen, whose death occurred at his home in Brooklyn, N. Y., on November 1 of pneumonia, at the ripe age of 66 years, was one of the earliest men to become interested in the development of the talking machine in this country, in connection with the graphophone of the Columbia Phonograph Co. He was a life-time friend of the late Andrew Devine, senior vice-president of the American Graphophone Co. at the time of his death on May 4 of this year.

Mr. Devine, it will be recalled, acquired the Bell and Tainter patent, the basic invention of the present talking machine, and shortly afterward Mr. McEwen became interested, in association with Frederick J. Warburton, E. V. Murphy, dean of the United States Senate stenographic corps; Edward D. Easton, president of the Columbia Phonograph Co., General; Roland F. Cromelin, deceased, brother of Paul H. Cromelin, vice-president of the Columbia Co., and others. Mr. McEwen was a director of the American Graphophone Co. for many years, taking an active interest in its affairs until his retirement about two years ago. He was one of the heaviest stockholders in the company at the time of his death.

At one time he was private secretary to the Hon. William H. Seward, when Secretary of State during the administration of President Lincoln, being an expert stenographer. Afterward Mr. McEwen was in the editorial department of the New York Tribune two years, while

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Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

John Russell Young was the managing editor. His intention had been to become a lawyer and he studied law at the Columbia law school and was later admitted to the bar. But in 1869 he was appointed official stenographer of the New York Supreme Court, second judicial district, and in the interests of efficiency to the courts and the economy of the State, he had full charge of the Supreme Court official reporting in nine counties, employing his own assistants. This position he held for thirty-five years, when he retired from active business, and has since devoted himself to family and social life. He was a member of the Montauk and Crescent Athletic Clubs, the Thousand Island Yacht Club and the Thousand Island Golf Club.

GOOD BUSINESS IN BALTIMORE.

October Proves Banner Month and November Opens Up with a Rush—New Columbia Co. Manager Active—Sanders & Stayman's Good Report—Other Dealers Pleased with Situation Thus Far This Fall.

(Special to The Talking Machine World.)
Baltimore, Md., Nov. 9, 1909.

October was the banner month for the talking machine dealers in this city and November has started in with a rush. In fact, during the past week, according to statements made by dealers, there has been more business done wholesale and retail than has been experienced here at any one period for many months past. This is not regarded by the dealers as the advance of the Christmas trade, for they express the opinion that December will break all records. Among those who are having a great sale of the various lines of talking machine goods are the department stores of the city who have set aside separate departments for this line of business.

One of the busiest men of the past week has been Morris Silverstein, the new and genial manager of the local office of the Columbia Phonograph Co. He is thoroughly convinced by his short experience here that Baltimore is an excellent field for his line of business for he has been kept on the go ever since he arrived Monday a week ago. Mr. Silverstein was transferred from the Louisville office of the firm, where he had been in the capacity of manager for several years, to succeed M. E. Lyle, who has been transferred to the executive office of the company in New York. Among the things that Mr. Silverstein brought with him from Louisville is a newspaper clipping from one of the dailies of that town which contained a glowing account of the farewell dinner given to him at the Hotel Seelbach by his many friends of that city.

Manager Silverstein has made a number of changes about the local establishment which

causes one to imagine that he is entering an entirely new store. It is being freshly papered and the windows have been arranged entirely different than before so that the displays are shown to a better advantage. The local store has had a great demand for literature and many inquiries about the new De Luxe and Regent Grafonolas, which indicate, according to Mr. Silverstein that these latest productions of the Columbia Co. are going to prove good sellers and have a good run in this city.

Manager Albert Bowden, of the talking machine department of Sanders & Stayman, reports that business for October has been far above the average and that there is every indication of a record-breaking Christmas trade. The high-priced Victors and Columbias, both of which are handled by Sanders & Stayman, have been in the greatest demand and several good sales have been made. The request for the "Red Seal" records have also been heavy.

E. F. Droop & Sons Co., headquarters for Victor and Edison machines, have also had a good business with these two lines, while the records have been in the usual healthy demand. Similar encouraging reports concerning the Victors are made by Cohan & Hughes, H. R. Eisenbrandt Sons and Isaac Benesch & Sons.

MAKING A GOOD RECORD.

Manager Semels, of the Talking Machine Department of Ludwig Baumann & Co., Building Up an Excellent Business with Victors and Edisons.

S. Semels, well known for the past ten years in the talking machine and musical instrument trade, has been appointed manager of the talking machine department of Ludwig Baumann & Co., 8th avenue and 35th street, New York, where a full line of Victor talking machines and Edison



S. SEMELS.

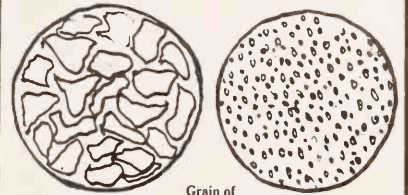
phonographs, records and supplies as well as musical instruments, are carried. Mr. Semels reports that he has more than trebled the business of 1908; in fact the volume of trade transacted is far ahead of any period on record in this department. He predicts that the business for the holidays will be of large proportions and excel that transacted in any previous year. Mr. Semels is a gentleman who believes that the best results are secured by hard work.

DINNEEN TO OPEN STORE.

William Dinneen will shortly open a new store in Geneva, Neb., for the sale of pianos, organs, small goods, sheet music, sewing machines, etc., under the title of the Dinneen Music Co. W. P. McCall will handle a complete line of talking machines in the same store.

The Oesstereich department store, Milwaukee, Wis., have installed a talking machine department, handling the Columbia Co. line.

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

THE MULTINOLA IN NEW YORK.

An Automatic Continuous Multiple Phonograph the Invention of Dr. Geo. S. Iddings, of Cleveland, Wins a High Degree of Favor in the Metropolis—A Marvel of Construction and Effectiveness—Tone Results Most Satisfactory—A Remarkable Instrument.

An "automatic continuous multiple phonograph," of which two views are herewith presented, has been exhibited for the past few weeks at the Hoffman House, New York, by Dr. George S. Iddings, the inventor, of Cleveland, O. It has been shown a large number of people—musicians, record experts, newspaper men and the general public—and the demonstrations conducted by the doctor have resulted in the highest praise for its marvelous reproduction of sound, particularly its fine quality—mellowness and softness of tone, yet loud and brilliant, and with the entire elimination of "blast" and mechanical harshness.

In point of construction it is a beautiful piece of work, being encased in a cabinet $4\frac{1}{2}$ feet high by 2 feet broad. The cuts depict the machine with the glass doors, giving one a clear idea of the record carrier, operated by an endless chain, and the details of the controlling mechanism on top. The other illustration presents a closed and covered cabinet with Dr. Iddings alongside his invention. The utility of slot machines has heretofore been confined to public places, amusement halls, etc., but the entertainment furnished compares poorly with the ordinary talking machine. On the other hand, the Iddings "automatic continuous multiple phonograph" has splendid reproductive powers, and therefore is adapted for the home as well as for the purposes mentioned.

Aside from the number of mechanical improvements introduced in the construction of his machine by the doctor, the essential or capital improvement is in the "speaker." The mechanism of the reproducer differs to a certain extent from those familiar to the trade in the "limiting" and the "float," which are covered by special patents already allowed, it is said, in the face of a severe interference fight in the Patent Office. A "shutter" on the reproducer cap eliminates the "blast" and softens the tone, and which may be regulated at will. The diaphragm of the sound box is of corrugated metal, and a ball or button sapphire point, as may be desired, is used. As experts know, a volume could be written as to which gave the best satisfaction, the ball or button point, and the choice is therefore left to the choice or preference of the individual, for there is room for a vast yet honest difference of opinion regarding the two. The amplifying horn is attached to a straightaway tone arm, with only a couple of turned elbows, that materially aid in the clear conveyance of the sound, and which is also claimed to be modified and improved.

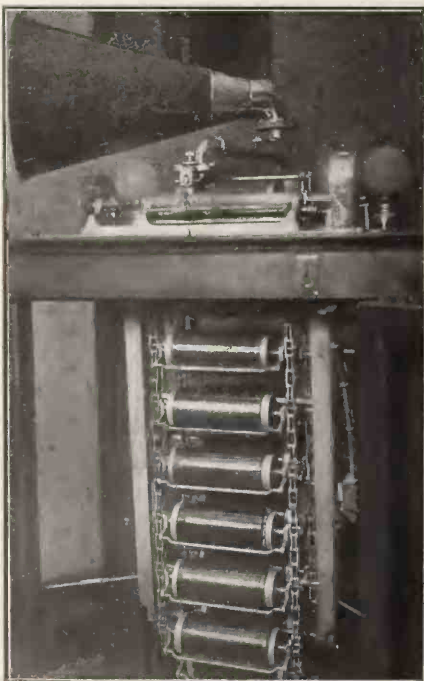
The mechanical parts of the machine differ materially from those employed on the ordinary slot machine. A drop mandrel, on two endless revolving chains, is controlled by a series of cams and springs. Two governors on the machine bed plate drop the mandrel and wind the springs, which are placed in the rear of the record carrier. The record carrier, as may be noticed in the cut, working on twin endless chains, conveys the record, presenting each in turn as its predecessors finish playing. By means of a dial, on top, and seen to the right in front of the small electric bulb, regulated by a small crank on the side, any particular record may be selected by number and played; or it may be repeated indefinitely by touching a button. When running regularly, as each record is completed it drops from under the reproducer, descending and taking its place in the carrier, another coming up and presenting itself automatically, with only an interval of about 20 seconds. The records are easily removed or inserted without stopping the machine or interfering the slightest with its operation in any way. The present machine is built to accommodate sixteen records, but by lengthening the carrier a much larger number can be provided for.



SHOWING MULTINOLA CABINET READY FOR OPERATION. THE INVENTOR, DR. IDDINGS, IS SHOWN SIDE OF CABINET.

An electric current from an ordinary light will operate the Iddings "automatic continuous multiple record phonograph," or by means of springs, the mechanism being started by the regular slot appliance and a coin. Doctor Iddings is emphatic that he can read his patent title clear, as he says forty-one claims on his invention have been allowed by the Patent Office.

Of course, the ridiculous statement of the daily newspaper writers that this machine "will revolutionize the talking machine business" is sheer nonsense. That is the way they describe everything the least out of the common run of things. It is certain, however, an improvement is presented for the consideration of those whom it may concern that is worth attention, inspection and consideration. A private demonstration for the benefit and enlightenment of representatives of the New York daily newspapers and talking machine men is scheduled to be given by Dr. Iddings at the Hoffman House November 16, with the usual social courtesies and accompaniments.



PHOTOGRAPH OF MULTINOLA SHOWING ARRANGEMENT OF RECORDS.

VICTOR CO.'S GREAT TRADE.

October Business Showed an Increase of 100 Per Cent, as Compared with the Same Month Last Year, While November Is Making a Still Better Record—Difficulty in Filling Orders Owing to Delay in Completing New Cabinet Factory.

Business with the Victor Talking Machine Co., Camden, N. J., has now not only reached the very best records of past years, but is rapidly far exceeding them. It is clear now that Louis F. Geissler, general manager of the Victor Talking Machine Co., must take rank as a true prophet for the predictions he made in 1907, when the hard times struck us—that we had entered into a panic of about two years' duration; that the summer of the second year therein would show a healthy return to prosperity to the extent probably of 33 $\frac{1}{3}$ or 50 per cent.; that the second fall would show us back to a prosperous condition again—have been more than fulfilled.

September of this year was the largest September in point of sales in the Western Hemisphere that this company has ever had, and we understand that had not Europe been slightly behind it would have been the largest September in the business history of this company the world over.

October business with the Victor Co. is 100 per cent. ahead of the same month of last year, and while not up to date the best October with this company it is certainly a record to be proud of.

On inquiry we find that so far in November the Victor orders are coming in with such rapidity and in such volume that they are actually far beyond the capacity of the plant. In this connection General Manager Geissler said to The World:

"There will be a dearth of Victor goods during December, January and February. Unfortunately for us, our new cabinet factory is almost three months behind in delivery of the date that it was promised to us. The contractors are paying us \$100 per day for this deficiency. Had this cabinet factory been completed on June 29, as promised us, it would have, in all probability, meant the sale and delivery of several million dollars' worth more Victors.

ADVERTISING THAT CATCHES THE EYE.

It is generally believed that good advertising should be attractive, at least to the extent of drawing the reader's attention to same. On page 37 of this issue an advertisement of the Blackman Talking Machine Co., headed "How do you order dinner?" is perhaps a good illustration.

To some in the trade who are inclined to look on the humorous side of life they would immediately reply that this question could best be answered after knowing who is to pay for the dinner. It would probably be better, however, to read more than the headline of the above advertisement.

WHY THE CONDOR NEEDLES SELL.

Jos. Zimmermann, of Aachen, Germany, has long made a specialty of all kinds of needles, particularly those for talking machines, and the Condor needles which he manufactures have won a splendid reputation in talking machine circles throughout the world for their fine quality. It is maintained by Mr. Zimmermann that a needle must not only be satisfactory exteriorly, but it must be of uniform quality throughout, otherwise when the friction causes the polishing to be taken off its interior grain digs into the record and breaks the fine walls, thus damaging the disc irreparably. Dealers in the United States should make it a point to investigate the Condor needles as well as the special claims made for them.

All the property of the United Phonograph Co., Wilmington, Del., has been disposed of at private sale by the assignee.

NEW RECORDS BY CARUSO.

The Great Operatic Tenor Makes a Further Contribution to the Valuable List Now Put Out by the Victor Talking Machine Co.—Other Valuable Records Recently Made by Leading Operatic Artists.

Sig. Enrico Caruso, the great operatic tenor, has been a visitor at the Victor laboratory in Camden, N. J., during the past week, and, as a result, has made for the Victor Co. some of the most magnificent records that they have ever had of his voice. To have secured him before the advent of the operatic season, when his voice is fresh and rested, insures the Victor hearers the very best that there is in him. The selections that he has made for the Victor Co. this year are very desirable and are bound to have an enormous sale.

Sig. Caruso expressed himself as keenly delighted with the results obtained from the Victor Co.'s laboratory workers in the recording of his voice, and complimented all those present on the tremendous advance made in the quality of the records generally and the perfection of results attained all round.

The Victor Co. have recently had a number of important records made by Miss Farrar, Mme. Homer, Sig. Scotti, Mme. Schumann-Heink and Mme. Sembrich, which will be listed at an early date. They will be eagerly awaited by the trade and will mark a new era of activity in the sales for the distributor and dealer.

The piano, organ, phonograph and musical merchandise store of the O. F. Kauffman estate, 48 North Eighth street, Reading, Pa., has been taken over by E. A. Gicker and Elmer L. Henne, enterprising young men who were in the employ of the former owners for years. Besides an extensive line of pianos and small goods, a complete stock of Edison phonographs and records are carried.

IMPORTANT AUSTRIAN DECISION.

The Supreme Court of Austria Again Passes on Copyright Question and Decides in Favor of Disc Manufacturers.

The Supreme Court of Austria has given the following decision regarding "Gramophones and the Copyright Law," which settles the repeated suits regarding the infringement upon copyright by gramophones. A talking machine manufacturer was sued because he manufactured discs with parts of music and songs from light operas, for which the complainant had acquired the copyright from the composer and author of the libretto, as well as the exclusive right of reproduction and commercial distribution. While the Court of First Instance found for the complainant, the Court of Appeals and the Supreme Court dismissed the complaint. Among the grounds given was: That the freedom to reproduce copyrighted music mechanically enacted in the copyright law applies to gramophones, which is declared to be a mechanical reproduction of the music recorded. The disc of the gramophone is not the actual instrument of reproduction, as it is not readable, and technically has no separate existence; but with the gramophone it forms a unity. The latter is, without doubt, an instrument for mechanical reproduction of musical works, and this reproduction creates a desire to attend a real performance; it makes the composition popular, therefore is useful to the composer and to the author of the words, and as far as the latter is concerned, the gramophone does not make books containing the libretto any more unnecessary than the real performance.

When Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, was seen by The World regarding the foregoing decision he said:

"This last decision of the Austrian Supreme Court involving the copyright question in its

relation to mechanical reproduction settles the question definitely in Austria unless a new law is passed. You will recall that Austria is not a member of the Berne Union. Under the present Austrian law freedom to reproduce copyrighted music on mechanical devices is expressly permitted. Notwithstanding this, numerous suits have arisen involving the alleged rights and composers, and heretofore the final decisions have always been in favor of the makers of mechanical devices. In this last suit the Supreme Court was called on to consider whether the talking machine was a mechanical device within the meaning of the law and whether the use of the words constituted infringement. The decision is a sweeping victory for the manufacturers."

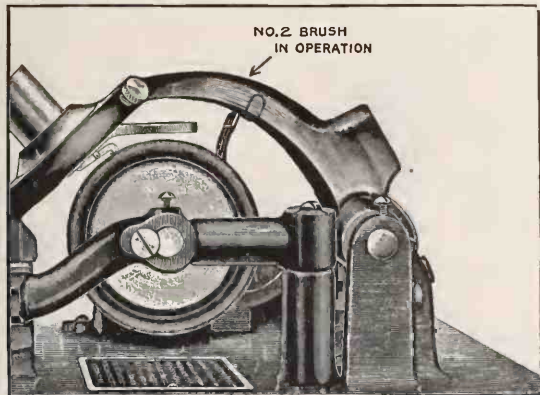
LEEDS & CATLIN CO. AFFAIRS.

Wm. Allen, referee in bankruptcy, before whom the bankruptcy proceedings of the Leeds & Catlin Co., New York, are now pending, stated to The World recently that the affairs of the defunct firm were in a very unsatisfactory condition, and the present outlook was that the creditors would realize very little. The transference of the company's property from Middletown, Conn., to the jurisdiction of the District Court of the United States, New York, was still pending, but that ultimately it would be accomplished.

A prominent and popular artist, whose name is known throughout the country as a maker of fast selling records, in chatting with The World recently said: "There are some new things in the way of sound reproduction that will soon be coming along which will revolutionize present methods. I have assisted in making some records that will be a revelation when placed on sale in commercial quantities. As yet the work is confined to the laboratory, but the time is short when the trade will have the finished goods to judge for themselves."

SAVE THE LIFE OF YOUR RECORDS
 BY USING **THE PLACE AUTOMATIC RECORD BRUSH**
 FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906 and September 10, 1907.



NO. 2 BRUSH IN OPERATION



No. 1



No. 2



No. 3

PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

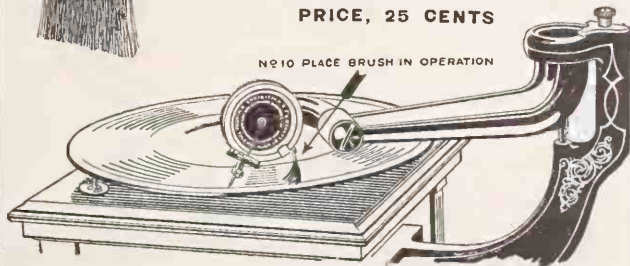
Removes lint and dust from record automatically. Saves Sapphite from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 Its Triumph No. 2 Standard and Home No. 3 Gem and Fireside



THE PLACE No. 10

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



NO. 10 PLACE BRUSH IN OPERATION

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.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN President

"The White Blackman"

CONDITIONS AS VIEWED BY A JOBBER.

J. N. Blackman Relates, in Interesting Manner, His Experiences While Calling on Dealers in Territory Adjacent to New York—Why Some Dealers Suffer from "Poor Business"—Lack of Ginger the Chief Cause Together with Carelessness in Keeping Stock—Remarks Worth Digesting.

At the request of a World representative, J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, and vice-president of the National Association of Talking Machine Jobbers, explained conditions as he found them recently, when calling on a number of talking machine dealers, as follows:

"In preparing for the fall and winter campaign I decided it would be well for me to personally call on a number of dealers in different territories to determine, if possible, existing conditions and how they might be improved among our dealers. Generally speaking, I found that dealers conceded a steady though slow improvement in business, but they lacked enthusiasm, as is usually the case during dull times.

"It is remarkable how we can make use of the spare time we appear to have during dull times if we would only look into every feature of our business, and by placing ourselves in the position of a customer, endeavor to find out where improvements could be introduced.

"Poor business is usually excused by bad business conditions, but it is surprising to what extent we can either contribute toward these conditions or remove them by improved methods and better representation.

"I called on a dealer in a good-sized town where he practically had the field to himself at the present time on both the Edison and Victor line, for his only competitor carried very little stock and only handled one of the above lines. That this dealer had been successful in the past cannot be denied, but he was carried along by the momentum of prosperity, whereas recent business conditions had caused him to neglect his talking machine business, which was simply one of his departments. He had a good stock of records and a fair stock of machines, but through lack of a proper system of racking his records, I found them lying around on counters, on the floor in boxes, and a general state showing a lack of order. He explained this condition by stating he had no more room to give to the talking machine business and did not feel encouraged to keep putting in more stock without proper racking facilities.

"The talking machine department was located in a portion of the store where furniture, carpets and general household goods were carried, and I asked the dealer to place himself in the position of a prospective phonograph customer or record buyer. I asked him whether the customer for the house furnishing goods would not be in the way and interfere with one for phonograph goods; in fact, questioned him as to whether the customer would not be impressed unfavorably with his lack of facilities for accommodating talking machine customers.

"We had one of those 'heart to heart' talks, wherein I convinced the dealer that he should provide better accommodations for talking machine customers, if he hoped to increase his business and hold what trade he had. The result was that between us we figured where we could actually accomplish the desired results with less space than he was using at the present time, by consolidating his records and yet retaining the good features of the tray and label system which he used. We figured out a corner of the store where he agreed to build a display booth, into which customers could be ushered and feel at home. This dealer, I feel, now realizes that there is ample opportunity in his town for a much larger business, and that his prosperity will be regulated very largely by his own methods.

"Another dealer met me with the usual complaint that business had been very poor, and whereas the customers used to come in often and

buy records, they now seldom appeared. This seemed strange to me at first, as I quickly observed his stock of Edison records totaled not less than 1,000 and his Victor stock in number was quite imposing. As he did not seem to volunteer any reason for the change of patronage I began to investigate and found while this man had no opposition in town and had considerable invested in Edison goods, he had not yet put a combination attachment in stock, an Amberol record, or even any of the new monthly records for several months.

"Is it any wonder that his customers were going elsewhere when he did not apparently show his confidence in new goods by having them to display to prospective buyers? In the past he used to mail a list of monthly supplements to a list of customers each month, but he had discontinued that some time ago, relying on the fact that customers should know new records were issued each month, and if they wanted any should come in. He did not seem to realize the importance of letting the customer know what the new records were, and more important, that by failing to bring customers into the store for new records he was very largely removing his chances of selling regular stock records.

"I must give this dealer credit, however, for agreeing that he really could not expect much patronage under the conditions as they existed with him, so he finally stated that perhaps he would sell out. I promptly stated this was the proper thing to do, unless he proposed to advertise among his townspeople the fact that he was in the business and would keep them posted, and be prepared to display up-to-date goods.

"The peculiar part of his selling out is that in this case, like in others, my offer to try and find a customer, if he would not be a little more up-to-date, made him question whether he did want to sell out after all, and he finally decided that the business was really better than might be expected, and that the real trouble was his

lack of facilities, which we then arranged to improve.

"I approached another dealer who did not know me personally and appeared in his store as a prospective customer. My request for a catalog, after some delay, brought the response that he did not seem to have any on hand. An inquiry for the latest record list was the same. He finally produced a supplement list of Victor records three or four months old, and I asked to hear a certain record. I watched his face to see if he received this request kindly, and noticed he gave evidence of nervousness. Mr. Dealer, however, reached over to a shelf, after my telling him this particular record was a band piece, and proceeded to shuffle the records somewhat in the manner that cards are dealt. After consuming about ten minutes of time he was not sure, but he did not appear to have that record in stock; however, if I wanted to order one he could get it for me in a day or two.

"To avoid a repetition I asked for a record which I had noticed was in the pile, which, however, he was not aware of until he had repeated the shuffling act. Mr. Dealer then produced a dust rag and proceeded to make the record look like new. Having noticed this, I told him I was in the habit of buying new records, whereas his seemed to be second-hand and looked shop-worn.

"The record was not played for me, as I then told him my time was limited and that I would have to come in again. He did not urge me to stay and hear some records he had in stock and thought I might like, but his manner was entirely indifferent and impressed me that it really made little difference whether I bought anything or not.

"How many cases of this kind could we find among both Edison and Victor dealers, and how easy it is to reason how such a dealer will never make a success of the business.

"In this same town there was a dealer who carried a good stock of Victor goods and could immediately respond to any inquiry. His stock

Wurlitzer

53 YEARS LEADERS IN MUSIC



THE HOLIDAY SEASON finds us with every facility for taking care of your orders on Victor Talking Machines, Edison Phonographs, Regina Music Boxes and talking machine supplies of every description.

Now, when every minute counts, is a good time to get acquainted with the Wurlitzer Hurry-Up Service that gets your order out on time—every time.

Send us your RUSH ORDERS!

The Rudolph Wurlitzer Co.

VICTOR, EDISON AND REGINA JOBBERS

Cincinnati

Chicago

Two points of supply; order from the nearer.

was kept in envelopes, and if they had been in stock for some time you could not determine it, as in the former case, by the appearance. He carried his records by number, and if he did not have one in stock that I ordered he was ready to offer some similar selection, which at his invitation I would probably hear and perhaps buy. This up-to-date dealer sends the record supplements each month, whereas the other dealer did not. He kept in stock a good supply of the latest catalogs, and when he was favored by having a prospective customer enter his store he showed him he wanted his business by giving him every attention.

"Now, both these dealers sold Victor records; the first man's stock was dusty and he did not seem to care whether you wanted to buy. The other man was up-to-date; he wanted your business; showed it by his manner, and, by the way, also had a neat booth in which to play the records.

"The records in both stores are sold at the same price, but in one store you get what you want. Can it be that anybody would question why the up-to-date dealer in this town was doing the business and the other man was always finding fault.

"Edison phonographs and Victor talking machines, records and supplies are sold at the same price by the small dealer as well as by the large one, by the dealer who encourages patronage as well as the one who does not. Competition is purely a matter of service and in letting people know where you are and what you have to offer them. How important it is, therefore, for every dealer to use the most up-to-date methods, to encourage patronage, for he must admit that at the same price he would patronize the dealer who offered the best accommodations.

"The factories depend on their jobbers and dealers to handle the business. Jobbers are supposed to carry a satisfactory stock to enable them to make prompt shipments, as well as be equipped in all departments to help the dealer thoroughly understand all branches of the business. The dealer is expected to be properly equipped by stock and methods to make a sale to the prospective customer.

"Territories are being reasonably restricted, in accordance with the representation put forth, by Edison and Victor dealers, and the fact that some dealers may be giving up the line should be welcomed by those in their territory, who realize the possibilities.

"I know of many cases where towns are represented by one live, up-to-date dealer, who has a complete stock and satisfactory accommodations, and the results are better for all concerned. Anybody in such a town has no difficulty in obtaining the latest records, whereas under former conditions there may have been three or four dealers, none of them having a satisfactory stock or proper facilities to encourage continued patronage.

"Some of the dealers who complain about their neighbors going to a larger city to buy would do well to investigate their facilities, as compared with the man who is drawing the business away from them, and place themselves in the position of the prospective buyer and see whether they, under the same conditions, would not do likewise.

"My experience, as above, has been given, not for the purpose of criticizing, but simply to point out to many dealers who may not be doing a satisfactory business on Edison or Victor goods some of the conditions that exist with others and perhaps with them.

"We are always ready and willing as jobbers to explain to our dealers methods we know have proved successful. Any jobber can sell talking machines and records as cheap as his competitor, and all dealers can sell at the same price at retail, but this is not all—it is a matter of service and treatment that builds a business or tears it down in this line.

"Think this over very seriously, Mr. Dealer, place yourself in the position of your customer, and it will not be hard for you to find out where your competitor is gaining on you. We can all improve and should learn something every day.

When we have become perfect our usefulness on earth is ended, and it is time for us to depart."

J. P. BRADT NOW CANADIAN MANAGER

For Columbia Phonograph Co.—In Charge of Canadian Business with Offices in Toronto.

James P. Bradt, for many years connected with the Columbia Phonograph Co., General, is the new general manager of the company's entire Canadian business, with offices in Toronto. He succeeds A. F. Tero and assumed the position November 8. Wednesday of last week Marion Dorian, auditor of the company, went to Toronto with Mr. Bradt to make the change, and he is expected back in New York Monday. Mr. Bradt is not only highly popular with everyone in the



JAMES P. BRADT.

Columbia service, but is regarded as one of the ablest members of the managerial staff of the branch houses.

About six years ago Mr. Bradt was in charge of the Columbia office in Baltimore, Md. Then he was sent to Berlin, Germany, succeeding Paul H. Cromelin, now vice-president of the company, as manager, later occupying the same office in London, Eng., to which John A. B. Cromelin was the successor in the spring, and who is now the general manager of the entire European business. About a month ago Mr. Bradt returned from Europe. From his varied experience, sturdy strength of character and general all-round fitness, especially that acquired as head of the London office, great things are expected of Mr. Bradt in Canada, and there is not the slightest doubt but that he will make good and measure up to his previous high standard.

REVISION OF RECORD PRICES.

National Phonograph Co. Increase Wholesale Record Prices Owing to Heavier Expenses and Copyright Royalties—Allowance for Breakage Partly Equalizes Prices.

The sales department of the National Phonograph Co., Orange, N. J., under date of November 1, announces a revision in the price of Edison records and a proposition making a special allowance to cover any possible breakage of records in transit. Both become effective on January 1, 1910. The circular in part is as follows:

"Due to causes hereinafter stated we find it necessary to slightly advance the prices of Edison records of all types to the dealer, but in no case is the advance sufficient to justify a change in retail prices, which remain as heretofore. The principal reason for the increase in price is the fact that the recent copyright law, which went into effect July 1, 1909, for the first time extends the protection of copyright to phonograph records, so that in the future we shall be required to pay

large sums as royalties to authors and composers.

"We anticipate that these royalties will amount to about two cents on each copyright record, and although the proportion of copyright records used has been small so far, it undoubtedly will be necessary for us to use large numbers of copyrights in the future. Furthermore, we shall be required to pay these royalties even if many of the copyrighted records are later returned under our exchange proposition, so that from this source alone there will be a probable additional heavy loss." Another reason for the increase is that of the higher cost of raw materials and factory operations. The prices, that go into effect January 1, are: Edison Standard records, 21 cents; Amberol, 30 cents; grand opera (two-minute), 47 cents. The list price remains unchanged.

"Notwithstanding this fact, however, we propose to make a radically new proposition and will assume a part of the increase by making a very liberal allowance for breakage in each case, whereby the net prices will be only very slightly higher than at present. By making this allowance the annoyance of adjusting claims for breakage between ourselves and dealers, and between jobbers and their dealers, will be entirely removed. The allowance for breakage we propose to make to dealers is 3¼ per cent., this allowance to be also made by jobbers in transactions with their dealers."

J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and secretary of the National Association of Talking Machine Jobbers, was in New York last week, having come East chiefly for the purpose of visiting the Edison and Victor factories and placing orders for early delivery. Mr. Roush took advantage of the opportunity to call on several prominent members of the association in New York and Philadelphia. He had an excellent report to make regarding business.

HORNS FOR SALE,

For Sale or Exchange—Allen Horns and Phono Arms. Will exchange for disc or cylinder records in any quantity at a low price. Address Allen, care Talking Machine World, 1 Madison Avenue, New York.

BUSINESS FOR SALE.

A good musical and jewelry store in a town of about 7,000; no competition; also have an optical department doing good business; just the repair bench pays for all the expenses; have a complete stock of Edison goods; also a good stock of Victors and other musical goods. The store was started with a capital of \$100, and two years later it invoiced \$10,000. As I have other stores, I find that it is too much work for me and would like to dispose of one of them. Have reduced it down to \$8,000. Do not answer unless you mean business; no job lot. I am willing to give full particulars. Address Jeweler, 1728 1 street, Granite City, Ill.

CAN YOU USE ME?

A live wire with over ten years experience as manager in the Talking Machine business. Well acquainted throughout Great Britain and would like to locate there. Can you use an experienced man of high class ability, one who is resourceful and can build business. Address "LIVE WIRE," care of Talking Machine World, 1 Madison Avenue, New York.

Salesman Wanted At Once!

An experienced floor salesman, one who is familiar with high-class trade; good position to the right man; salary no object; all correspondence confidential.

Apply by letter only.

LANDAY BROS.,
400 Fifth Avenue, New York.

New York, Nov. 11, 1909

TO THE TRADE

Gentlemen:—Our attention has just been called to a circular letter issued by the Victor Company under date of November 8th in which they refer to our line of Grafonolas.

Item No. 1—Legal Protection

The whole letter is so wide of the facts that it can hardly be considered seriously, except one added paragraph concerning "infringement of patents." We wish to assure every dealer in and user of Columbia Grafonolas, as well as our esteemed competitors, that the Grafonola is absolutely clear of any infringement, and that we shall hold our dealers and customers harmless from legal trouble or expense. We stand squarely behind our product, as always, and as our competitors have peculiarly good reason to know.

Item No. 2—Quality

The climax of our broad advertising of the Grafonola is a frank request to the reader to make comparisons—to see the Victor hornless machine and hear it, and do likewise with the Grafonola. The Grafonola superiority is unmistakable—and that's why our Grafonola announcements hurt so much. Likewise with our entire product of machines and records: out at the Alaska-Yukon-Pacific Exposition the Jury of Awards has been making some disinterested comparisons, and COLUMBIA DISC RECORDS AND MACHINES RECEIVED HIGHEST GRAND AWARD OVER ALL. (Victor disc machines and records were awarded second-prize gold medal.)

Item No. 3—Litigation

One paragraph of the Victor Company's letter contains vague threats relative to future litigation. In view of its own statement of the results of past litigation, the whole thing reads like an unsolicited contribution to Puck, recalling the famous telegrams of the Russian Generals to the Czar during the recent quarrel with Japan, which usually proudly claimed "ANOTHER MASTERLY RETREAT."



Columbia Phonograph Company, Gen'l

Tribune Building, New York



N. B.—Do you know the history of the Talking Machine and the records of to-day? If you happen to be interested in getting the whole story and the exact truth of those basic patents, we shall be very glad to send you a pamphlet which is historically accurate and wholly unbiased.

TRADE NEWS FROM BOSTON.

The Hornless Era Has Arrived—Single vs. Double Faced Records Discussed—Murphy with Eastern Talking Machine Co.—Enjoyable Reunion—Ditson's Big Victrola Business—Columbia Grafonolas in Demand.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 15, 1909.

"Everything is to be hornless in a short time" was the prediction along Talking Machine Row this week by one of the astute salesmen, and talks with other men familiar with the trade show that there is a falling off in the call for the old style of "with-a-horn" machines, while the demand for the hornless variety is very much on the upward jump. The great variety of styles in which these can now be bought is a factor in their favor, and the price does not seem to cause any delay in sales. In fact, the cost of the really good instruments is in their favor, for people are willing now to believe that the talking machine is worth considering, because it costs enough to attract their attention.

There is quite a little feeling manifested by the jobbers of this section of the country over the evident intention of the record-makers to eliminate as much of the single-faced record business as possible and concentrate on the double-faced records. But the increase in the sale of the double-faced records and a falling off in the sales of the single-faced may operate to make them change their minds. They object to the necessity of being obliged to carry a double stock.

The Eastern Talking Machine Co. did a very good stroke of business this week when it secured the branch office of the Boston Grand Opera House for its store at 177 Tremont street. Thomas J. Murphy, a very popular and very efficient ticket-seller, formerly connected with one of the local theaters, has been established in this office, and the business that it attracts has already proven to be a very good thing for the talking machine departments of the store.

The employees of the Eastern Talking Machine Co. had a very enjoyable dinner at the Lombardy Inn on October 28, and a feature of the meeting was a lecture by T. D. Duncan, of the Business Phonograph Co. The Eastern Talking Machine Co. is having fine new electric signs placed on the front of its building, and is featuring the grand opera records in its windows. General Manager Taft was recently presented with the head of a fine bull moose shot by a friend in the Maine woods. It will be given the place of honor on the wall of the store. Mr. Taft spent several days this week in New York.

A. W. Winkelman, manager of the talking machine department of the Oliver Ditson Co., was in New York during the past week, spending much time at the Ditson Co.'s store there and then going over to the Victor factory. Business in his department is reported as big, especially on the Victrola 12 and 16.

The local trade was greatly pleased this week to receive a visit from "Doc" O'Neil, who is just back from China. He says he is going back to the land of the poppy soon.

The Grafonola library table style just brought out by the Columbia Phonograph Co. is having everything its own way at the new warerooms of the company here. The salesmen make it a point to call the attention of everybody to it, whether the person buys a package of needles or a big instrument. The result is a rapid spreading of its fame.

At the Osgood Co. this month an especially big business on Victor records is reported and a corresponding big increase in the sale of Victor machines.

SCHUBERT'S EXTENSIBLE RECORD.

G. H. Schubert, 818 Madison street, Chicago, Ill., is having quite a demand for his extensible record rack, which is referred to in his advertisement elsewhere. He is sending out some interesting literature which can be had for the asking.

FREDERICK'S IMPORTANT MOVE.

Will Place a Line of Talking Machines in His Several Branches.

W. F. Frederick, the well-known Pennsylvania dealer, who has branches in many cities throughout Pennsylvania, has been investigating the talking machine business and proposes to take on talking machines in his great chain of stores.

Splendid exhibit rooms will be fitted up in the magnificent new Frederick building in Pittsburgh, where the Victor and Edison lines will be fittingly displayed.

Mr. Frederick has made his arrangements with the Standard Talking Machine Co., of Pittsburgh, and without doubt this new move will prove a successful one.

Trained talking machine men will be placed in charge, as it is not Mr. Frederick's intention to give any of his personal time to the development of this branch of the business.

It will be seen at a glance, however, that he is in a splendid position to build a talking machine trade of commanding proportions.

LYLE SUCCEEDS WILLSON

As Assistant to Geo. W. Lyle, General Manager of the Columbia Phonograph Co.

Merwin E. Lyle, a nephew of Geo. W. Lyle, general manager, and for the past two years manager of the Columbia Phonograph Co.'s office in Baltimore, Md., has been called into headquarters as an assistant to his uncle. Mr. Silverstein, previously in charge of the company's Louisville (Ky.) office, is now in charge at Baltimore, Md. Mr. Lyle has been in New York for a couple of weeks, making himself familiar with the duties formerly looked after by H. L. Willson, who vacates the position of the general manager's assistant to embark in another line of business in Philadelphia, Pa. Merwin E. Lyle formally assumes Mr. Willson's place on the 15th, when the latter's resignation takes place.

The future of Mr. Willson will be followed with considerable interest by his associates in the Columbia service, as his rise in the company has been rapid and on merit. About five years ago Mr. Willson became private secretary to President Easton. In twelve month's time he was sent to Chicago as a clerical assistant to John H. Dorian, then manager. When Mr. Dorian was drafted to New York and given charge of the chain of Columbia stores in the greater city, Mr. Willson succeeded him as the Chicago manager. Subsequently he was called to the executive office as assistant to General Manager Lyle, a post he filled with brilliancy, showing unusual executive ability for a young man with a decided inclination toward organization, and in a short time he would have been made assistant general manager of the company. Mr. Willson, however, has aspirations of his own elsewhere, and he embarks in business with a brother in Philadelphia with a concern interested in coal securities, developing a new field in the anthracite section of Pennsylvania, taking hold of the promotion end.

TO MAKE ARGENTINE RECORDS.

Messrs. Freiberg and Forbush Sailed Recently on This Mission.

William Freiberg, of the Columbia Phonograph Co.'s laboratory recording staff, accompanied by Gus Forbush as an assistant, sailed from New York October 20, via the Lambert & Holt line, for Buenos Ayres, Argentine, S. A., where they will arrive on November 20. They will make a line of Argentine records, vocal and instrumental. Mr. Freiberg will be in the most progressive South American republic about a month. The records are intended only for the export department list.

The company's export department recently issued their new catalog of "Discos Dobles Columbia Nuevas Selecciones Puerto Riquenas," about 60 or 120 numbers altogether.

VICTOR-COLUMBIA LITIGATION.

Victor Co. Brings Suit Against the American Graphophone Co. for Infringement of Patent—Columbia Co. State They Will Defend Suits and Protect Dealers—Letters Issued to the Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 9, 1909.

The Victor Talking Machine Co., Camden, N. J., yesterday mailed an "Important Letter to the Trade on the Subject of Victrola Infringement." It is an interesting document, as it recites and summarizes the history of the company from 1895, when the "United States Gramophone Co. started, in a small way, to manufacture gramophones," to the company of to-day, which "now control the original Berliner basic patents, and have the gramophone developed to its present condition."

Then they say, "We chose to invade the field of no one, but have created an entirely new line of talking machines and records with new and distinctive features." This leads up to the invention of the Victrola, the history, purpose and success of which is given with considerable detail, concluding with the following announcement of a suit brought against the American Graphophone Co.:

"Our suit against the American Graphophone Co., on the said reissue patent was filed on October 5, 1909, in the United States Circuit Court for the Southern District of New York. * * * Also to make the situation clear to the trade that all negotiations between the Victor Co. and the American Graphophone Co. towards the matter of licensing the latter company to manufacture the 'Victrola' type are at an end."

When this matter was brought to the attention of C. A. L. Massie, of the legal department of the American Graphophone Co. (Columbia Phonograph Co.) in New York, he said: "Oh, yes, we made our appearance on the first Monday of November, and will file our answer the first Monday in December. There is nothing to it. We expect to win out."

The Columbia Phonograph Co. have quickly met the issue by publishing a reply, which, although its principal message is protection to dealers, also contains some extraordinarily interesting history. The letter closes with the statement that "We will defend 'successfully and at our own expense' any patent suit brought by the Victor Co. against our Grafonolas."

To assist Victor dealers in bringing the Dr. Cook North Pole record to the attention of people of their community, the Victor Co. have designed a special Dr. Cook window display that is bound to attract considerable attention. This display is a facsimile, in miniature, of the John R. Bradley, the boat on which Dr. Cook left on his North Pole expedition. The ship is dressed in the colors of all nations, and on one of the masts appears a picture of the hemispheres, above which hangs Dr. Cook's Victor record. On the sails of the ship are invitations to come in and hear Dr. Cook tell how he discovered the North Pole. This display is sent to dealers at a nominal cost, and certainly should be taken advantage of by every dealer who desires to be up-to-date in the matter of window display.

DISC RECORD STOP

The Chambers Automatic Stop for Disc Records

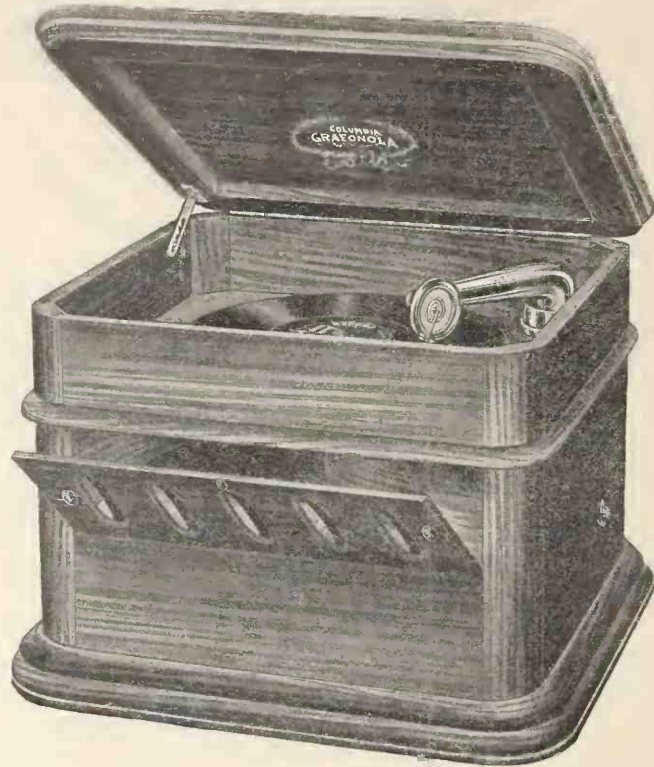
Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action. Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT

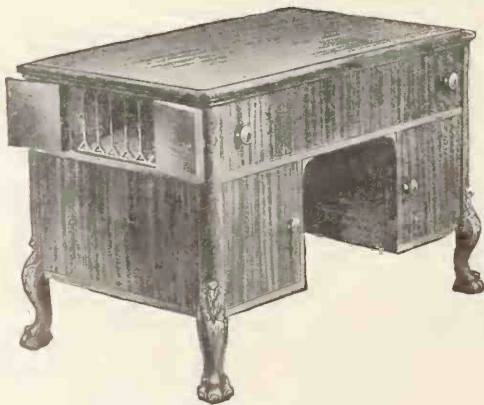
CHAMBERS AUTOMATIC STOP CO.

J. R. LYNCH, Mgr. Room 622, Tribune Bldg., New York

A Grafonola for



The Columbia Grafonola "Elite"—\$100



The Grafonola "Regent"
Price, \$200



The Grafonola
"De Luxe"—\$200

a hundred dollars!

A Columbia Grafonola of entirely new shape, on the new principle of hornless reproduction; the **FIRST** hornless instrument ever offered at its price, the **SMALLEST** perfect cabinet machine yet introduced; the beginning of a new era in sound-reproducing instruments.



The Columbia Grafonola "Elite" introduces to the public the first of a new line of hornless instruments in which the acme of sound-reproducing capacity, flawless tonal qualities and unequalled neatness of design combine with economy of space and compactness of construction to a degree hitherto unknown in the art of sound-recording and reproduction.

First to be noted in the Grafonola "Elite" is the remarkable manner in which every atom of space is utilized for the production of a complete and perfect musical instrument in the smallest possible compass. When is considered the volume of tone the instrument gives forth, it must be universally acknowledged that the Grafonola "Elite" by far surpasses any product of the "talking machine" industry introduced up to this time.

Embodied in the Grafonola "Elite," and forming one of its chief features of attractiveness, is the new principle of leading the tone from the record through the reproducer and tone-arm downward into a semi-circular tone chamber, so designed as to be acoustically perfect. The tone, amplified and reinforced to a very high degree in this chamber, pours out through a series of elliptical openings in a door at the front of the instrument. Controlling the orifices of these openings is the sliding modulator panel—by which the volume of music may be reduced or augmented at will. If a maximum volume of tone is desired, the entire door—which hinges at the bottom—may be let down, thus allowing free escapement of all the tone produced.

The reproducer—the vital part of all sound-reproducing instruments—is of a new type and its reproducing capacity, sweetness, brilliance and power, are unique—faithful, natural and accurate.

In the section of the instrument immediately above the tone-chamber are the reproducing parts and the turn-table. The latter is full twelve inches in diameter, playing any make or size of disc record. Above these parts is the cover, which is usually let down when the instrument is playing. In the section below the tone-chamber is placed the motor—one of the most powerful of the four-spring type in existence. As in all other Columbia instruments the motor may be wound while running.

When closed, the Grafonola "Elite" is in shape almost a perfect square, with corners rounded throughout and the base slightly expanded for symmetrical effect. The total absence of horn and all mechanical suggestion lends to the instrument an attractiveness impossible to overlook. Only the finest selected genuine mahogany, hand-rubbed and brilliantly polished, is used in the wood part of its construction.



How would you like to have the exclusive selling rights for all the Grafonolas in your territory? Maybe they are open. Write and ask.

COLUMBIA PHONOGRAPH CO., Gen'l

Tribune Building

New York City

TIMELY TALKS ON TIMELY TOPICS

As will be noted in the four-page advertisements of the National Phonograph Co., Orange, N. J., in this issue of *The World*, they have inaugurated one of the greatest campaigns of publicity and exploitation of their products known in the talking machine trade. Daily newspapers in all parts of the country are being used, samples of the advertisements being exhibited, with the size, date of insertion, etc. In the magazines double pages will be employed, in the choicest positions, many covers being under contract. By this extraordinary and stupendous expenditure of money the Edison phonograph and its manifold advantages of entertainment will reach "55,000,000 people and 16,000,000 homes nine times every month." This may well be termed the opening gun for the holiday trade, and such a magnificent undertaking on the part of the National Co. to popularize their goods and create a substantial market is solely in the interest of the dealer. It is therefore up to the dealer to second and aid this splendid work by following it up with local advertising. Every effort should be made by Edison dealers to reap the full benefit of this great and effective campaign in every way possible at their command. Trade is brought directly to their doors, and it remains for them to "close the deal."

Observers of passing events in the trade will note that the talking machine business is gradually but surely getting into better hands, so far as jobbers and dealers are concerned. Concerns which are vitally interested in the business from an investment point of view, and not as an expedient or an experiment, are coming to the front as the influential factors. Persons who have no capital to speak of and who depend on working their so-called "credit for all it is worth," and often more by sharp practice and chicanery, are really "undesirables." Therefore the sooner the distributors and jobbers, aided by the factories, if necessary, cut off the supplies of this class of dealer and place them on the "suspended list," the better it will be for those who give the lines true representation by carrying adequate stock and exert every effort to keep it moving. The trade has reached that stage of development where there is no longer room or toleration for "dead ones."

Perhaps something of this kind was in the mind

of a particularly observant correspondent who has a wide acquaintance with the trade, its personnel and methods, when in Texas. Of his experience he writes, possibly in a slightly sarcastic vein, but evidently knowing what he was writing about, in part as follows: "The talking machine business in Texas is the poorest I have ever come across. It may be possible that the poor crops the State had in the past year may be mainly responsible for this condition. It was also apparent that a number of jobbers in the State are not alive to their opportunities, no traveling men being employed by but few of them; and it seems to me this condition should be carefully taken note of by the factories." There's the rub; the "milk in the coconut"—"not alive to their opportunities." One need look no further for an explanation why trade languishes elsewhere besides in Texas.

But the correspondent does not stop with criticizing the weakness of Texan methods and the only too apparent delinquencies of the Lone Star State trade. He "hands a few" to the South in general, which will doubtless be resented in quarters where the "shoe pinches," to wit: "The need of a few live jobbers in the South seems almost a necessity for the future welfare of the talking machine industry. The chief reasons for the quiet state of the business in the South may be attributed to the following: First, insufficiency of stock; second, window display could be somewhat improved; third, lack of suitable space for demonstration purposes; fourth, no advertising; fifth, poor salesmen." This is, indeed, hot shot and what may also be termed "straight goods." The question arises, is it deserved? It may be added that the foregoing strictures were written in no spirit of malice. On the contrary, the traveler was sorely disappointed in what he encountered, hence his remedial suggestions, given with the best intention and in a spirit of entire good nature.

Does anyone realize, beyond those cognizant of the inside facts, what tremendous progress has been made in the talking machine trade within fifteen years? The topic, always one of absorbing interest, was under discussion for the 'steenth time by a bunch of old-timers recently, when one of them casually remarked: "In 1894 the entire yearly product of the Edison factory could have

been bought on a showing of \$10,000!" Presumably, this was also true of the other great manufacturers of the present day. However, everybody caught their breath when this statement was made and then probably ruminated on the potentialities of wealth.

A leading manufacturer remarked the other day that he found the utmost difficulty in securing road salesmen. The question of price or salary did not figure so much as competency. To be sure, a small army of men could be had for the asking, as it were; but "green ones" were not desired. They did more harm than good. No objection is urged against training men who have natural selling ability; but no patience is exercised in dealing with "dead ones." It is the dearth of adaptable men which is complained of, especially so that their services are so badly needed just now when business is springing up again.

Quite a compliment—and a deserved one—was paid the Eastern Talking Machine Co., of Boston, Mass., by a traveling man who had made his first trip through New England for the wholesale end of a prominent machine and record manufacturer. On reporting to his chief the road man remarked, after turning in a very good statement: "By Jove! I found the Eastern Talking Machine Co. strong wherever I went. I had the hardest work creating jobbers for our line against the Eastern. The dealers had such confidence in Mr. Taft that I could not budge them to any other way of thinking. The Eastern take such good care of orders that I failed to meet a dealer in that entire territory who had an account with them who did not say they were 'aces.' They seemed to have the goods and their shipments are right up to the minute. While I was in competition, I must take my hat off to Mr. Taft."

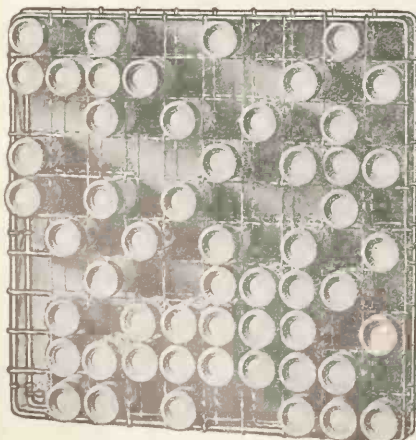
With the phenomenal prosperity attending the motion picture proposition and its immense popularity with the public, the so-called "knowing ones" in the trade pretend to trace a certain lack of interest in talking machines. Perhaps there may be something in this assertion from a superficial point of view as regards low-price machines and records; but the great demand in evidence for the high-grade goods offsets this alleged diversion of trade. Those most particularly concerned in manufacturing and marketing talking machines have recognized that improvement in the tone quality of records, variety, extent and superiority of repertoire, not to mention perfection in the machine itself, are now the backbone of the business. To be sure, low-price lines will always have a market, but the most satisfactory and profitable goods now before the trade are of the highest grade. The masses are all right, but it is the people with money, who can afford to indulge in the luxuries or near-luxuries of life, to whom the trade may appeal successfully with goods that measure up to the highest standards.

Another avenue is opened to the enterprising dealer who will make a specialty of lullaby records for "tired mothers." A newspaper writer recites the story of how the substitution of the talking machine for a wearied mother's none too musical voice, in lulling the baby to sleep, turned the trick. Of course, it was the wisdom of the father who suggested the innovation, and the music of the lullaby from the record of a high-class artist had the essential soothing effect of transporting the little one to the Land of Nod. This is a point for the dealer, and perhaps a special list of sleep-producing lullabys, warranted to produce the desired slumbrous effect, may be looked for. It is also a tip to Ada Jones, but with Len Spencer—well, Len might talk one to sleep if he had a fair chance; but his voice is too robust for the lullaby business.

Less knowledge than judgment will always have the advantage upon the injudicious knowing man.

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

FAREWELL DINNER TO H. L. WILLSON.

The Entire Staff of the Columbia Phonograph Co. Entertain H. L. Willson at a Testimonial Dinner at the Waldorf-Astoria—His Loyalty Praised—Presented with a Magnificent Diamond.

H. L. Willson, assistant to Geo. W. Lyle, general manager of the Columbia Phonograph Co., was tendered a dinner at the Waldorf-Astoria, in New York, on the evening of November 9, by the officers of the company, the occasion being his forthcoming entry into the financial department of large coal mining properties in Pennsylvania and West Virginia, in which he has long been interested. Mr. Willson's record with the Co-



H. L. WILLSON.

lumbia Phonograph Co. is one that both he and his employers have been proud of, and only the pressure of investments that call for a great amount of detailed attention could have persuaded him to separate himself from the affairs of the Columbia Co., or could have induced that organization to consent.

During the evening President Easton, in behalf of the Columbia Phonograph Co., presented Mr. Willson with a magnificent diamond which, in his presentation speech, he described as being absolutely flawless, and typical of Mr. Willson's loyal service. Those present at the dinner were the following officers and members of the executive staff: Edward D. Easton, George W. Lyle, Thos. R. White, Sr., Frederick J. Warburton, Walter P. Phillips, T. H. Macdonald, Paul H. Cromelin, George P. Metzger, V. H. Emerson, H. A. Yerkes, H. Sheble, Irby W. Reid, C. W. Woddrop, Edmond F. Sause, W. D. F. Baker, Mervin E. Lyle, John C. Button, Frank Dorian.

Edward N. Burns, vice-president of the American Graphophone Co., and general manager of the Columbia Phonograph Co.'s export department, returned from Europe November 10 on the Princess Irene, the North German liner. He was accompanied by his family and has been away since July 24. The Carlsbad Springs claimed the greater part of his time. Mr. Burns comes back in splendid condition, the result of his rest, and is prepared to take hold of the foreign end with more energy and vigor than ever. Edmond F. Sause, his capable and affable assistant, willingly relinquishes the onerous duties of the position to his chief, though he has kept everything right up to the mark.

SALESMEN WANTED.

Outside salesman to call on New York City and local trade representing jobber. Also one for retail department. Good chance for right man. Give experience, reference, salary wanted, etc. Address "Energetic," care The Talking Machine World, 1 Madison avenue, New York City.

CONCERTS AS A MEANS OF ATTRACTING CUSTOMERS.

Dealers Could Adopt No Better Plan During the Fall and Winter Than Giving Recitals in Their Warerooms or Studios—Never Fails to Attract Customers and Is Always Profitable—How L. J. Gerson Is Winning Out Along These Lines.

The value of concerts as a means of attracting the best class of customers to the store is now widely recognized not only in the music trade, where eminent concerns like the Aeolian Co., John Wanamaker, and many others announce programs of exceeding merit during the musical season, but it is just as valuable, if not more so, in the talking machine trade. The great advantage possessed by the talking machine man, and that, too, in the line of economy, is that he has noted orchestras and all the great artists of the world at his disposal, without any extra expense.

All that is necessary is to prepare his special rooms or store; send out invitations to a selected number of people, and then arrange his program. He will find that all invited will come, and he will thus stimulate new interest in whatever line he handles, whether it be talking machines, phonographs, or graphophones.

These concerts continued weekly, and invitations sent to new people all of the time, must result in dealers reaching the very best class of people, and reaching them in a manner impossible by any other means.

These concerts may be termed "publicity" of the very best kind, and should prove a paying educational campaign. Should the dealer choose, he might make some remarks at the opening of the concert on the exact functions of the talking machine its tremendous advance and perfection, or on the fact that all the great artists of the world can now be heard by means of this machine—in fact, to the clever talker there is a splendid opportunity for an interesting discourse.

There is no town so small that it will not yield satisfactory results from concerts of this kind. It only needs a little enterprise to win out.

There is one thing clear, that the talking machine dealer who intends to remain in this industry, and to make it a success, must be up and doing. This is no time for laggards or for those who view the business indifferently. People of that ilk naturally see nothing in the talking ma-

chine business and are continually kicking about its lack of opportunities. Nevertheless, the opportunities are there, but the people must prepare themselves to take advantage of them. There is no use in sitting down and complaining. Trade will never come to a dealer who does not seek it—and seek it along original lines. The old commonplace, tried-and-found-wanting plan will not always obtain in selling talking machines. It needs the infusion of new ideas in the way of publicity to bring about results. And to our way of thinking one of the most effective means to this end is the giving of concerts.

Think of the splendid opportunities there are of framing up a program for a concert at which a dealer has all the operatic artists of the world at his disposal, as well as leading conductors and bands. How easily he can stimulate the interest of the people of his city or town by carefully written readers in the local papers, apart from the regular advertisements, in which the fact is emphasized that Mme. So-and-So, who is now receiving so many thousand dollars for each performance at the Metropolitan Opera House, New York, can be heard right here in this town by merely attending a concert at the talking machine parlors of Mr. So-and-So.

Can anyone conceive of a better means of educating the public to a proper appreciation of the splendid product being put out to-day by the talking machine manufacturers, and of listing up a goodly roster of future customers among interested people?

The splendid campaign of publicity inaugurated by Louis J. Gerson, manager of the Wanamaker talking machine department in Philadelphia, Pa., during the operatic season, whereby special lectures and Victor recitals bearing upon the operas are given in the auditorium, is proving one of the features of the season. We understand that this plan of campaign is to be also undertaken at Wanamaker's in New York. It will be helpful to the entire industry and is a move well worthy consideration. This line of work is open to all. And it will pay.

COLUMBIA WITH KOHLER & CHASE.

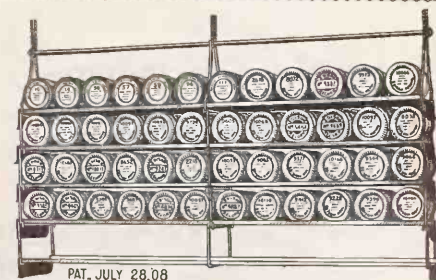
General Manager Lyle Closes a Big Deal on the Pacific Coast—Other Columbia Moves of Great Interest—Big Pacific Coast Concerns Represent the Columbia.

George W. Lyle, general manager of the Columbia Phonograph Co., was seen by The World on November 10, soon after he had attacked his first batch of mail upon his return from a five weeks' circuit of the country. Mr. Lyle was naturally more than busy, but he did take time to say some extremely interesting things. He visited many cities of importance in the United States during the trip. He found general business good and improving all along, and a decided improvement in the talking machine business. The improvement, according to his impression, has not been as rapid as many people at one time expected it to be, but there was an unmistakably steady and healthy increase in volume and interest.

Mr. Lyle stated that a little later he will have some interesting news for the trade, concerning important deals closed during his trip, but could only take time at the moment to report briefly that in addition to the Eilers Piano House, Spokane, Seattle and Tacoma, and the Southern California Music Co., in Los Angeles, Cal., one of the largest deals made in the talking machine business for some time was closed in the office of Kohler & Chase, of San Francisco. Kohler & Chase—a large music house known to everybody on the Coast—have just completed their new \$200,000 establishment in the heart of the retail shopping center of the city, fitting up most elaborate rooms for display and sale of talking ma-

chines. They have installed a complete line of Columbia machines and records, giving a representation not excelled by that of any music house in the United States handling such goods. This arrangement also covers their Oakland store.

The talking machine department of the Simpson-Crawford Co., New York, one of the Henry Siegel chain of dry goods stores, have taken on the complete Columbia line, the contract being signed Saturday last, the initial order for machines, records, Grafonolas, etc., running into the thousands. The goods are to be delivered in ten days, and a special section will be set aside by W. C. Vogel, manager of the department, to properly display and exploit the line.



PAT. JULY 28, 08

Mr. Dealer:

Are you handling Schubert Extensible Racks for keeping Cylinder Records in the home? Better send for dealer's discounts and Special Free Trial Plan. You can sell this rack for less than 3 cents a record.

G. H. Schubert, 818 Madison St., Chicago

First Announcement of Columbia

4-MINUTE Indestructible Records



“The ONLY 4-minute records that are right”

PRICE 50c.

They fit any make of phonograph or graphophone (with 200 thread attachment). They play the complete selection—averaging fully 4½ minutes—clearest, most brilliant tone you ever heard—and they NEVER BREAK and NEVER WEAR OUT!

At last a cylinder record which will play from four to five minutes, and which is at the same time *practical* and *unbreakable*, is an accomplished fact.

The one supreme obstacle in the way of producing a cylinder record of two hundred threads to the inch, instead of one hundred (the equipment of the ordinary two-minute record) and producing at the same time a record which would be commercially practicable and stand the test of wear, has so far lain in the extreme delicacy of the wax-like material ordinarily used, and the apparent impossibility of recording this astonishing number of threads without breaking down the walls, of almost inconceivable fineness, which separate the tone furrows from each other. This difficulty has been solved for all time by the production of the Columbia Indestructible 4-Minute Record.

What this means to cylinder record users is almost impossible to appreciate at a casual glance. The two-minute Columbia Indestructible Record at 35 cents, with its matchless tonal qualities and unbreakable texture, has been universally conceded to be the greatest boon to cylinder record users ever introduced. But the 4-Minute Indestructible Record at 50 cents will, it is safe to say, more than double the entertainment, economy, and profit of the two-minute record. The thinning of the tone walls, far from impairing the record in any manner whatsoever, has actually resulted in a finer, purer, clearer and more thoroughly musical tone—all this in addition to the principal gain, namely, the doubled length of the performance.

The First 20 Numbers

- 3001—American Patrol (Meacham).....Played by Lacalle's Band
 3002—Selections from "Carmen" (Bizet).....Played by Lacalle's Band
 3003—Medley of 1909 Hits (Arranged by Lacalle),
 Played by Lacalle's Band
 3004—Tres Jolie—Waltz (Waldteufel).....Played by Lacalle's Band
 3005—Selections from "Havana" (Stuart).....Played by Lacalle's Band
 3006—Dancing on the Housetop—Schottische (Christie),
 Played by Lacalle's Band
 3007—Selection from "Cavalleria Rusticana" (Mascagni),
 Played by Lacalle's Orchestra
 3008—Moraima—Spanish Caprice (Espinosa),
 Played by Lacalle's Orchestra
 3009—Salut d'Amour (Love's Greeting) (Elgar),
 Violin Solo by W. Dorfman
 3010—The Star of Bethlehem (Adams),
 Tenor Solo by Henry Burr, Orchestra accompaniment
 3011—Down Where the Big Bananas Grow (Barrom). Tenor and Baritone duet by Byron G. Harlan and Arthur Collins. Orchestra accompaniment.
 3012—Carolina Minstrels No. 1.
 3013—If I Had a Thousand Lives to Live (Solman). Tenor and baritone duet by Henry Burr and Frank C. Stanley. Orchestra accompaniment.
 3014—Where the Sunset Turns the Ocean's Blue to Gold (Petrie),
 Tenor solo by Byron G. Harlan. Orchestra accompaniment
 3015—Medley of Plantation Songs...Quartette. Orchestra accompaniment
 3016—Red Head (Franklin and Green),
 Soprano solo by Ada Jones. Orchestra accompaniment
 3017—When the Bell in the Lighthouse Rings, Ding, Dong (Solman),
 Bass solo by Frank C. Stanley. Orchestra accompaniment
 3018—Jesus, Lover of My Soul (Holbrook).....Sung by Choir
 3019—What Makes the World Go Round? From "A Broken Idol."
 (Williams and Van Alstyne). Soprano and baritone duet by Elise Stevenson and Frank C. Stanley. Orchestra accompaniment
 3020—The Arkansas Traveler.....Original Sketch by Len Spencer

Combination 4-Minute and 2-Minute Attachment for Columbia Cylinder Graphophones

Any phonograph equipped with a 200-thread attachment for 4-minute records will play Columbia Indestructible 4-minute records. The attachment for Columbia Cylinder Graphophones is a marvel of simplicity and efficiency—all you have to do is to shift a lever in order to play either 4-minute or the regular 2-minute Indestructible Records. The same reproducer point plays both records. \$5 is to be added to the selling price of all new Columbia Cylinder Graphophones so equipped. Dealers will be able to equip Columbia Cylinder Graphophones with the 200-thread attachment for \$7.50.

Columbia Phonograph Company, Gen'l

Tribune Building, New York

SUFFER FOR LACK OF FORESIGHT.

Jobbers and Distributors Although Cautioned by Victor Co. Cannot Get Orders Filled Now as They Would Wish—Failed to Order Early and Delays Are Now Inevitable—Situation Commented on by Mr. Geissler.

For many months past The World has been urging on distributors and jobbers the necessity of taking seriously to heart the requests of leading manufacturers to place orders for goods as early in the year as possible. Too many, unfortunately, have been so conservative in their tendencies that they have ignored these requests, although made repeatedly. For instance, on August 4, Louis F. Geissler, general manager of



VIEW OF ASSEMBLING ROOM—NEW VICTOR CABINET FACTORY.

the Victor Talking Machine Co., sent out a letter, written forcefully and illuminatively, in which he emphasized the improving conditions of the industry and stated that in view of their being somewhat handicapped by extensions and building operations, which later will give them four times the capacity of their present plant, it would be wise for jobbers and distributors to order early in August the Victor goods required in October and November.

It is a well-known fact that the Victor Co. are not in the habit of issuing false alarms, and every remark made in this letter was made seriously, and should have been acted upon. It is true a great many distributors took the matter seriously and did anticipate their wants, but nevertheless others did not and orders are now rushing in to the Victor Co. in tremendous volume, just as usually occurs at this season of the year.

In the course of a chat with General Manager Geissler, he commented on the situation in this wise:

"One distributor has an order with us probably six or seven carloads of goods—four carloads just ordered within the last few days. He will probably only get two, or, perhaps, three, carloads between now and Christmas. I have no doubt he could have sold the seven had he ordered them in August or September, and thereby given us the opportunity of filling the order.

"Big speculators take big chances on the future. This company started \$600,000 worth of extensions, which are just now nearing completion, right in the heart of the panic, knowing full well that their entire capacity would be needed by the time they were completed.

"In July and August, when we wanted our distributors to place orders, we began making up in our factories four times as many machines as surface indications at that date showed us would be needed, believing in the restoration of the trade, and now we are swamped.

"In spite of all we do in person and by correspondence to make our distributors realize that this business is one that must be studied seriously, an intelligent forecast must be made months in advance and that they should carry the stocks and not expect the factories to do so, it seems almost impossible for us to accomplish this with many of them."

These are timely words and distributors and

dealers must make an effort to size up the market situation months ahead and prepare for every emergency. Meanwhile the Victor Co. are making all possible efforts to supply demands. The picture shown herewith is the assembling room temporarily arranged in the new cabinet factory. In addition to this they are still operating their old cabinet factory with double forces, working night and day.

BUY FLINT & BRICKETT CO.

The Pardee-Ellenberger Co. Purchase Springfield Dealers' Phonograph Stock—Steadily Expanding Their Business.

The Pardee-Ellenberger Co., of New Haven, Conn., have just purchased the entire phonograph stock of the Flint & Brickett Co., Springfield, Mass., and have taken over that portion of their business. This makes the Pardee-Ellenberger Co. the only Edison jobbers in that portion of New England.

The business of this company has been steadily expanding, due to the employment of up-to-date methods in every department. They are "live wires" in the talking machine field, and have built up a splendid jobbing trade. They make it a point to carry a large stock, to fill all orders quickly, and in every way to aid the dealers and advance their interests.

In the supply field the Pardee-Ellenberger Co. are having quite a demand for the Lin-O-Tone horns, which are especially adapted for Standard and Home machines. The Pardell folding boxes

for holding cylinder records are also big sellers with this concern. They are most convenient for delivering records to customers and unquestionably help to sell more records—a point worth considering.

FOR FIRESIDE PHONOGRAPH.

The Place Automatic Brushes Can Now be Used on These Machines.

The Blackman Talking Machine Co., 97 Chambers street, New York, desire to announce to the trade that the No. 3 brush, formerly listed as fitting the Gem, should also be supplied on orders for brushes to fit the Edison Fireside phonograph. Suitable changes in the advertising matter will be made as soon as possible. It may be well for dealers and jobbers to refer to the advertisement of these brushes on page 27.

BIG FEES FOR MME. MELBA.

In Miss Agnes Murphy's biography of Mme. Melba some remarkable facts appear regarding the great sums of money paid her for her professional appearance. At her third concert in Sydney she received the net sum of \$11,150. For appearing at a concert given by William Astor in London, Mme. Melba received 1,000 guineas (\$6,250). Another item worth quoting relates to talking machine records made in New York. Here, on March 24, 1907, we read, "she was busy making records for a gramophone or talking machine company, who for the selections, which she easily completed within a week, paid her a cash bonus of 10,000 guineas (\$52,500), with more to follow in the way of royalties."

Now for a great holiday trade.

HOW DO YOU ORDER DINNER?

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

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE

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

BLACKMAN DON'T RUN A RESTAURANT

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

HOW DO YOU ORDER EDISON AND VICTOR GOODS

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

BE ECONOMICAL—ORDER FROM BLACKMAN

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

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

YOURS FOR THE GOODS

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

97 CHAMBERS STREET

NEW YORK

EVERYTHING FOR EDISON OR VICTOR

FROM OUR CHICAGO HEADQUARTERS

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

Marked Activity in Talking Machine Field During Opening Months of Fall—Tendency Toward Purchasing Better Class of Goods—New Edison Amberola Displayed by C. E. Goodwin Throughout the West—Business Good with Talking Machine Co.—Sample Room at Lyon & Healy's—Orchestrelle Piano Casket Company Opening—Changes Among Managers and Salesmen in the Middle West—Record by Famous Evangelist—C. L. Wiswell Visits Factories—Salter Cabinets in Demand—The Wurlitzer Changes Completed

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 6, 1909.

The marked activity noted during September has been maintained and further ground gained during October. While there is no tendency to speculate or overbuy, orders placed by the majority of dealers show decided confidence in the future. Dealers are preparing for an excellent trade, and conditions in the West all seem to assure a realization of their expectation. Locally, retail trade has been good. There is no question that the tendency is to the better class of goods all along the line. Especially encouraging are the reports of improving trade in the outlying districts of the city.

C. E. Goodwin Displays the Edison Amberola.

C. E. Goodwin, manager of traveling salesmen of the National Phonograph Co., was in Chicago for a few days the middle of last month, his first visit since he went East to cast his fortunes with the Edison people. He made his headquarters at the La Salle Hotel, and brought with him the first of the new Edison Amberolas to be seen here. All the local jobbers and several from other points inspected the new machine and were highly delighted with it. Everyone says that the promises made by the National Co. as to the tonal quality of the new machine are more than justified. Mr. Goodwin went from here to St. Paul and Minneapolis, and from thence went to Omaha, Kansas City, Des Moines and other points and as far west as Denver. The trip was an eminently successful one and the western jobbers were reported as having responded with most liberal orders. In fact, the output of the factory on the new \$200 machine is said to be sold up for several months in advance. Local dealers and jobbers are eagerly awaiting the arrival of the new machines here, and quite a number of retail advance sales are already reported. Mr. Goodwin passed through Chicago on his return East this week.

C. E. Wilson's Coast Trip.

C. E. Wilson, general manager of the National Phonograph Co., passed through Chicago this week on his way to the Coast. He was accompanied by Mrs. Wilson.

Arthur D. Geissler's Cheery Report.

Arthur D. Geissler, general manager of the Talking Machine Co., is highly pleased with the volume of business during October and so far this month. "Current orders indicate that prosperity has returned to the talking machine trade in full measure," said Mr. Geissler. "October made a big gain as compared with last year, and we look for a very busy period between now and the holidays. The prospects are for a shortage on goods. My advice is that the Victor factory is working up to its limit and the orders from the jobbers keep pace with the output, and such a thing as accumulation of stock is impossible."

Lyon & Healy's New Sample Rooms.

Lyon & Healy have railed off an ample space in the wholesale talking machine department for a machine sample room. Samples of every Victor and Edison type, together with a fine display of cabinets, are shown for the benefit of visiting dealers. H. B. Hopkins, Manager Wiswell's chief assistant in the wholesale end, has his desk in the new sample room.

Joy in Solemn Environment.

Tom Clancy, manager of the automatic department of the Rudolph Wurlitzer Co., has always been known as a pretty live proposition, and it was perhaps perfectly natural that the National Casket Co. enlisted his aid when they opened their new warerooms, 385 Wabash avenue, the other day. There was a luncheon and doings, day and evening, and a Wurlitzer orchestrelle piano sent over by Clancy furnished spritely music the while. In spite of the imposing display of coffins there was not a "dead one" among the participants or the tunes played.

Herriman Again in Chicago.

A. D. Herriman, one of the valued members of the Columbia's western forces is "back home" again. He is now retail floor manager at the Chicago headquarters, 210 Wabash avenue. Mr. Herriman left the Chicago office four years ago and took charge of the Columbia branch at Davenport, Ia. From there he was promoted to the management of the Milwaukee store and very successfully conducted their business there until the latter part of last month, when the Milwaukee business was sold to A. J. Kundy, who has conducted an exclusive Columbia store in the northern part of that city for the year past. Mr. Kundy takes the former Milwaukee Columbia branch at 412 Grand avenue, buying the entire stock, fixtures, etc., and has the jobbing agency for Milwaukee county.

Guttenberger Takes Charge in Louisville.

E. W. Guttenberger, formerly retail floor manager for the Columbia Chicago store, has been made manager of the Louisville, Ky., branch, succeeding Morris Silverstein, who in turn takes charge of the Baltimore office, vice Merwin Lyle, who has gone to New York as secretary to General Manager George W. Lyle.

Gypsy Smith Makes Record.

Gypsy Smith, the famous evangelist, who last Sunday concluded a long series of revival services in this city, is reported as having made a phonograph record of the song, "I Shall Meet Him Face to Face," and which will be used in evangelistic services at St. James M. E. Church.

Skilton on Road for National Co.

Mr. Skilton, formerly manager of a talking machine business in Providence, R. I., is now traveling for the Edison people in Michigan and called on the local jobbers a few days ago.

Some Recent Visitors.

Walter Staats, chief accountant for the Victor Talking Machine Co., spent a day or two in Chicago this week. Among the visiting talking machine dealers the past month were John E. Moyer, Dixon, Ill.; Joseph J. Daynes and Edward E. Jenkins, of Daynes-Beebe Music Co., Salt Lake City, Utah.; Col. F. B. T. Hollenberg, Hollenberg Music Co., Little Rock, Ark.; M. M. Marin, Grand Rapids, Mich.; J. E. McCourt, Ludington, Mich.; Mr. Wookey, of the Wookey Music Co., Peoria, Ill.; Lawrence McGreal, Milwaukee, Wis.; C. A. Adams, Peoria, Ill.

Wiswell's Eastern Trip.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, made a flying trip to the Victor and Edison factories the middle of last month. He found the former working overtime, especially in the Victrola department. The Edison plant was also rushed to the utmost and the officers were more than surprised at the demand for the machines equipped with the new Cygnet horn. Speaking of business, Mr. Wiswell stated that October on the whole made a gratifying showing. Business the first two weeks was exceptionally good. The third week of the month, both in retail and wholesale, was somewhat quiet, but the wind-up was strong. There was a good increase over September and a very big gain as compared with last year.

Phenomenal Victrola Business.

Speaking of Lyon & Healy, the phenomenal

Victrola business being done at retail is a matter of general talk in the trade. It is said to be an actual fact that five Victrolas were sold within an hour recently. Of course, this was the result of fortuitous circumstances, but it simply illustrates in dramatic form the manner in which the fine old house attracts high-grade trade. They do not do it by resting on their oars, however, but by constant advertising campaigns conducted through various channels. One of the niftiest pieces of talking machine literature ever distributed by them is a booklet devoted to the Victrola, and the covers represent the machine described in the mahogany finish. The various parts are "cut-out." The doors concealing the catalog files are faithfully represented, and those to the concealed horn open, revealing the latter, which is illustrated on an inside page of the booklet. Of course, the text is forceful and peculiarly adapted to the temper of the devotees of grand opera music.

Dealers Ordering Salter Cabinets.

The Salter Mfg. Co., makers of talking machine cabinets, music cabinets, art furniture specialties, etc., report that their business is running ahead of 1907 and that their large factory is running overtime, and a large percentage of this activity is due to their fine line of horizontal, felt-lined disc cabinet, an innovation which is wonderfully popular. Their new style cylinder cabinet has also met with great favor.

Wurlitzer's Handsome Quarters.

The Rudolph Wurlitzer Co. are practically over the period during which they have been at the mercy of the carpenters and decorators. The main floor, which is devoted principally to the talking machine and small goods departments, has been widened by the addition of the space formerly occupied by the stairway. The windows have been enlarged and deepened, and a balcony above the show windows proper gives opportunity for display plainly visible from the trains of the elevated railway. The interior has been refinished in verdi oak, and beautiful new all-glass show cases and massive wall fixtures for small goods have been installed. To the left of the entrance a large space is enclosed as a reception room, and here, in addition to a few pianos, Victrolas in various finishes will be shown. This will considerably increase the space devoted to talking machines. The rear half of the floor is practically unchanged, and indeed the numerous and beautiful Edison and Victor booths and the excellent stock arrangement can scarcely be improved upon. The balcony formerly occupied by the offices is now devoted to player music. The new piano department occupies about two-thirds of the second floor, while the remainder is devoted to the automatic department, one beautiful room being given up to the Orchestrelle pianos and another to the large band organs, orchestrons, etc. The general offices occupy the front of the third floor, the balance is devoted entirely to the wholesale talking machine stock, which has double the space utilized in the former quarters, and greatly improved systems of stock arrangement. The small goods department is on the fourth floor.

Rudolph Wurlitzer, Jr., has spent much of his time at the Chicago office during the past month, aiding Manager Uhl in supervising the completion of the new arrangements. The wholesale talking machine department of the Chicago house made an extremely fine showing during October on account of the consummation of several large new accounts.

Fuhri Visiting in the South.

District Manager W. C. Fuhri, of the Columbia Phonograph Co., and western Wholesale Manager E. C. Plume went to New Orleans this week to meet General Manager Geo. W. Lyle, who is on his return from his trip to the Coast. On Mr. Plume's arrival in New Orleans he was greeted with the sad news of the death of his uncle,

CHICAGO

The CENTRAL "ECONOMY" MARKET



Don't lose \$70.00 profit on a *Victrola* sale.

Don't lose 40% or 40-10% profit on a Machine or a Red Seal Record sale, by not having, or not being able to get the goods.

Pay a little more freight or express than usual if necessary, *but get the goods.*

Let distance and freight be no object when retail profits, prestige and service are at stake. *Get the goods.*

The business arms of The Talking Machine Company stretch over the country from Maine to California and from Minnesota to Texas. They are the largest Talking Machine Jobbers in the world, and remember *they wholesale exclusively.*

The Talking Machine Company
72 Wabash Avenue, Chicago, Illinois

S. W. Plume, a retired capitalist, who has been a prominent figure in the Crescent City for 25 years. The telegram announcing his death arrived in Chicago after his nephew's departure.

Bissell-Cowan's Artistic Quarters.

While the new talking machine department of the Bissell-Cowan Piano Co. has really only been opened for two weeks, President Arthur Bissell expresses himself as highly pleased with the outlook. Manager E. R. Sues has taken hold of the department in a manner that betrays his experience and ability. He has a capable assistant in O. C. Searles, formerly of Chicago and more recently in the talking machine business for himself in Oklahoma. The handsome mezzanine floor devoted to the department has been attractively fitted up and resembles more a clubroom than a formal business establishment. There are two booths, and both here and in the reception rooms Victrolas are used only for demonstrating purposes. Every type of Victor machine is carried, and Victrolas in all finishes. The Auxetophone concerts in Music Hall, adjoining the Bissell-Cowan warerooms, have been inaugurated and promise to be very successful. They are held on Tuesdays and Thursdays from 12.15 to 1 p. m., and admission is obtained only by application at the warerooms, where cards are issued exchangeable at the box office of Music Hall. Those who desire are urged to register permanently, and are mailed seats for each concert. The attendance so far has been from 150 to 300 at each recital. Music Hall has always been associated with the appearance of the very finest artists, and a particularly fine class of people are being attracted to these recitals.

Harry Salomon, manager of the talking machine, toy, sporting goods departments, etc., of Rothschild's, has returned from an eastern purchasing trip.

Inaugurating New System.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., is inaugurating a new system by which samples of every record in the catalog are carried in the demonstrating

rooms. Above the cases will be cards emphasizing the fact that customers are not given used records; that every record bought is absolutely brand-new, and that the records in the case are used for demonstrating purposes only. Samples of the new four-minute Indestructible record have been received here and have been greeted with approval by those who have heard them. A necessary attachment for the machines will soon be ready, and a single reproducer will be used for both classes of records. The Columbia branch are having a fine demand for both the De Luxe and Regent Grafonolas, the concealed horn machines. One of the Regents (the library table style) occupies a central position in the show window.

Kreiling & Co.'s Best Month.

Kreiling & Co., manufacturers of the all-metal, ball-bearing horn connection for cylinder machines, report that October was one of the best months they have ever had. Orders from jobbers in all parts of the country show that dealers everywhere are awake to the merits of the excellent little device and are pushing it energetically.

A Fine Sporting Trip.

Arthur D. Geissler, general manager of the Talking Machine Co., and Roy Keith, sales manager, spent a few days week before last on a hunting and fishing expedition up in the vicinity of Manitowish, Wis., near the Canadian line. They had engaged a guide but he turned up missing. Nevertheless, they made a good showing, bagged a number of duck and partridge, and Mr. Geissler landed a twenty-six-pound muskalonge.

Fibre Needles Grow in Favor.

The B. & H. Fibre Mfg. Co. have every reason to be gratified with the manner in which their efforts are being recognized by the trade. Orders for B. & H. fiber needles received during October were several times in excess of those of last year, a fact which speaks eloquently of the progress made by the wood needle. The company have any number of letters from dealers saying that the fiber needle has practically revolutionized their trade, that it has been the means of selling

machines to people they could not have reached otherwise.

Starck's Department Winning Trade.

The new talking machine department of the P. A. Starck Piano Co. is having a nice trade. P. T. Starck, secretary of the company, expresses himself as decidedly pleased with the results so far. The department has a new manager in the person of H. D. Bentley, a young man of long experience in the music trade and who is thoroughly familiar with the Victor line. Two handsome demonstrating booths are being erected.

Samuel Goldsmith, who has charge of the Victor salesmen in the Middle West, spent a few days in Chicago this week.

Demand for Sectional Cabinets.

The Compartment Filing Cabinet Co., of this city, who have met with decided success on their sectional cabinets, have just brought out a new cabinet, the Compartola, which is illustrated in their advertisement appearing in this issue. It is made in two styles, one for disc and the other for cylinder cabinets. The compartment feature is the same as that in the sectional cabinet, the compartments in the disc cabinets having division walls inside separating the records, making them desirable for the double-faced proposition. The compartments in the similar cabinet are designed to receive the cartons, thus protecting the records, from which they can be conveniently slipped. The Compartolas are made in golden quarter-sawed oak or African mahogany. They have handsome art glass doors and resemble a fine bookcase. They are finished all around and can therefore be placed anywhere in the room. They make an exceedingly attractive cabinet, and the moderate price should commend them to the trade.

Improvements Under Way.

The fine quarters of the Talking Machine Co. are undergoing extensive improvements. The office is being newly decorated, and Manager Geissler's sanctorium has been enlarged and fitted with elegant mahogany desks, center table, chairs, settees, etc.

"COMPARTOLA"

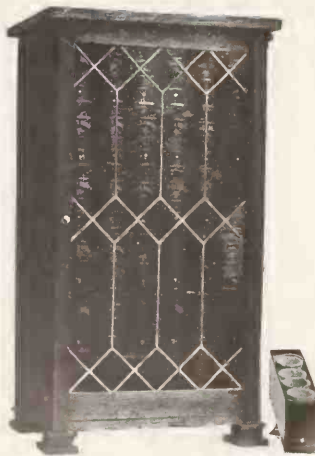
(TRADE MARK)

RECORD CABINET

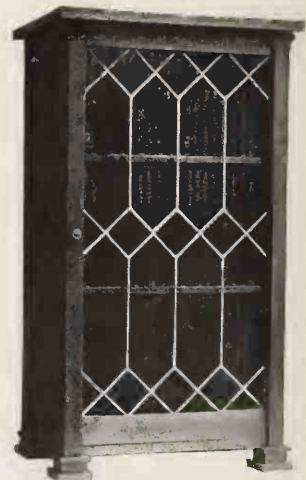
A new addition to our SECTIONAL Record Cabinet line. Equipped with our patent COMPARTMENTS and numerically indexed system.

The best and most convenient method for preserving records.

Made in Golden Quarter-sawed Oak or African Mahogany. Handsome Art Glass Doors and resembles a beautiful bookcase. Finished all around and can be placed anywhere in Room.



THE CYLINDER "COMPARTOLA"
36 Compartments; capacity 144 Cylinder Records. Height; 37" Top 22" x 17"
LIST PRICE, \$26.00



THE DISC "COMPARTOLA"

Capacity 66 Discs 12"; 132 Discs 10". Height 37"
Top 22" x 17". LIST PRICE, \$26.00.

COMPARTOLA XII same as above—capacity
234 Discs for Victrola XII. Top 25" x 17"
LIST PRICE, \$30.00

Only a Limited Stock for Holiday Orders

Compartment Filing Cabinet Co.

Office and Factory, 316-318 West 29th Street : CHICAGO, ILLINOIS



THESE MEN KNOW

that they are saving money, time and worry by placing their orders for Victor and Edison Talking Machines, Records and supplies with Lyon & Healy, where their wants always have best and prompt attention.

LET THEM TELL

how they are able to realize bigger profits and a more satisfactory business.

**This Man from
Northern
Michigan
SAYS:**

Messrs. LYON & HEALY, Chicago, Ill.
Gentlemen:

Want to tell you how well pleased we were with the promptness with which our last order was filled. We have never had cause to complain to you in this regard, but this order in particular was one requiring quick and careful filling; a sale of large proportion bearing on prompt delivery. Needless to say we closed the deal without trouble. Again accept our thanks.

Yours truly,
WILLIAMS & McLOGAN,
Per J. C. McLogan.



**This Man from
Old
Illinois
SAYS:**

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen: When in your house several days since, I intended asking you to explain thoroughly your system of filling orders, for I have never had so much satisfaction in having my orders handled quickly and without error, as on those placed with you.

I realize that my ability to keep all promises made to purchasers relative to delivery is important to the growth of my business, and I am glad to be able to say, thanks to your efficient service, I have never been obliged to disappoint customers. Wishing you continued success, I am,

Yours very truly,
W. S. WEST.



**This Man from
Far Away
Mississippi
SAYS:**

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen: Our bookkeeper reports quite a reduction in freight cost since we began placing our orders for both Victor and Edison goods with you, even with an increase in our sales. We account for this saving through being able to combine our Victor and Edison orders, and you may be sure we appreciate this feature in buying from you. We have also been able to close several large sales through our ability to deliver the goods in record time. Accept our thanks for your past prompt attention. Very truly yours,

WACHENHEIM & MENDER FURN. CO.,
Per W. O. Menger.



Profit by the experience of these and hundreds of other dealers and place YOUR orders hereafter with Lyon & Healy. Let us emphasize the fact that our stock is complete in every detail, both in Victor and Edison lines, and orders are shipped in full on day of receipt.

Write for our
Special Offer
to
Dealers



CHICAGO

Our liberal terms
will interest you

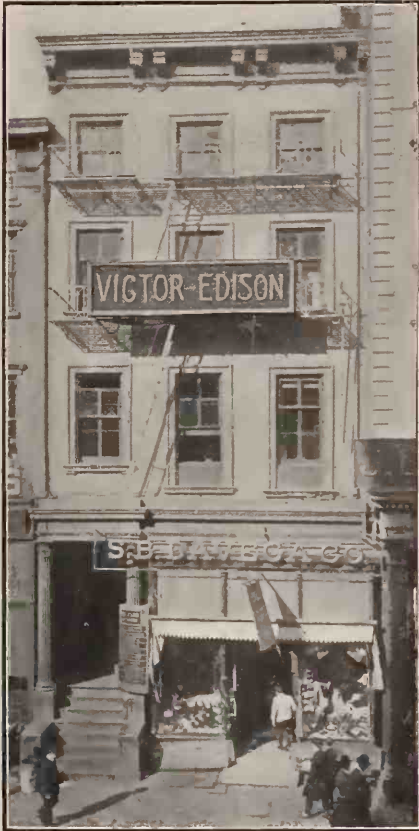
Allow us to
explain them



ENTERPRISING NEW YORK JOBBERS.

The S. B. Davega Co. Carry a Strong Line of Victor and Edison Machines, and of Supplies—Have Built a Fine Business.

As the oldest established jobbers in Greater New York, the S. B. Davega Co., 126 University place, New York, have long enjoyed the confidence of the trade. Their stock of Victor and Edison goods and miscellaneous lines of record cabinets, horns, general supplies, etc., is varied and complete, so that the dealer may have his order filled promptly and with despatch. They



THE S. B. DAVEGA HEADQUARTERS, NEW YORK.

specialize on several lines that it would be worth the while of the progressive dealer, the up-to-date kind, not to overlook. Among them may be mentioned their low-price cabinets for Victor O, I, II, III and IV, in oak and mahogany. As quick sellers their success has been little short of phenomenal. These cabinets have continuation tops and match the machines perfectly. The Davega Co.'s Magnetic needles are also commanding a ready sale. They come in three grades: double or multi-tone, loud tone, and mellow tone. Their fleece-lined rubber cover for Victrolas is an article originated by the S. B. Davega Co., and as a protector for this elegant Victor line are unequaled. The firm are now getting out a better quality cover, which will be ready for the holiday trade.

PERTINENT SUGGESTIONS FOR EMPLOYEES.

To the man whose ambition is backed by cool determination, obstacles are only the stepping stones to success.

Read much and carefully; think deeply; and don't hesitate to make use of the ideas that other men have advanced.

The clerks who object to doing a thing because "I wasn't hired to do that," is a clerk who will not be very likely to be promoted to manager this year.

If you are going to be the independent sort that slams the goods down with a take-it-or-leave-it air, you might just as well begin looking for another job right now.

If the boss wants a certain line of goods

pushed, push them even if it is a little more trouble. Your chief value to the house lies in your ability to help it make money.

If you want to become a trusted employe, one whom the boss will depend upon, you will have to do more than avoid evil; you will have to avoid the appearance of evil.

The fact that duty should come before pleasure doesn't mean that it is to take the place of pleasure. You need recreation as much as you need food. Take it regularly and in the open air.

The customer is the guest of the store. If you were properly brought up you know how a guest ought to be treated. Do you treat the people who come in as if you personally wanted them to come again?

BIG CALL FOR AMBEROLAS.

Initial Shop Order Already Taken—No Change in the Price of Records—Business Grows Better Every Day.

Orders for the new Amberola concealed horn cabinets have been received in such large numbers by the National Phonograph Co., Orange, N. J., that the entire initial shop order has been taken already.

Speaking of this, F. K. Dolbeer, general sales manager, said: "It is most surprising how the trade have taken hold of the Amberola. The demand has exceeded our most sanguine expectations and the sales will be tremendous. Business with us shows an improvement every day.

"There has been no change in the price of our records, excepting what may be decided upon in connection with the use of copyright music. It will be some time yet before that is definitely settled, and then, of course, the price will be higher. On our Standard and Amberol records now before the trade no change whatever in price is contemplated, excepting, as I said, in so

far as they may be affected by royalty charges, and of that due announcement will be made."

MR. AND MRS. EDISON WERE GUESTS

Of Honor at the Opening of the New Theater on Last Monday Evening—Was One of the Great Events of the Year—Mr. Edison Fond of the Theater.

On Monday evening Thomas A. Edison and Mrs. Edison were guests of honor at the opening performance at the New Theater, New York, at which the leading people in social, scientific, musical and artistic circles were present. This magnificent temple of the drama has been made possible by the generous subscriptions of the cultured people who are interested in the development of the histrionic art along legitimate lines as opposed to the accepted term of commercialism. It is a subsidized institution for the production of the best in theatricals, and therefore the launching of the enterprise, something entirely new in this line, is a function of social importance second to no event in recent American artistic endeavor. Mr. Edison is very fond of the theater, especially of plays that tend to the amusing and entertaining kind, as a relief from his own absorbing and serious work, rather than of the problem order; and in music his taste inclines to the high-grade and classic description.

There can be no great success without the employment of human energy, the silent brain force that plans, initiates, drives and perseveres with indomitable strength until the project has been placed soundly upon its feet and in good running order.

Salesmanship is the fine art of making the other fellow feel as you do about the thing you have for sale.

XMAS
VICTOR

5 WEEKS

Standard

Talking Machine Company

Pittsburgh, Pa.

ONLY FIVE WEEKS MORE UNTIL XMAS

Get your stock in shape for the last few weeks holiday rush.

We have a large stock of Victor and Edison machines and records, cabinets and supplies ready to fill all orders.

Remember we ship all orders the day they are received.

Standard Talking Machine Co.

Pittsburgh, Pa.

5 WEEKS

XMAS
EDISON

EDISON
XMAS

VICTOR
XMAS

MILWAUKEE'S ENCOURAGING REPORT

Fall Season Opens Up in Splendid Form—Herriman Leaves to Take Charge of the Columbia Chicago Store—Gimbel Bros.' Handsome Department—Talking Machine Exchange Inaugurated—The Talker in Wisconsin Schools—Dealers Urged to Join Association—Columbia Machine in Tuberculosis Campaign—An Interesting Budget of News.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 9, 1909.

The fall business seems to have taken Milwaukee jobbers and retailers by storm, judging from the increased activity displayed everywhere. The local retail trade, which has not been at its best, has developed in a wonderful way. Salesmen returning from about the State say that dealers outside of Milwaukee are reporting the best trade experienced in two years at least. Wisconsin is harvesting one of the "humper" crops in its history this fall, and as a natural result money is more plentiful and general confidence is better. This accounts to a certain extent for the big increase in trade that talking machine dealers in the smaller towns are securing. In Milwaukee this wave of prosperity from the country district is also making itself felt. In addition, general manufacturing and industries of all kinds are fast returning to the normal stage, and people are finding themselves in possession of more money to invest in talking machines. Certain local dealers who make a specialty of working with the factory people say that they are more than pleased with the renewed prosperity that is making itself evident. The higher class of trade seems to be finding itself possessed of more affluence, as it is a peculiarity in the Milwaukee situation that demand for the higher priced machines is steadily on the increase. Dealers are predicting that business from now until Christmas will exceed anything experienced in the history of the local trade.

A natural sequence of the good retail trade is the fact that the wholesale business has taken on new life. Orders are coming in some cases at a greater rate than they can be handled, and jobbers are unable to meet demands for some of the newer models of machines. Dealers all over the State are rushing to stock up in preparation for the fall and Christmas trade.

A. D. Herriman, genial manager of the Milwaukee branch of the Columbia Phonograph Co.,

has resigned to become retail manager of the Chicago branch of the Columbia. Mr. Herriman has been succeeded at Milwaukee by A. G. Kunde, proprietor of a Columbia talking machine store at 1316 Fond du Lac avenue, who is already in charge of the downtown central store and is also maintaining the Fond du Lac avenue branch. The news of Mr. Herriman's promotion was not entirely unexpected to the Milwaukee trade, as it was known that in return for the excellent success which he has achieved in this city he was being considered for things higher up. While dealers were loath to lose him, to a man they are congratulating him upon his advancement. It is predicted that Mr. Herriman will meet in Chicago with the unusual success which has been his in Milwaukee. A. G. Kunde, the new Milwaukee manager, who has purchased the downtown central store of the Columbia, has been regarded as one of the Columbia Co.'s most enterprising Milwaukee dealers. Both Mr. and Mrs. Kunde have had wide experience in the talking machine business.

What is probably the finest talking machine establishment in any of the Milwaukee department stores has just been opened by Gimbel Bros. An extensive line of Victor machines, records and supplies is being offered to the trade. Gimbel Bros. conduct the largest department store in Milwaukee, and there seems to be no reason why an up-to-date talking machine department would not prove a most profitable phase of the business. The big store has carried a foreign line of machines in the past under the supervision of the toy department, and the business has not been pushed to any extent. The new talker department will be under the supervision of the piano department of the store, of which E. S. Bridge is manager. L. C. Parker will be in direct charge and will endeavor to make a big success of the new business. New quarters have been opened just adjoining the piano department, large and handsome booths have been installed, and the department puts on a decidedly up-to-date appearance. In addition to the regular line of Victors, ten Victrolas and an Auxetophone have been installed.

A talking machine exchange, something of an innovation in the smaller cities of Wisconsin, has been put into successful practice by Arthur Raab, an enterprising young dealer of the "chair city." Mr. Raab allows his trade to exchange their old records at any time for new ones upon the payment of a small fee. He is making the provision, of course, that the returned records must be in good condition and suitable for exchanging for others. The plan is proving to be decidedly popular, as it enables customers to enjoy a constant change of records at merely a nominal cost.

Indications are that the talking machine will hereafter play a prominent part in the "teaching of the young mind to shoot" in Wisconsin schools. Miss Annie B. McLenegan, a teacher of English in the high school at La Crosse, has installed a machine as a part of the regular teaching force in her school, and it is said that the machine is more than earning its salary. Miss McLenegan is teaching her pupils in the English department of the school to read Chaucer by means of the talker. The machine is placed in the recitation room, the pupils settle back in their seats, and the faithful talker reels off the correct and only pronunciation of the ancient and honorable English poet's work. The machine also aids in the interpretation of the music which forms the background of Chaucer's Canterbury Tales, and Miss McLenegan says the method is an ideal one to illustrate the old English ballads and lyrics. Added to this, the innovation is marking a new advance in the interest and work in the advanced English classes of the school.

The Vandenberg Music Co., of Marinette, Wis., have closed out their entire line of talking machines to W. B. Pryor, of Minneapolis, Minn.

The Edison business phonograph has been demonstrated about Wisconsin in a most able and successful manner recently by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co.

Lawrence McGreal is one of the leaders in a movement among business men of the city to organize a new retail merchants' association that will be representative of the business interests of the city as a whole, and which will operate along the lines of work carried on by the Chicago Association of Commerce.

As usual, this year finds the talking machine playing an important part in the great campaign of education that is being made about the State by the Wisconsin Anti-Tuberculosis Association. For the purpose of getting the message that consumption is both curable and preventable home to those who need it most the association is employing the services of a big Columbia machine. Every evening and during each day the demonstrator in charge of the exhibit gives an open-air concert of band and other instrumental numbers, interspersed at intervals by short, striking talks on the subject of tuberculosis, pointing out the dangers of spitting on the sidewalks and in public places, and outlining a system of training for the cure of the dread disease. The exhibit travels all over the State, and those in charge state that the services of the talking machine are indispensable.

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., has returned from a two months' tour of Canada. Mr. Hope organized several new agencies in the Canadian country and met with an excellent business. He is confident that Canada, with its phenomenal crops and its enormous resources in general, will prove a most fertile field for the talking machine business.

Letters have just been sent out to the members of the new Wisconsin Talking Machine Dealers' Association calling attention to the fact that a campaign for additional members among the dealers of the State will be started at once. Predictions are made that the total membership of the organization will be increased to at least one hundred by the close of the present year. The movement was put under way with a membership of fifty.

William Schmidt, Wisconsin representative of the Victor Talking Machine Co., was in Milwaukee a few days recently and reported a tremendous increase in trade.

Shipments of the Amberola, the new Edison model, are expected to reach Milwaukee by December 1. Dealers have become much interested in the new machine and have been placing some very good orders.

Weiss & Becker, of Two Rivers, Wis., have opened up with a complete line of Columbia machines and are already meeting with a good business.

Lawrence McGreal has purchased the stock of the Cream City Supply Co. at 438 National avenue, Milwaukee. The store will remain under the same management as in the past, with George Kramer in charge.

George C. Jewell, of Rhinelander, Wis., is preparing to open a new establishment and carry an extensive line of pianos and talking machines.

The novelty department of the Shadowtown Co.'s store at Baraboo, Wis., has been sold to I. Stinson. A. L. Thompson still retains the talking machine and jewelry departments.

Henry Fischer, enterprising dealer at Jefferson, Wis., is giving a series of afternoon and evening Victrola concerts.

The Hotel Bellis, at Berlin, Wis., has followed the example of hotels in many of the larger cities and is now offering Auxetophone concerts to its patrons.

W. S. PARKS NEW POST.

William S. Parks, who for a number of years has been retail manager of the Columbia Phonograph Co. at Atlanta, Ga., has severed his connection with that company and accepted a position with the recently reorganized M. R. Emmons Co., of the same city.

The Vandenberg Music Co., Marinette, Wis., have closed out their stock of talking machines and records.

100% Service

is

Heppe Service

Our stocks of Victor and Edison goods are unlimited, and we make shipment same day orders are received.

We have a department organized to coach you in making retail sales.

Worth writing us about.

C. J. HEPPE & SON
1117-1119 Chestnut Street
PHILADELPHIA, PA.

Established 1865

THE TRADE IN TENNESSEE.

Last Few Weeks Marks Decided Improvement in the Talking Machine Business—Various Concerns Decorate for the Visit of President Taft—New Machines Win Popular Favor—Number of New Dealers—Some Recent Trade Visitors—What Jobbers and Dealers Have to Report.

(Special to The Talking Machine World.)
Memphis, Tenn., Nov. 7, 1909.

Trade in this section of the South has improved wonderfully in the past few weeks and the dealers are expecting an exceptionally heavy demand for machines and records.

The O. K. Houck Piano Co. during President Taft's visit to Memphis had their store handsomely decorated in the national colors, which were thoroughly in keeping with the gala appearance of the whole city.

A. L. Owen, manager of the talking machine department of this company, anticipates a heavy demand for the new "Cygnets" horns and cranes, of which they recently received their first shipment. These goods were sent to their dealers the same day they were received, and some difficulty was experienced for a while in filling orders; but they have received further shipments and are now in a position to supply the dealers in their territory with these new horns and cranes promptly.

The new Gem combination type phonograph has caught the popular favor, and the new Fireside machine, equipped with the Linotone horn, for which the O. K. Houck Piano Co. are jobbers, is proving very popular with the dealers, who are including this outfit and Amberol records with almost every order.

The Edison Amberola and the 28 new Amberol grand opera records recently announced by the National Phonograph Co. are anxiously awaited by the dealers, as they expect this machine to prove a big seller, as the people of this section already have Edison phonographs, and it will not require a change of records to use the new enclosed horn machine.

O. C. Stegmair, the O. K. Houck Co. traveler, is on a trip through northern Mississippi and reports that all the dealers in that part of the State are well pleased with the fall outlook.

A number of new dealers have been created in this territory in the last few months, and, with the price of cotton higher than it has been in years, the merchants are very optimistic, and it is only necessary to show them the wonderful improvements made in the talking machine line in the last few months and point out to them the big advertising campaign which is being waged through the entire country by the manufacturers to stir up their enthusiasm.

Several trade visitors were in Memphis in the past month, among them A. C. Ireton, assistant manager of sales for the National Phonograph Co., who brought with him a sample of the new Edison Amberola, which was greatly admired and complimented by the visiting dealers.

Other visitors were F. E. Gage, of the National Phonograph Co.; Max Landay, general manager of the Talking Machine Supply Co., New York; F. H. Silliman, of the Pardee-Ellenberger Co., New Haven, Conn.; W. C. Wiley, of H. Artman & Son, Winona, Miss.; H. S. Shaw, dealer at Somerville, Tenn., and A. D. Welburn, of the O. K. Houck Piano Co., Nashville, Tenn.

Miss Maud Buford, of the O. K. Houck Piano Co. in this city, made a trip to Tishomingo, Okla., recently.

The E. E. Forbes Piano Co. are doing a fine business in the Victor line. More or less uneasiness is being felt regarding the supply of Victrolas for the holiday trade, but advices from Camden, N. J., are reassuring that every effort will be made to keep up with the demand by the factory.

The Southern Talking Machine Co., exclusive Columbia jobbers for this territory, report an excellent trade, locally and with the dealers. The sales of Columbia double-disc and Indestructible cylinder records are steadily growing. The call for the new Grafonola line is also a feature.

PROUD OF THE VICTOR.

How the Young Women's Christian Association of Camden Expressed Pride in the Products of Their Progressive City.

That enterprising little city in New Jersey which the Victor talking machine has made famous—Camden—possesses a number of residents who delight in spreading its fame broadcast. The members of the Young Women's Christian Association of that city who attended the conference at Silver Bay this summer repeated for their friends the other evening the stunt they gave at the conference on Association Day. On this day each association represented there presents in some original way the characteristics of their association, their town, or of some of the leading industries in which their members are employed. The Camden delegates had a marvelously constructed Victor talking machine, and each of the twelve delegates represented a record. With the wonderful similarity to the human voice, for which the Victor talking machine is noted the following song was given to a medley of patriotic airs:

(Tune Yankee Doodle.)

We are from old Camden town,
The town that people pity,
But friends, you do not know the debt
You owe to Camden City.

(Tramp, Tramp, Tramp.)

Hark, hark, hark, the Victor's singing
Everybody knows it's fine,
It's a splendid emblem, friends, of the town we
now defend,
For Camden is a Victor every time.

(Red, White and Blue.)

Camden forever, hurrah for Camden town,
The home of the Victor that is known the world
around.

We may not be record-breakers, but we're record-
makers, friends.

Down in the old town of New Jersey.

(Marching Through Georgia.)

And it's down in Camden City, friends, that
Campbell soups are made

To which the busy housewife oft a tribute glad
has paid.

Just add hot water, serve, and only see how
much you save

And there we score another point for Camden.

(Johnny Comes Marching Home.)

And just a few miles south of us our sister
Gloucester stands,

She makes the Welsbach lights well known o'er
all the lands.

We know of our city we've made a fuss
But if you'll have patience to listen to us
There is just one more thing we want to tell
about

And that is our dearly loved Y. W. C. A.
With all its great pleasures, its joys and its
blessings.

(Star Spangled Banner.)

We attest every time, though we have much that
is fine,

That this, after all, is more in our line
And so often all friends we just want to say
The best thing that Camden has is its Y. W. C. A.

(Dixie.)

And when you think how much you need
A pen that stands hard wear and speed

Then I guess you will bless
Esterbrook for their pens.

A QUERY.

If soft music can be caught,
And in a rubber record wrought,
So that when we're in need of song
To ease the pressure of some wrong,
By winding up an instrument
We get the comfort therein pent,
Why may not some inventor make
A record Winter's breeze to take,
Fresh blown across the ice and snow,
To ease our superfervid woe
That August brings, and in our clime
Makes Fahrenheit work overtime?

Carlyle Smith in Ainslee's.



Edison Dealers in Dixie

We are the only jobbers in the South who can ship your Edison orders complete and ship the same day they are received.

This kind of service will help you to get retail business and place you in a position to cope with the big mail order houses of the North and East.

Service and Satisfaction

We can give you better service and satisfaction, because our large stock of Edison Phonographs and Records and perfect organization is devoted solely to your interest.

Sign a Contract with Us

Our warehouse is full to the brim of just the goods you are going to need in the next few months and if you haven't signed a contract with us, drop us a card to-day and we will send contracts for your signature.

That will put you on our mailing list and you can then get your share of the benefits that are sure to come to the dealer who gets what he orders and gets it just when he needs it.

Hear the New Records Each Month

Also tell us to send our representative to see you each month with the samples of the New Edison Records.

We will be glad to do this and it will help you a whole lot in placing your order for new records.

Let's get together for our mutual benefit.

O. K. Houck Piano Co.

The Southern Dealers' Jobber
MEMPHIS :: :: TENNESSEE

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.



MAX LANDAY'S GREAT TRIP.

Popular Talking Machine Man Relates His Experiences and Impressions Gained Upon His Visit to the Pacific Coast—Found Dealers and Jobbers Alive All Along the Line—Talking Machine Business of Canada on the Increase and Future Very Promising—Victor Line Strong in Middle West—Texas Methods Might be Improved—Well Received and Extended All Courtesies in Every City Visited.

Max Landay, of the Talking Machine Supply Co., New York, who started away on September 15 for the most extensive trip he had ever undertaken for his concern, returned on November 3 greatly pleased with his experience and the business booked. When The World asked Mr. Landay about his journey and something of the people he met in the trade at the places he visited, he replied:

"Upon commencing my trip to the Pacific coast I started up through New York State, and in calling on the trade at Albany and Schenectady found that the jobbers were doing a comparatively good business in the Victor line and were anticipating a very heavy fall business for Thanksgiving and Christmas. At Utica conditions were not quite so good, as the summer trade in that city had been somewhat discouraging; but the jobbers, nevertheless, spoke in a hopeful vein and assured me that they were going to do their utmost to create a large demand for their respective lines that they represented this season, and spoke very optimistically regarding the results they expected to attain. At Syracuse, Rochester and Buffalo business was reported to me as being fairly good, with anticipations of a larger volume this fall, exceeding what they enjoyed last year.

"In Toronto, Canada, the leading jobbers have been doing a very large business all through the summer and were looking forward to still greater trade. It seems to me that the talking machine business in Canada is on the increase, and will no doubt continue so for several years to come. Returning to Cleveland, O., by way of Buffalo, I found that the leading jobbers in that city were quite pleased with the outlook, and claimed that this fall their business will easily equal that of last year, and would not be surprised if it exceeded it by a good, round figure. Business at the time I called there was very encouraging, especially in Red Seals and Victrolas, of which they were selling three and four times as many as they sold in the same time last year.

"At Detroit, Chicago, Dubuque, St. Paul and Minneapolis trade was still better than in the previous cities that I passed through, especially in the Victor line. An exceptionally heavy business is being done in Victrolas and Red Seal records. The outlook in these cities is bright,

and from the information received from all of the jobbers an enormous trade will be done in November and December.

"My route thereafter led me through Des Moines, Omaha, Lincoln, St. Joseph and Kansas City, and I found business to be steadily on the increase, with every expectancy of a still further expansion right along. While in Kansas City I was shown through the new building of the Schmelzer Arms Co., on Grand street, in which an entire floor has been set aside and fitted up in the most elaborate manner for the sale of Victor goods. The retail quarters, in which eight handsome rooms for demonstration purposes were built, are the finest I have seen. That such a large amount of money should be spent for fixtures was not surprising to me, as the Schmelzer Arms Co. are great believers in the talking machine business, not only of the present, but the future also. In calling upon the J. W. Jenkins Sons Music Co., of the same city, I learned they had made a number of changes and increased their talking machine department by erecting four splendidly equipped demonstration rooms on the main floor, at the same time continuing to use the entire third floor of their building for the wholesale end of the business.

"Stopping at Denver I found trade good, and, upon calling on the Knight-Campbell Music Co., I ascertained that a number of changes in their talking machine department was being made, as their business has been growing and required larger space. The demand for high-class records and machines encouraged them to erect most elaborate quarters for demonstration purposes, which were just being finished at the time of my visit. The remainder of the jobbers in that city reported a good, steady business. At Salt Lake City still more activity in the enlarging and fitting up of spacious and elaborate quarters for the handling and demonstration of high-class goods was noticeable. The most enthusiastic concern there is the Consolidated Music Co., formerly the Clayton-Daynes Music Co. These people have lately added the Victor line, from the jobbing point of view, and are most optimistic as to the amount of business they will do in the coming holiday trade.

"My route thereafter led me through Spokane, Seattle, Portland and San Francisco, and, upon calling on the leading distributors of talking machine in these cities, was surprised at the enormous amount of business that was being done in the Victor line, and which, in my estimation, was about the healthiest condition of the business that I had run across on my trip so far. The demand in general was for high-priced outfits, especially Victrolas and Red Seal records. The people on the coast are great lovers of high-grade music, and therefore the demand for high-grade machines and records was not surprising. All along the coast the question that seemed to be uppermost was whether they could get enough goods for the coming holiday trade. I remained some time at San Francisco on account of the many friends in the business whom I have there, and the city in itself made such an impression upon me that I was reluctant to leave. At Los Angeles there is an extraordinary large demand for high grade machines and records, and the various talking machine establishments possess elaborate quarters for the demonstration of their goods, which accounts for the heavy sales.

"So far as Texas is concerned, trade is not what it should be. I do not wish to make any unfavorable criticism, for it is not my function to pass judgment on matters of this kind, as the jobbers and dealers in that great State doubtless know their own business best and how it should be done from their own viewpoint. However, their establishments and the manner in which trade is handled does not compare favorably with other places I have visited en route. I could, of course, offer a few remedial suggestions, but as I was courteously received and kindly treated I will refrain. In New Orleans, Memphis and other southern cities business was better than in Texas, but still it was not up to the mark. Some of the jobbers, however, are doing a moderate business and pushing the Victor lines in the



MAX LANDAY.

most energetic manner. Altogether, I was pleasantly received everywhere, and for the many courtesies extended me I wish to express my sincere thanks; for when any of the gentlemen, to whom I am greatly indebted for the kind manner in which I was treated, visit New York it will afford me much pleasure to reciprocate."

CATCH TALKING MACHINE THIEVES.

Boston Police Make Several Arrests in Connection with Looting of Eastern Talking Machine Co.'s Stock—Losses May Amount to \$1,500.

(Special to The Talking Machine World.)
Boston, Mass., Nov. 3, 1909.

In the arrest last week by Inspectors Linton and Gleavey of two men, one for larceny of phonograph records and the other for receiving stolen records, a systematic looting of the Eastern Talking Machine Co. has been uncovered, according to the police, and there is a strong possibility that more arrests will follow.

The men arrested are William J. McGee, 33, of 132 Selwin street, Roslindale, on the charge of larceny of records to the value of \$75 on October 13, and Henry Farwell, 45, of 26 Cortes street, for receiving stolen records to the value of \$30 on April 15.

This is the third arrest in the case, as the same inspectors arrested E. J. Thiessen on October 22 for the larceny of records from the company. Thiessen was in the employ of the company. It is thought that the larcenies will aggregate \$1,500.

It is alleged by the police that Farwell approached Thiessen and told him that if he would ship records to a certain address he would find a buyer for them. This Thiessen is alleged to have done, and the police base their claim of receiving stolen goods on this action.

It is also claimed that in October McGee went to Thiessen and told him that he had a customer who had been buying records from Farwell and who would buy all that Thiessen would let him have. He advised Thiessen to send the records to a certain address, and the police claim that McGee received these records and disposed of them, receiving the money.

The inspectors say that they have located teamsters who have bought these records, but it is doubtful if action will be taken in their case, as there is some doubt of their intentional guilt. A phonograph cabinet, owned by the company, which disappeared, has been located, and it is claimed that a Roxbury man may be arrested in the case.

Unless your financial affairs are under complete control, you are walking on the brink. Don't keep putting money in faster than you can get it. A small business well controlled is better than a big one that shakes above your head.

IMPROVEMENT IN CLEVELAND.

Trade in Better Shape Than Since 1907—Several Dealers Remodeling Stores—Good Reports from Jobbers—On Trail of Defaulter—New Store Opened by Chas. I. Davis—Change in Ownership of Arcade Store—What Various Houses Have to Report Anent Conditions in Cleveland and Locality.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 4, 1909.

More apparent during the past month than since the fall of 1907, the general improvement in business conditions is having its healthful effect on all lines of trade, and is especially noticeable in the talking machine trade. Many of the dealers are remodeling, decorating and refitting their stores, and laying in an ample supply of goods in preparation for the advent of a good holiday business.

Jobbers report increasing activity, both locally and from outside localities, and are busy filling orders. Practically all the local dealers report a continued increase in trade, and are quite optimistic in their views as to the future of business.

Frequent eulogistic mention is heard of the new Columbia Grafonolas and the Edison Amberola, and dealers anticipate their popularity will result in many sales to the select class of customers, and greatly increase the popularity of the talking machine. The local representatives of the Columbia Co. are having many inquiries regarding the Grafonolas, which leads them to the conclusion they will prove exceptionally popular.

Louis Devineau, inventor of the Ideal horn and biophone, an ingenious machine, to play a disc on a cylinder record machine, who was secretary of the sinking fund commission of Cleveland, whose accounts were found short after he had forwarded his resignation from Europe last January, has been traced to Switzerland by bonding company detectives. It is believed he will be captured and returned to this city, where indictments charging him with forgery and embezzlement to the extent of \$12,800 await him.

A. F. Peebles has withdrawn from the Akron Graphophone Co., and engaged with the Diamond Rubber Co., of that city.

The new store of Chas. I. Davis, 418 Euclid avenue, was opened to the public October 23, with a complete line of Victor and Edison goods. The store is large and elegantly fitted up, with fine demonstration rooms. The location is next to the Opera House in the business center of the city. In connection with the talking machine business a large space is devoted to sheet music, much of it Mr. Davis' own publication, demonstrations being given throughout the day to the accompaniment of piano and voice. The talking machine department is in charge of Elsie M. Wicks, who for the past three years was in charge at McMillin's. She is thoroughly versed in the talking machine business. Mr. Davis is a young man of energy and experience and is making a success of his enterprises.

C. H. Denslow has sold the Talking Machine Store in the Taylor arcade to A. C. Parsons, formerly with B. L. Robbins & Co. When asked as to his future move, Mr. Denslow said: "Just at this time I do not desire to state, but I have two or three propositions up my sleeve, and within the next few days you will find me again in the retail trade, with a larger and finer store than before."

The Eclipse Musical Co. report an excellent jobbing trade. "The fall business has opened up briskly," said Mr. Lowell, manager, "and we are now fairly rushed with orders for machines, records and cabinets. Retailers generally throughout this section are replenishing their stock in preparation for the holiday trade, and indications are that it will prove very profitable. We have received many inquiries regarding the new Edison Amberola, and it unquestionably will attract many buyers."

The Geo. J. Probeck Co. report excellent sales

of Columbia graphophones and are busy in both the wholesale and retail departments. A. W. Robertson, of the firm, said: "Although October is usually rather a quiet month with us, this year our sales ran considerably ahead of the same period a year ago. The steady improvement in financial conditions is partially the cause, and the other reason is the increasing demand for Columbia double-disc and indestructible cylinder records. Our older customers are 'regulars,' and coming in between are many new faces—new users of the Columbia products. We look forward with confidence to a large holiday and winter trade in machines of all types from the 'library table' Grafonola down."

"There has been considerable improvement in business in the past two weeks," said Phil Dorn, manager of Collister & Sayle. "Business generally, in both the wholesale and retail trade, is improving, and was very good all during October. There is an expanding demand for the higher-priced—the best grade of machines, covering the entire line of Victrolas. And the same is true in regard to records. We are having increasing sales of Red Seals, while the double-faced records are growing in popularity. Our patrons are delighted with the new list of Victor November records and they are finding ready sales."

Business during October at the store of the W. J. Roberts, Jr., Co. is reported to have been very good. "There has been some increase in trade from day to day during the past month," said Andrew V. Businger, "and November has started in very promisingly. The last day of October was the best since opening up here in our handsome store. Record sales have been good, with several good sales of high-grade outfits. There is a steady, growing demand for machines, cabinets and records, also many inquiries on complete outfits. Our repair department is kept busy cleaning and overhauling machines for winter use."

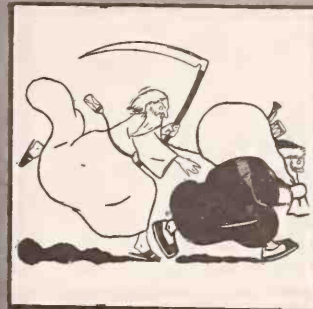
"Trade is improving very materially," said W. H. Buescher, of Buescher & Sons, "especially in all the better lines of goods. We are making good sales of Victrolas and there is an excellent demand for all the first-class records. It is a little early to prognosticate, but I look for a fine holiday trade, and we are making ample preparations to meet it."

Evan Williams, the noted American tenor, called at the store of Buescher & Sons a few days ago, and listened to some of his new Victor records. He stated that they were perfect productions.

John Reiling, proprietor of the West Side Columbia talking machine store, says business is picking up, and has considerably increased in the past two or three weeks. He stated he was selling machines right along and having a good record trade, but was still experiencing trouble in getting foreign records from the factory. A large number of his customers are foreigners, and while they buy all kinds of records, are partial to their mother tongue.

The Bailey Co. are still putting finishing touches to the new equipment of the music department. Hanging some fine paintings in the demonstration rooms, laying new rugs, gilding moldings and lintels and gold-letting the doors of the various rooms. "Our business for the month of October," said Mr. Friedlander, manager, "was a big improvement over any previous month this year. There is an increasing call for Victrolas, and in fact for all the higher-grade goods. We are selling a good many Zonophones, and the new combination type Edison machine with cygnet horn, is proving very popular. Since this horn came out it has been selected on all the Edison machines we have sold. I think the volume of trade will expand from now on indefinitely."

At the close of six months' business since their opening last April, Mr. Goodman, of the Goodman Piano Co., expressed himself well pleased with results. The company have drawn a large clientele to both their piano and talking machine business and feel quite proud of their achievement. They are also receiving many in-



Christmas isn't far ahead

The biggest selling-time of the year is here right now.

How are you stocked up on Victor goods?

We don't need to remind you of the need of having a full assortment on display; you're too big a business man for that.

What we do want to remind you of is:

You can send us your "last minute" Christmas order, large or small, and we'll guarantee to ship every item the same day we get the order, and not an extra cent to pay.

We're "minute men." We've got on hand an enormous stock of Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repaired parts and supplies—we never have to send to the factory to finish out an order. And, handling nothing but Victor goods, we can get out our shipments more quickly and accurately than a jobber who handles more than one line.

Don't run any risks of losing profit this Christmas through a slow jobber. You don't have to. Let us prove how fast and accurate and accommodating we are.

No doubt you're having holiday calls for record cabinets. We make cabinets which exactly match each style Victor. These and all our other Victor goods are clearly described in our handsome catalogues. You ought to send for them to-day.

New York Talking Machine Co.

83 Chambers Street

New York

Successors to

Victor Distributing and Export Co.



quiries for the Reginaphone, which is proving a very popular instrument.

H. L. Tinker, manager of the May Co.'s talking machine department, reports a fine trade during October and good prospects. Their Victrola trade is great. They are getting in a complete line of Music Master horns and some new style cabinets.

Aldrich, Howey & Co., who carry the Columbia graphophones, report improving business.

The Hueter Jewelry Co. are devoting considerable space to the talking machine department, finding it a most profitable adjunct to their business.

Flesheim & Smith carry a line of Victor machines and Zonophones and records, and say their patrons are highly pleased with both. "The up-to-date product," said Manager Mull, "and the enterprise of the Victor Talking Machine Co., in presenting the public with high-standard instruments, and a repertoire of high-class music, together with their elaborate scheme of publicity, is giving life and impetus to the business. As employment increases demand for popular-priced machines also grows."

E. E. Kellogg, formerly with the Scott & Jones Co., of Youngstown, O., has just taken charge of the talking machine department at McMillin's.

Trade is reported improving right along at the store of B. L. Robbins & Co. "We are making sales of XII and XVI Victrolas, and the demand for higher-grade goods is excellent," said Mr. Robbins. "Our record trade is daily increasing, and I expect a great holiday trade, especially in the best lines of machines, cabinets and records."

The Coblitz Bros., who handle the Victor and Edison lines, are building up a good business and have quite a call for foreign records.

Brown Bros., who handle the Columbia disc graphophones and records exclusively, with L. H. Byrne in charge, report a marked improvement in business, as does H. E. McMillin, who states that the call is principally for higher-grade goods.

B. L. Robbins & Co., report some excellent sales of Victrolas—XII. and XVI.

The Gottdiner & Wicht Co. are making a fine display of Victor and Edison machines in their music department, which is being developed with success.

D. D. O'NEILL WITH HEPPE.

Doing Good Work as Manager of the Talking Machine Department of C. J. Heppe & Son, Philadelphia—An Experienced Man.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 6, 1909.

D. D. O'Neill, whose portrait is here reproduced, has assumed the management of the wholesale



D. D. O'NEILL.

talking machine department of C. J. Heppe & Son in this city. He was formerly assistant traveling sales-manager for the Victor Talking Machine Co., and has a wide acquaintance in the trade. He is planning some important moves, whereby the Heppe business will be materially augmented. He is a gentleman of pleasing appearance, good executive ability and is a distinct acquisition to the Heppe forces.

MRS. EDISON GETS LOST RING.

Lucky Day for Finder When He Returns It After Six Years.

Mrs. Thomas A. Edison, wife of the famous inventor, recently recovered a diamond ring worth \$1,100 which she gave up as lost six years ago. The young man who found it at that time and had kept it ever since, believing it to be without value, was rewarded with a good-sized check and the promise of a job, something he has been in want of lately.

Robert F. McCarthy, of 52 Mount Vernon avenue, Orange, was the lucky man. Six years ago, when he was still a student in St. John's School, he was chestnut hunting in Llewellyn Park, not far from the Edison mansion, when he found the ring among the leaves. He thought, because of the size of the stone, it must be imitation. He showed it to friends, who thought the same way about it. He tried to sell it for anything anyone was willing to give time and again, but none would buy. Several times he loaned it to friends who wanted to adorn themselves.

Only a few days ago McCarthy was told by an acquaintance that it was a real diamond. Then he decided to make a house-to-house canvass of the park. He began with the Edison house.

Another large batch of Columbia dealers is reported as having been signed up during the past week, and H. A. Yerkes, manager of the wholesale department, is greatly pleased at the way in which the trade are taking up their proposition.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phono-
graphs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

FEED NUTS

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

RECORD BULLETINS FOR DECEMBER, 1909

LATEST VICTOR RECORDS.

No.		Size.
ARTHUR PRYOR'S BAND.		
5748	The Enterprisers Military March	Lampe 10
31752	Hungarian Rhapsody No. 9—Finale (Le Carnaval de Pesth)	Liszt 12
L'ORCHESTRE SYMPHONIQUE—PARIS.		
58018	Faust—Ballet Music (No. 2—adagio) (Cleopatra and the Golden Cup)	Gounod 12
THE BOHEMIAN ORCHESTRA—LONDON.		
52022	Song d'Atome (A Dream of Autumn)	Joyce 10
VICTOR LIGHT OPERA COMPANY.		
31757	Gems from "The Broken Idol"	Williams-VanAlstyne 12
DUET BY MR. AND MRS. WHEELER, WITH ORCH.		
31753	Schubert's Serenade	Franz Schubert 12
DUET BY ELIZABETH WHEELER AND HARRY MACDONOUGH, WITH ORCH.		
5751	Can't You See	Bryan-Gumble 10
GERMAN DIALECT SPECIALTY BY JOSIE SADDLER, WITH ORCH.		
5749	Hilda Loses Her Job	Vienna String Quartet 10
VIENNA STRING QUARTET.		
31756	Dance Caprice (Op. 28, No. 3)	Grieg 12
5,750	Chant sans parole (Song Without Words) (Op. 2, No. 2)	Tschaikowsky 10
ARTHUR PRYOR AND EMIL KENEKE, ACC. BY PRYOR'S BAND.		
31754	Aida—Duet, Act IV (The Fatal Stone)	Verdi 12
DOUBLE-FACE RECORDS.		
16368	(a) Irish Dances (No. 1, Allegro non troppo)	Pryor's Band 10
	(b) Irish Dances (No. 2, Allegretto)	Pryor's Band 10
16376	(a) Popular Medley, No. 1—My Pony Boy, "Hammock Love Song," "Cave-ole Days," "I Love My Wife, but Oh, You Kid"	Pryor's Band 10
	(b) When the Autumn Moon is Creeping Thro' the Woodlands (Rosenfeld Solman)	Oakland 10
16372	(a) Home of the Soul, Whitney Bros. Quar.	10
	(b) Am Praying for You, Stanley Burr	10
16370	(a) Blue Feather (Mahoney-Morse)	Jones-Murray 10
	(b) Run, Brudder 'Possum, Run	Collins-Harlan 10
16378	(a) The Yanklauer Rag (Oh! That Yankee Rag)	Whitney 10
	(b) A Couple of Good Ones	Whitney 10
35085	(a) Red, Red Rose	Clough and Haydn Quartet 12
	(b) My Wild Irish Rose	Macdonough and Haydn Quartet 12
16374	(a) Polka Scherzo (Mandolin-Harp)	Page-Butin 10
	(b) Semprona Waltz (Cornets)	Clarke-Keneke 10
16377	(a) Put on Your Old Gray Bonnet	Haydn Quartet 10
	(b) It's Hard to Kiss Your Sweetheart When the Last Kiss Means Good-Bye	Van Hruyt 10
16379	(a) Corn Huskln' Barn Dance	Victor Dance Orchestra 10
	(b) "A Stubborn Cinderella" Selection	Pryor's Band 10
16375	(a) Floating Along (Intermezzo—Two-Step)	Pryor's Band 10
	(b) Yankee Patrol (Meacham), Victor Orch.	10
16373	(a) Mammy Chloe and Her Joe (A Southern Sketch)	Jones-Spencer 10
	(b) Kitty Magee, Whitney Brothers Quartet	10
16369	(a) I Can't Sing the Old Song (Claribel), Mr. and Mrs. Wheeler	10
	(b) Forsaken (Koschat)	Whitney Brothers Quartet 10

NEW RED SEAL RECORDS.

GERALDINE FARRAR, SOPRANO.		
Ten-inch, with orch.—In Italian.		
87030	Madama Butterfly—(Finale ultimo) (Butterfly's Death Scene)	Puccini
87031	Madama Butterfly—Terzi son salita (Hear What I Say)	Puccini
Twelve-inch, with orch.		
88192	Tosca—Vissi d'arte e d'amor (Love and Music)—In Italian	Puccini
88193	Bonnie Sweet Bessie—In English	Gilbert
ERNESTINE SCHUMANN-HEINK, CONTRALTO.		
Ten-inch, with orch.		
87032	(1) The Children's Prayer—In English	Reger
	(2) Libesfelder (Love's Fire)—In German	Weingartner
Twelve-inch, with orch.		
88196	Titus—Sextus Arla—In Italian	Mozart
88197	Mondnacht (Moonlight)—In German	Schumann
JEANNE GERVILLE-REACHE, CONTRALTO.		
Twelve-inch, with orch.—In French		
88198	Orfeo—J'ai perdu mon Euridice (I Have Lost My Eurydice)	Gluck
ANTONIO SCOTTI—BARITONE.		
Twelve-inch, with orch.—In Italian.		
88194	(1) Don Giovanni—Serenata, "Deh vieni alla finestra" (Open Thy Window, Love)	Mozart
	(2) Falstaff—Quand'ero paggio (When I Was Page)	Verdi
88195	Falstaff—Monologo, "L'Onore! Ladri!" (Honor, Ye Ruffians!)	Verdi
GERALDINE FARRAR, WYONIA SCOTTI.		
Ten-inch, with orch.—In Italian.		
87502	Contes d'Hoffman—Barcarole (Oh, Night of Love)	Offenbach
Twelve-inch, with orch.—In Italian.		
89027	Nozze di Figaro—Crudel perche finora (Too Long You Have Deceived Me)	Mozart
GERALDINE FARRAR—JOSEPHINE JACOZ.		
Twelve-inch, with orch.—In Italian.		
89026	Madama Butterfly—Tutti i fiori (Duet of the Flowers)	Puccini

ZON-O-PHONE DOUBLE-RECORD DISCS.

TEN-INCH.		
ZONOPHONE CONCERT BAND.		
5599	(a) A Water Rhein—Festival March	Lincke
	(b) Serenade	Moszkowski
5560	(a) Triumphant Banner—March and Two-Step	Paull
	(b) Second Hungarian Fantasia	Tobani

ZONOPHONE ORCHESTRA.		
5561	(a) The Rag Bag Rag—March and Two-Step	Taylor
	(b) Popular Chorus Medley Two-Step No. 5	Herbert
5562	(a) The Prima Donna Waltzes	Kalman
	(b) The Gay Hussars Waltzes	Kalman
INSTRUMENTAL SOLOS WITH ORCH. ACCOMP.		
5563	(a) The Trout—Flute and Clarinet Duet played by Frank Mazziotta and Theo. Puscinelli	Eilenberg
	(b) Love's Response—Dialogue—Flute and Viola Duet, played by Frank Mazziotta and Henry Hess	Greenwald
VOCAL SELECTIONS WITH ORCH. ACCOMP. THOMAS CHALMERS.		
5564	(a) Nazareth—Sacred	Gounod
	(b) Christmas Song—Cantique de Noel	Adam
BYRON G. HARLAN.		
5565	(a) Come and Spend Christmas With Me	Half
	(b) Under the Irish Moon	Drislane-Meyer
FRANK HOWARD.		
5566	(a) When You Know That the Girl Loves You	Walker
	(b) Sweet Ellen McCue	Barron
ADA JONES.		
5567	(a) Mister Othello	Golden
	(b) Oh, You Candy Kid	Adams
ARTHUR COLLINS AND BYRON G. HARLAN.		
5568	(a) Run, Brudder Possum, Run	Johnson
	(b) How Do You Do, Miss Josephine?	A. Von Tilzer
ALICE C. STEVENSON AND FRANK C. STANLEY.		
5569	(a) Under the Honey Moon	Jerome
	(b) Keep a Little Feeling in Your Heart for Me	Morse
METROPOLITAN TRIO.		
5570	(a) Juanita	Norton
	(b) I'll Be Home at Harvest Time	Soiman
RAMBLER MINSTRELS.		
5571	(a) Record No. 16	
	(b) Record No. 17	
MISCELLANEOUS VOCAL SELECTIONS.		
5572	(a) Oh, My Love's Like a Red, Red Rose (Garnett)	Mendelssohn Mixed Quartet
	(b) Faded Rose (Romance)	Frank Howard and Henry Burr
5573	(a) Pay More Attention to Me (Burt)—Song	Arthur Collins
	(b) Possum Supper at Darktown Church	Peerless Male Quartet

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A752	Lindas Mexicanas (Marcha) (V. M. Preza)	Banda de Policia
	The Motor Car Galop (A. Gilchrist)	Royal Regimental Band
A753	Medley of Christmas Carols (Arranged by C. A. Prince)	Prince's Orchestra
	Der Zigeunerbaron (Schatz-Walzer)	Columbia Orchestra
A754	Diavoletta (Mazurka) (Camillo Renzetti)	Charles Adams
	Orchestra Bells, orch. accomp.	Charles Adams
	Al Fin Solos (Schottisch) (Lerdo)	Orquesta Tipica Lerdo
A755	High and Low Mazurka—Xylophone Solo, orch. accomp.	Martin J. Schlig
	Quartet Number One—Andante (Rossini)	Lufsky Instrumental Quartet
A756	Dreaming of Mother and of Home Sweet Home (Holmes)—Vocal Quartet, Male Voices, orch. accomp.	Columbia Quartet
	A Broken Idol—What Makes the World Go Round (Williams and Van Alstyne)—Soprano and Baritone Duet, orch. accomp.	Miss Stevenson and Mr. Stanley
A757	God Be With You (Sacred) (Toner)—Vocal Quartet, Male Voices, orch. accomp.	Columbia Quartet
	Heaven Is My Home (Sacred) (Tonzo Sauvage)—Tenor Solo, organ accomp.	Henry Burr
A758	Blitz and Blatz—In an Aeroplane (Duprez and Roberts)—Descriptive Talking, with incidental music by orch.	Duprez and Roberts

Then We'll All Go Home (Williams and Van Alstyne)—Baritone Solo, orch. accomp.		
Ed. Morton		
(One side copyrighted, additional price, 2c.)		
A759	I've Lost My Gal (Van Alstyne)—Soprano and Baritone Duet, orch. accomp.	Miss Stevenson and Mr. Stanley
That's the Time a Fellow Wants His Ma (Maurice Scott)—Baritone Solo, orch. accomp.		
Jack Charman		
(One side copyrighted, additional price 2c.)		
A760	A Broken Idol—A Little China Doll (Williams and Van Alstyne)—Soprano Solo, orch. accomp.	Elsie Stevenson
Angels Guard Thee (Benjamin Godard)—Tenor Solo, orch. accomp.		
A761	Come and Spend Christmas With Me (Half)—Tenor Solo, orch. accomp.	Byron G. Harlan
Captain Baby Bunting (Half)—Tenor Solo, orch. accomp.		
A762	Busby Polka—Accordion Solo	Peter Wyper
Father O'Flynn, etc. (Irish Jig)—Accordion Solo		
Peter Wyper		

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5133	Village Belles (Barn Dance (Kendall)—Dance Orchestra	Prince's Orchestra
	Garden of Dreams Waltzes (Kummer)—Dance Orchestra	Prince's Orchestra
A5134	Flower Song (Lange)—Violin, Flute and Harp Trio	Stehl, Henneberg and Surth
	Die Melstersinger—Prize Song (Wagner)	Prince's Orchestra
A5135	O Holy Night (Cantique De Noel) (Adam)—Tenor Solo, with orch. and harp accomp.	Thomas Chalmers with Chorus from the Church of the Ascension, N. Y. City
Silent Night—Christmas Carol (Tyrolean Hymn)—Vocal Trio, mixed voices		
Metropolitan Trio		

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORD.

BARITONE SOLOS IN ITALIAN BY GIUSEPPE PIMAZZONI, WITH ORCH. ACCOMP.		
A763	Stabat Mater—Pro peccatis	Rossini
A764	Il Trovatore—Il balen (Verdi)—Chorus and Solo	Luigi Luzzi
A765	Carmen—Toreador Song	Bizet
	Dinorah—Romanza sei vendicata	Meyerbeer

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

A5136	Don Juan's Serenade (Tschakowsky)—Baritone Solo, orch. accomp.	Kirk Towns
	Gipsy John (Clay)—Baritone Solo	Kirk Towns
A5137	Ivanhoe—Woo Thou Thy Snowflake (Sullivan)—Baritone Solo, orch. accomp.	David Bispham
	Il Trovatore—Il balen (Verdi)—Baritone Solo in Italian, orch. accomp.	David Bispham

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1214	Bombasto March (Farrar)	Military Band
1215	If I Had My Choice of the World's Pretty Girls (Half) (copyright selection)—Tenor Solo	Henry Burr
1216	How Do You Do, Miss Josephine? (Von Tilzer)—Baritone and Tenor Duet	Collins and Harlan
1217	Pay More Attention to Me (Burt)—Soprano Solo	Ada Jones
1218	Let Me Love Thee (Arditi)—Tenor Solo	Alan Turner
1219	Dear Heart (Mattel)—Soprano Solo	Elsie Stevenson
1220	My Prairie Songbird (Meyer)—Baritone and	

THE WAY OUR DEALERS LOOK AT IT



No. 517. Height 34 in., Width 19 in., Depth 17 1/2 in. Golden Quartered Oak, top, front and back. Will hold 125 Cylinder Records in the Original Flannel Lined Cartons.

They tell us that UDELL CABINETS outsell others simply because the customer sees wherein UDELL CABINETS excel.

One of our Jobbers says when we show a UDELL CABINET we feel sure that the customer will not find anything to criticize, and as UDELL CABINETS don't cost us any more than others the sale is usually made.

Another point in favor of buying UDELL CABINETS is that you have so many patterns to select from.

For the trade's benefit we have recently issued a beautiful 32-page catalog arranged primarily as a Sales Help to the dealer using it. Many Cabinets will be sold in November and December, and the number you sell will only be limited by the energy and salesmanship that you and your employees possess.

If the cabinets handled are UDELL CABINETS your sales will be greatly accelerated.

Of course the first thing to do is write for the Catalog.

THE UDELL WORKS, INDIANAPOLIS, INDIANA, U. S. A.

- Tenor Duet Stanley and Burr
 1221 Come and Spend Christmas With Me (Helf)—
 Tenor Solo Byron G. Harlan
 1222 Dollar Princess—(Lubitsky)—Orchestra
 1223 I've Got to Make Love to Somebody (Allen)
 —Soprano and Tenor Duet
 1224 O Come All Ye Faithful (Adeste Fideles)—
 Vocal Quartet, Male Voices Quartet
 1225 A Frangesa March (Costa) Band
 1226 What's What and Who's Who (Burris)—Bar-
 itone Solo Arthur Collins
 1227 I've Lost My Gal (Van Aistyne)—Soprano
 and Baritone Duet
 Elise Stevens and Frank C. Stanley
 1228 Drifting (Williams)—Soprano Solo Lois Lee
 1229 Herd Girl's Dream (Lubitsky)—Instrumental Trio
 1230 How Did the Bird Know That? (Stuart)—
 Baritone Solo Bob Roberts
 1231 Dixie Minstrels, No. 7—Vocal Quartet, Male
 Voices Quartet
 1232 When the Evening Bells Are Chiming—Songs
 of Old Lang Syne (Helf) (copyright
 selection)—Baritone Solo Frank C. Stanley
 1233 Betting Barn Dance Intermzzo (Lacalle), Orch.
 1234 Oh, Miss Malinda (Armstrong)—Soprano
 Solo Lois Lee
 1235 Santa Claus Song (Ellis)—Baritone Solo
 George P. Watson
 1236 A Bushel o' Kisses (Muir and Connes (copy-
 right selection)—Tenor Solo Ed. M. Favor
 1237 A Coon Band Contest (Fryor) Band

EDISON AMBEROL RECORDS.

- 305 Angels from the Realms of Glory Edison Concert Band
 306 When the Evening Bells Are Chiming Songs of
 Old Lang Syne Manuel Romain
 307 Bach's Air Victor Herbert and His Orchestra
 308 Down Where the Big Bananas Grow
 Collins and Harlan
 309 Life's Highway Ada Jones and Chorus
 310 The Bride of the Waves Herbert L. Clarke
 311 In the Garden of My Heart Reed Miller
 312 The Golden Wedding Ada Jones and Len Spencer
 313 Selection from "The Gay Hussar"
 American Symphony Orchestra
 314 Good Luck, Mary Billy Murray and Chorus
 315 The Garden of Dreams
 Elizabeth Wheeler and Harry Anthony
 316 Waltz Caprice Samuel Siegel and Roy H. Butin
 317 Paddy Duff's Cart Edward M. Favor and Chorus
 318 Annie Laurie Knickerbocker Quartet
 319 Manhattan Beach and El Capitan Marches
 Sousa's Band
 320 In the Gloaming Will Oakland and Chorus
 321 He Was a Wonderful Man
 Ada Jones and Billy Murray
 322 Medley of Country Dances Eugene A. Jaudas
 323 Strawberries Arthur Collins
 324 To Thee Waltz New York Military Band

EDISON STANDARD RECORDS.

- 10257 While Shepherds Watched Edison Concert Band
 10258 You Can't Stop Me from Loving You
 Manuel Romain
 10259 I'm Going to Do What I Please Ada Jones
 10260 Mendelssohn's Spring Song
 Victor Herbert and His Orchestra
 10261 In the Shadow of the Carolina Hills
 Arthur C. Clough
 10262 Swanee Babe Premier Quartet
 10263 Ring Me Up Heaven, Please, Central
 Will Oakland
 10264 Lincoln Centennial March U. S. Marine Band
 10265 Who's Baby Girl Are You? Grace Cameron
 10266 Dreamland Faces
 Elizabeth Wheeler and Harry Anthony
 10267 BLND and P-G Josie Sadler
 10268 Lily of the Prairie (Ludley), Am. Symphony Orch.
 10269 Let's Go Into a Picture Show Byron G. Harlan
 10270 Shadows Anthony and Harrison
 10271 Broke Edward Meeker
 10272 The Yankee Shuffle Sousa's Band
 10273 Foolish Questions Billy Murray
 10274 How Do You Do, Miss Josephine?
 Collins and Harlan
 10275 Uncle Josh Invites the City Folks to Visit
 Him Down on the Farm Cal Stewart
 10276 Carolina Brown Two-Step
 National (London) Military Band

EDISON AMBEROL RECORDS BY HARRY LAUDER.

- 12065 She's My Daisy
 12070 I've Loved Her Ever Since She Was a Baby
 12080 Bonnie Leezie Lindsay

EDISON AMBEROL RECORDS IN ITALIAN.

- 5008 Tu qui Santuzza, "Cavalleria Rusticana"
 (Mascagni). Maria Avezza and Francesco Daddi
 5009 Ai nostri monti, "Trovatore" (Verdi)
 Maria Avezza and Francesco Daddi
 5014 Alla Stella confidente (Robandi)
 Francesco Daddi

EDISON STANDARD RECORDS IN ITALIAN.

- 19430 Ah, Mimi, tu piu "Bohème" (Puccini)
 Francesco Daddi and Vincenzo Reschiglian

DOINGS IN INDIANAPOLIS.

Business in Fair Condition—Tax-Paying Hurts
 Trade—Busy Winter in Prospect—Auxetoph-
 one in Hotel English—Geo. W. Lyle a Visi-
 tor—Wulschner-Stewart Music Co. in New
 Quarters—New Grafonola Models Attract
 Attention—Moving Picture Houses Score
 Point in Sunday Opening.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 6, 1909.

The talking machine business in Indianapolis is in fair condition. Local jobbers report a nice increase in business during the last month, and predict that the jobbing business for the fall and winter will be good. City business has been rather dull for the last month, this being due largely to the fact that it is tax-paying time and that a city political campaign has been on in Indianapolis. Dealers do not see, though, why after a few weeks the retail business should not be good, and in fact they are looking forward to a good fall and winter business in the retail line.

Mr. Hugg, the representative of the National Phonograph Co., spent a day or two in Indianapolis introducing the Amberola—the new hornless Edison.

The cafe at the Hotel English, one of the largest hotels in the city, and named for former Congressman W. E. English, is using an Auxetophone. The instrument is making a big hit with the patrons of the cafe, and talking machine dealers believe it will give the managers of some other cafes some ideas which may be worth while.

General Manager George W. Lyle, of the Columbia Co., stopped off in Indianapolis for a day or two recently, with Mr. Devine, manager of the Columbia Co. store in this city. Mr. Lyle was on his way to the western coast.

The Wulschner-Stewart Music Co. have moved into their large new home farther north in Pennsylvania street. The talking machine department of the store is one of the features of this institution, and it will be in the charge of a man specially trained in this business. The company will retail and job the Victor and Edison lines.

The Columbia branch store in North Pennsylvania street has been showing the Grafonola Regent and the Grafonola De Luxe. Both are meeting with a very cordial reception from the Indianapolis people who like music. Mr. Devine, of the Columbia store, predicts big things in a selling way for these instruments.

The owners of the moving picture shows in Indianapolis stole a march on the people of Indianapolis who oppose the opening of such shows on Sundays. According to the law here theaters may operate on Sunday only when a portion of the proceeds go to charity. This was tried and the newspapers and some of the ministers raised a howl. Then the moving picture show men opened their places on Sunday and charged no admission price, letting the patrons put whatever amount they wished in the contribution box. There was still wide objection, and it was intimated that charity was getting a very small proportion of the proceeds.

It was at this time that the moving picture show men showed their ingenuity by organizing a charity society of their own. They did this because they were unable to find any existing charity organization in the city that would permit them to use its name in giving the Sunday performances. The charity organization formed by the picture show men was called the Citizens'

Charity Association, and articles of incorporation were filed for it at the office of the Secretary of State.

After this charity organization was formed all of the nine downtown houses opened on the following Sunday, and at the doors stood men wearing badges bearing the name "Citizens' Charity Association." These men called attention to the fact that a contribution box was waiting for donations. The donations varied from one cent to ten cents. Some of the best-known people in town were named as incorporators of the society. Officers have not been elected as yet, but Charles L. Sutherland, who owns a number of picture shows, says that an election will be held soon.

All of the moving picture shows in Indianapolis report a good business for the last month. The increase in business was noticed among the show houses in the outskirts of the city as well as in the downtown houses.

Building Inspector Winterrowd conducted an examination of applicants for licenses as operators in moving picture shows. There were nine applicants, and all except one passed a successful examination. One of the questions asked was, "What would you do in case of fire?" The correct answer was that the operator would first extinguish the lights in the machine and then try to put out the fire. One applicant answered that in case of fire he would try to put it out. This and answers to some other questions convinced the inspector that he should not have a license.

NO DANGER OF PUBLISHING.

Talking Machine Manufacturers Not Contemplating Entering Music Publishing Field Despite Reports.

The story is again revived that the record manufacturers were contemplating entering the music publishing business in order to circumvent the royalty charges designated in the copyright act. A paper given over to flippant remarks about things theatrical and musical dwells upon this matter as if there was something actually "in it." Neither one of the talking machine concerns have entertained such a proposition very seriously quite recently, and it now seems as if the copyright owners are realizing they have been handed a gold brick by the law. When a piece of music is worth recording—and there are a few—the record people are willing to pay the charges, but at the same time they have ceased listing junk.

C. H. WILSON TO PACIFIC COAST.

General Manager of the National Phonograph Co. on Combined Business and Pleasure Trip—To Visit Edison Jobbers en Route.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., left for a trip to the Coast and intermediate points, October 30. He is accompanied by Mrs. Wilson, and in lieu of the vacation which he was unable to take during the summer, the journey will be one of pleasure as well as of business. Mr. Wilson will call upon the Edison jobbers en route, and feel the pulse of trade, and will be away about two months.

The Universal Talking Machine Mfg. Co., Newark, N. J., report a very fair business, but slightly under the mark made for the fall trade. Improvement is being shown right along, remarked General Manager Macnabb, but it lacks briskness and activity.

MUNSON FOLDING HORN

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 3½ inches square.



THE MUNSON FOLDING HORN

Greatly improves the tone of the records and means increased record sales. **Retails \$7.00**

Further Particulars and Discount Sheet on Application.

650-652 NINTH AVE. FOLDING PHONOGRAPHIC HORN CO., NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Nov. 10, 1909.

RECORD-HOLDER. William T. Long, Sumner, Wash. Patent No. 935,379.

The invention relates to phonographs, and its object is to provide a new and improved record-holder arranged to accurately and securely hold the record in central position, to accommodate records of different sizes, to compensate for variations of the inside diameter of the records, to hold the record against accidental shifting in an axial direction and to allow placing the record conveniently in position on the holder or removing it therefrom. For the purpose mentioned, the holder is provided with a plurality of bars for engagement with the inner surface of the record and mounted to swing in unison toward and from the axis of the holder, the bars being pressed in an outward direction by a spring device.

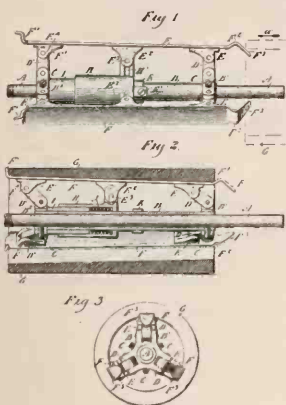
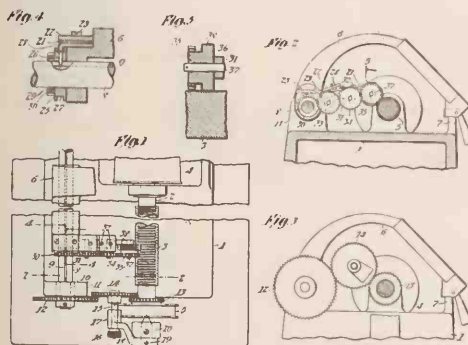


Figure 1 is a side elevation of the improvement; Fig. 2 is a longitudinal central section of the same and showing the record in place; and Fig. 3 is a front end elevation of the same.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,266.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface.

It has been the usual practice for many years to provide a feed screw of fine pitch which will advance the traveling carriage a distance of one one-hundredth of an inch for each revolution of the mandrel. More recently, however, it has



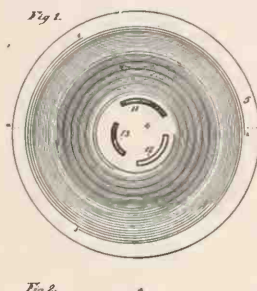
been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriage will be suitable for operating upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution, and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may readily be applied to such phonographs whereby the carriage may be driven at one-half the speed at which it has been heretofore driven, such means also permitting the feeding of the carriage at its usual

speed, so that the phonograph can be used interchangeably with sound records having either one hundred or two hundred threads per inch, and this invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the carriage at the desired rate of speed.

Figure 1 is a plan of a portion of a phonograph to which my invention is applied; Fig. 2 is a section on line 2—2, Fig. 1; Fig. 3 is a side elevation of the phonograph, some of the parts being broken away; Fig. 4 is a section on line 4—4 of Fig. 1, and Fig. 5 is a section on line 5—5 of Fig. 2.

RECORD FOR SOUND-REPRODUCING MACHINES. Edgar M. Berliner, Washington, D. C. Patent No. 936,976.

This invention appertains to improvements in record discs and cylinders for sound-reproducing machines, the purpose of the invention being to provide sound records with a plurality of sound grooves and to provide each groove with perceptible means for indicating where the style or needle should be placed to enter a particular sound groove or record track, the means being of such a character that the operator may distinguish, either by sight or by touch, the position where the style or needle is to be placed in order that any one of the several selections on the record may be distinguished and played.



Prior to this invention it has been proposed to make records having a sound groove which is paralleled by a second sound groove. It is also old in the art to provide a record, having a single selection thereon, with an indented line or mark at the beginning or start of the sound groove, for the purpose of guiding the style or needle of the reproducer into the groove. In carrying the invention into practice, the perceptible means for distinguishing one sound groove or selection from another are differently colored and spaced and they are also positioned either above or below the plan of the sound grooves.

In the drawings Figure 1 is a plan view of a disc record made in accord with the invention, the perceptible indicating means being within the space occupied by the sound grooves and positioned concentric to the center of the disc. Fig. 2 is a transverse section on the line a—b. of Fig. 1. Fig. 3 is a plan view of another form of my invention, the center of the disc being colored, and with this form of the invention the outer border will have raised indicators formed thereon. Fig. 4 is a side elevation of a part of the disc shown by Fig. 3. Fig. 5 is a fragmentary plan view of a further modification. Fig. 6 is a section on the line 6—6. Fig. 7 is a fragmentary plan view of another modification, and Fig. 8 is a side elevation of the construction shown by Fig. 7.

PHONOGRAPHIC REPRODUCER. Richard Bartholomew Smith, New York, assignor to the Indestruc-

tible Phonographic Record Co., Brooklyn, N. Y. Patent No. 936,826.

This invention comprehends a stylus lever balanced upon a pin by aid of a single ball joint, thus reducing friction to a minimum and enabling the lever to be more easily retained in balance. It further contemplates a stirrup which encircles the stylus lever and joint above mentioned, in order to hold the stylus lever in proper working relation to the ball. It still further contemplates means whereby the stylus lever, though encircled by said shoe and fitting the same neatly, turns upon the ball as a center and carries with it, as it turns, the stirrup.

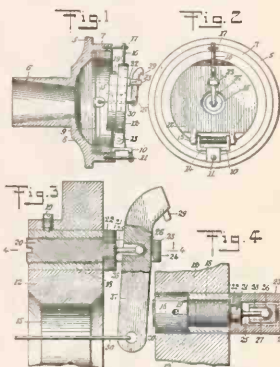
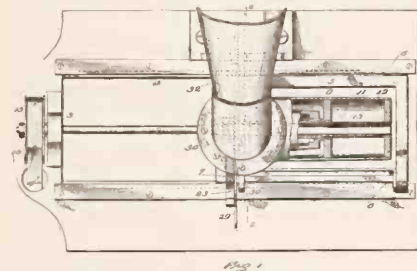


Figure 1 is a substantially central vertical section through a phonographic reproducer made in accordance with the invention, this view disclosing a movable weight and a stylus lever pivotally mounted relatively to said weight by aid of the improved ball joint; Fig. 2 is a rear elevation of the reproducer; Fig. 3 is an enlarged fragmentary section through the upper portion of the reproducer, showing the stylus lever and the improved mounting for the same; and Fig. 4 is a fragmentary section substantially upon the line 4—4 of Fig. 3.

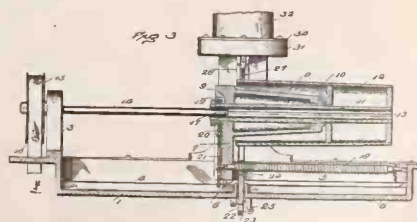
GRAPHOPHONE. Thomas H. MacDonald, Bridge-



port, Conn., assignor to American Graphophone Co., same place. Patent No. 936,646.

This invention relates to graphophones, and has for its object to provide a machine with a direct connection from the sound box into the amplifying horn used in such machines, without any loose joints between the sound box and the horn; to provide a rigid horn support, and generally a more compact construction in that form of machine which employs a cylindrical record.

Figure 1 is a top plan view with parts broken away; Fig. 2 is a cross-section on the line 2—2, Fig. 1; and Fig. 3 is a central longitudinal section.



ATTACHMENT FOR PHONOGRAPHS. Louis H. Hays, Cleveland, O. Patent No. 936,534.

This invention relates to talking machines of the disc record type such as the Victor and Columbia, and the object is the provision of an inexpensive attachment to automatically stop the same when the end of the record has been reached.

In said annexed drawing: Figure 1 is a broken perspective view of a talking machine of the type in hand, specifically a Victor Victrola, with the improved braking attachment mounted thereon; Fig. 2 is a top plan view of such attachment; Fig. 3 is a bottom plan view of the same; Fig. 4 is a transverse section therethrough on the line 4-4, Fig. 2; and Fig. 5 is a perspective view of

a sound box such as is used in machines of the class in hand, together with a clip mounted thereon to co-operate with the braking attachment, as will presently appear.

FEED MECHANISM FOR PHONOGRAPHS AND OTHER MACHINES. Thomas A. Edison, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,267.

This invention relates to means for imparting a progressive movement to the carriage which carries the reproducer or recorder of a phonograph, whereby the same is fed transversely with respect to the direction of movement of the surface of the record, and the stylus traces upon the same a spiral path. In devices of this character it has been the usual practice heretofore to provide a feed screw cut with a very fine thread, such as one hundred threads to the inch, and to secure to the carriage a spring arm provided with a nut for engagement with said screw, thereby feeding the carriage forward a distance of one one-hundredth of an inch for each revolution of the feed screw.

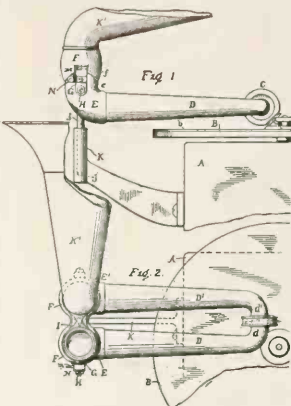
According to the present invention a very low rate of travel may be obtained for the carriage, such, for example, as would be produced by a feed screw having two hundred threads to the inch and operating in the usual way; and, in fact, if desired, this rate of feed may be obtained from a feed screw having less than one hundred threads to the inch. This result is accomplished by substituting for the feed nut referred to a worm gear carried by the carriage in engagement with the feed screw, being pivoted on an axis perpendicular thereto, and providing

means which rotates with the worm gear, as, for example, a pinion, and fixed means which co-operates with said rotating means for imparting progressive movement to the carriage; for example, a rack fixed to the body of the instrument with which the pinion meshes.

Referring to the accompanying drawings, Figure 1 is a front elevation of a phonograph provided with a feed device constructed in accordance with the invention; Fig. 2 is a section on line 2-2 of Fig. 1; Fig. 3 is a detail front view of the spur gears which are carried by the traveling carriage and the fixed rack which co-operates therewith; Fig. 4 is a section on line 4-4 of Fig. 2, and Fig. 5 is a plan view of the rack and supporting clamps for securing the same to the phonograph body.

TALKING MACHINE. Robt. L. Gibson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 936,531.

The object of this invention is to provide a construction of sound-reproducing devices so arranged that the air upon each side of the diaphragm of the sound box shall be confined and delivered to independent horns through the media of jointed tubular arms adapted to swing vertically about pivots in the same transverse alignment and to swing horizontally upon a common vertical axis whereby the weight of the horns is removed from the record disc.

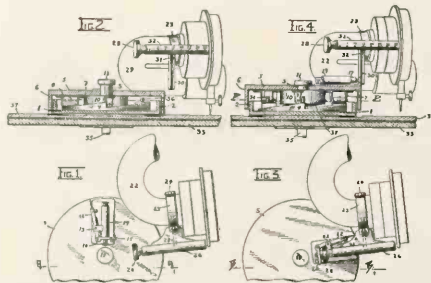


vention eliminate the "scraping" or "grinding" noises of the stylus in the record groove which are apparent in instruments in which the diaphragm is exposed on one side, and secondly to increase the volume of sound given off from a given record disc, and to project said sound in any direction desired, irrespective of the position of the tubular jointed arms and sound box.

Figure 1 is a side elevation of a talking machine embodying the invention (with portions broken away); Fig. 2 is a plan view of same; Fig. 3 is a rear elevation with part in section; and Fig. 4 is a sectional elevation of the head and hinged tubular arms carrying the sound box.

AUTOMATIC NEEDLE-DISENGAGING AND STOP MECHANISM FOR SOUND-REPRODUCING MACHINES. George A. Oppenheimer, New Rochelle, N. Y., assignor to Louis H. Hays, Cleveland, O. Patent No. 936,348.

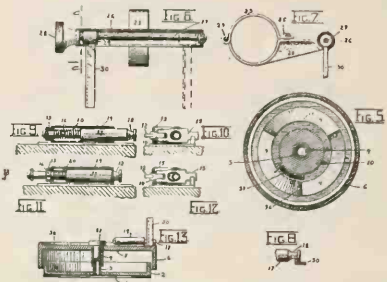
This invention relates to attachments for sound-reproducing machines having revoluble horizontal tables upon which are placed the disc records, and the object is to provide a mechanical device which will automatically disengage and lift the reproducer needle or stylus from the face of the record and stop the rotation of the



record upon the completion of the reproduction of the matter inscribed upon the record, or at some other predetermined point in the rotation of the said record.

Figure 1 is a plan view of the engaging mechanism in position prior to engaging and lifting the reproducer needle. Fig. 2 is a side elevation of the attachment having a section of the casing removed along the line A A in Fig. 1, and showing a perspective view of the internal mechanism. Fig. 3 shows a plan view of the device in position of engagement with the projecting arm. Fig. 4 is a side elevation of the attachment in position corresponding to Fig. 3, having a section of the casing removed along the line B B,

and showing a perspective view of the internal mechanism. Fig. 5 is a section through the line D D in Fig. 4. Fig. 6 is a detailed view in elevation of the bracket and projecting arm. Fig. 7 is a section in elevation through the line C C in Fig. 6. Fig. 8 is a detailed sectional view showing the end of the stop bolt engaging the projecting arm. Fig. 9 shows a detailed view of the stop bolt released. Fig. 10 is a detailed rear



elevation of the part shown in Fig. 9. Fig. 11 shows a detailed view of the stop bolt restrained. Fig. 12 is a rear elevation of the part shown in Fig. 11. Fig. 13 is a sectional elevation through the center of the casing, and shows a modified form of the top portion thereof.

APPARATUS FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,275.

This invention relates to improved apparatus for the manufacture of duplicate phonograph records being particularly adapted for the production of an improved record which will be claimed in another application but which may be employed for the manufacture of records of other types. The improved record referred to is a composite cylindrical structure, having an outer layer of a tough, smooth, amorphous material, in which the record surface is formed and from which a smooth and brilliant reproduction can be obtained, and a main body or support therefor composed of a very cheap and tough material unsuitable itself for receiving a record surface, the two layers being welded together so as to constitute practically a single homogeneous structure.

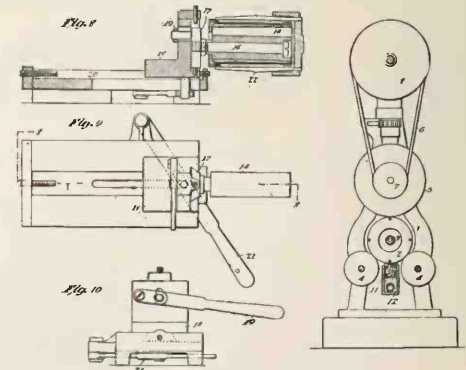
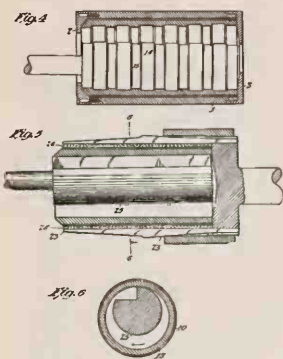


Figure 1 is a longitudinal sectional view of the improved duplicate phonograph record; Fig. 2, a similar view of the rotating mold, showing the formation of the record thereon; Fig. 3, a similar view illustrating the operation of tapering the bore of the record when desired, while still in a plastic condition within the mold; Fig. 4, a similar view illustrating the operation of forming the record on its bore with a series of concentric ribs; Fig. 5, a similar view, showing the reaming of the record, while cold, to taper its bore; Fig. 6, a section on the line 6-6 of Fig.



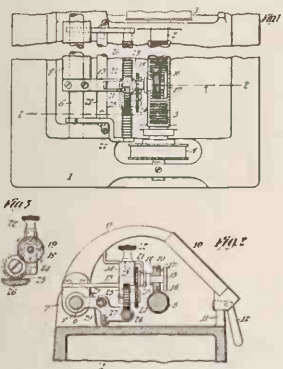
5; Fig. 7, an end view partly in section, showing convenient apparatus for rotating and cooling the mold; Fig. 8, a longitudinal sectional view of the apparatus used for finishing the bore of the record, while in a more or less plastic state within the mold, the section being taken on the line

8—8 of Fig. 9; Fig. 9, a plan view of the same with the mold and record removed, and Fig. 10, an end view.

FEED MECHANISM FOR PHONOGRAPHS. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,270.

My invention relates particularly to means whereby the phonograph carriage may be fed with respect to the record or blank at two distinct rates of movement, corresponding preferably to one hundred threads per inch and two hundred threads per inch, respectively, and now designed for use with phonographs of the Home type.

The improved mechanism is of the type disclosed in application of Herman Wolke, filed September 12, 1907, Serial No. 392,480, wherein the faster movement of the carriage is effected by the direct feeding of a worm locked against rotation and engaged by a feed screw, so that the worm acts practically as a nut; while the slower movement is secured by a differential action, the worm being rotated by the feed screw,

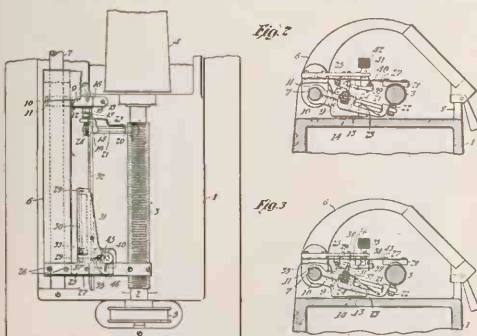


and effecting longitudinal movement with respect to a stationary abutment.

Figure 1 is a plan view of a portion of a Home phonograph, embodying the present improvements in their preferred form; Fig. 2, a cross-sectional view on the line 2—2 of Fig. 1; and Fig. 3, a front view of the worm and differential gearing.

PHONOGRAPH. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,268.

This invention relates to phonographs of the type in which a progressive movement is imparted to the sound box carriage by means of a rotating feed screw, the carriage moving trans-



versely to the direction of movement of the record surface so that the stylus of the recorder or reproducer will trace a spiral path on the record.

The object of the invention is the production of improved means whereby the carriage may be advanced by the feed screw at each revolution a distance equal to the pitch of the feed screw,

as has hitherto been the usual practice, or whereby, at the will of the user, the carriage may be advanced at each revolution of the feed screw a distance bearing any desired ratio to the pitch of the feed screw. By these means a single instrument may be used for the recording or reproduction of records, the record grooves whereof have different pitches, as for example, the same instrument may be used for records having either one hundred or two hundred threads per inch.

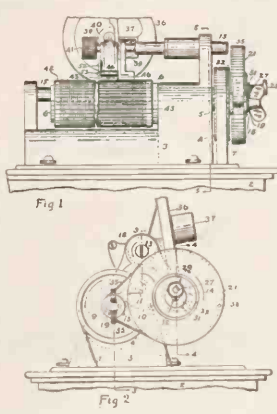
Figure 1 is a plan view of a portion of a phonograph to which the invention is applied; Fig. 2 is a side view of the same, partly in section, showing the parts in position for feeding the carriage directly from the feed screw at a rate equal to the pitch thereof, and Fig. 3 is a similar view showing the parts arranged for feeding the carriage at a different rate, as when operating upon records having two hundred threads per inch.

SPEED-CHANGING MECHANISM FOR GRAPHOPHONES. Frederick F. Murdock, Syracuse, N. Y. Patent No. 937,459.

This invention relates to improvements in speed-changing mechanism for graphophones, and has for its object to provide an additional attachment or mechanism, by means of which both the old and the new machines may be readily adapted to play what is commonly called the standard two-minute record, and also a new four-minute record which has but recently been placed on the market.

The present invention consists of a reduction gearing comprising a large and a small pulley, which are operatively connected by a belt, the smaller pulley being mounted on the old record driving pulley; the larger pulley being mounted upon the shaft which carries the sound box and other reproducing parts.

The invention further consists of a simple clutch mechanism and co-operating parts, by means of which the machine may be adjusted



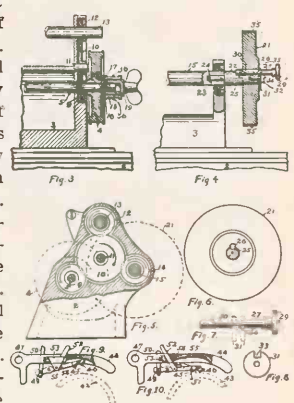
and set in a ready manner for playing either the long or short records without requiring any alteration of the machine.

The invention further consists of adjustably arranging two reproducing needles, one coarse and the other fine, by means of which either of the said records may be played without requiring the removal or replacing of the needles or any of the reproducing parts.

Figure 1 is a side elevation of a graphophone, showing the disposition and arrangement of the principal parts of the improvement; also showing portions of the old and the new records.

Fig. 2 is a front end elevation of the machine. Fig. 3 is a sectional view substantially on line 3—3 of Fig. 2. Fig. 4 is a sectional view substantially on line 4—4 of Fig. 2. Fig. 5 is a sectional view substantially on line 5—5 of Fig. 1. Fig. 6 is a detail view of the large auxiliary pulley.

Fig. 7 is an enlarged view of the clutch key. Fig. 8 is an enlarged detail view of the plate which holds the large pulley in place and also co-operates with the clutch key. Fig. 9 is an enlarged detail view of the needle support, showing the coarse and fine needles pivotally connected, and disposed in rest position. Fig. 10 is a similar view, showing the fine needle in engagement with the new record, the same being shifted and held in such position by the reversing of the operating lever.



NOTICE OF CREDITORS' MEETING.

Joseph Mellors, referee in bankruptcy, has sent out a notice in the matter of the Hawthorne & Sheble Mfg. Co., bankrupts, that a meeting of the creditors will be held at his office, 528 Walnut street, Philadelphia, on Monday, November 15th, at 10 a. m., for the purpose of considering the petition of a trustee for leave to sell a portion of the personal property of this estate at private sale, as well as to consider such other business as may come before the meeting.

Edison We Serve You Right **Victor**



365 Days
Ahead of Them
ALL

Always in the lead

**"HOUSE OF HUSTLE
AND PUSH"**

Write for our Catalogue and prices on the new 1910 Cylinder Cabinets without pegs.

We carry the largest and most complete stock of Edison Pegless and Victor Disc Cabinets in Pennsylvania.

Catalogue for the asking.

LOUIS BUEHN AND BROTHER
45 North Ninth Street
Philadelphia



No. 783. CYLINDER CABINET
Size, 37 in. high. Top 18x18

The interior of this cabinet is now made on our improved plan, either to hold the cylinders without the boxes, placing them on pegs, or to be kept in the boxes as shown in illustration.

*Salter's
Improved
Cabinets*



No. 778. DISC CABINET
Size, 37 in. high. Top, 19x26½

This Cabinet will hold the new Victrola 12 machine. Capacity 160 records, 80 12-inch and 80 10-inch. Each shelf is lined with soft green felt to prevent the records from being scratched. Compartments are indexed to correspond with index cards furnished with the Cabinet.

SALTER MFG. CO.

337-343 North Oakley Avenue, CHICAGO

If you have not got our latest catalogue, please ask us to send you one at once.

Ever Since

the

SALTER'S
IMPROVED
CABINETS

got in the field, dealers find it hard to sell other makes, because the Salter's line is so much superior in every way that their customers will not buy the ancient makes.

Our new cabinets are convenient to use, protect the records, very attractive, and highly finished.



No. 779. DISC CABINET
Size, 37 in. high. Top 18x18

Each shelf is lined with soft green felt, making an excellent appearance and keeping the records perfect.



SALTER NEW STYLE CABINET No. 777
Size, 37 in. high. Top, 21½x26½

The top has raised moulding to prevent machine from slipping off. Interior fitted with FELT LINED shelves.

Leading Jobbers of Talking Machines in America



THE DITSON STORES

Are delivering the most wonderful
TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES**.

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

Chas. H. Ditson & Co. J. E. Ditson & Co.
Nos. 8, 10, 12 East 34th Street No. 1632 Chestnut Street
NEW YORK, N. Y. PHILADELPHIA, PA.

This is a Columbia year in the
Talking Machine business

We are
**EXCLUSIVE
COLUMBIA JOBBERS**

and handle the full line. All orders
given immediate attention. Write for
our special Columbia Dealer Pro-
position.

R. C. SMITH & CO.
Burlington, Vt.

HARGER & BLISH
JOBBER

VICTOR EDISON

It's worth while knowing we never
substitute a record. If it's in the catalog
we've got it.

Des Moines **IOWA** Dubuque

BABSON BROS.

19th Street and Marshall Boulevard

CHICAGO, ILL.

EDISON JOBBERS

LARGEST STOCK OF EDISON PHONO-
GRAPHS AND RECORDS in the U. S.

Southern Talking Machine Co.
MEMPHIS, TENN.

We assign exclusive territory to progressive
dealers for the sale of

Columbia Double-Disc and Indestructible
Cylinder Records and
Columbia Disc and Cylinder Grapho-
phones

Write for offer. All orders filled the very day received.

EXCLUSIVE COLUMBIA JOBBERS

STANDARD TALKING MACHINE COMPANY

EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

EXCLUSIVE COLUMBIA JOBBER

ORDER WHAT YOU WANT
WHEN YOU WANT IT
We Can Deliver the Goods

KRAEMER & GOSORN
NORFOLK, VA.

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time - every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

EXCLUSIVE

Columbia Jobbers

☞ Columbia Double-Disc Records. Columbia Indestructible
Cylinder Records. Columbia Disc Graphophones. Colum-
bia Cylinder Graphophones.

Orders Filled on Time—all the Time

PORCH BROS.
242 Franklin Street : Johnstown, Pa.

CHASE & WEST

Eighth Street, between Walnut and Locust

DES MOINES, IA.

Victor Distributors

Talking Machines, Records and Supplies.
Everything in stock all the time.

The best
service in **IOWA**

Columbia Jobbers

We carry at all times a complete line
of Columbia Graphophones and Colum-
bia Double-Disc and Indestructible
Cylinder Records. We give all orders
prompt and careful attention. Dealers
can be assured of our co-operation at
all times.

Scheuber Drug Company
LIVINGSTON, MONT.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records

...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

Exclusive Columbia Jobbers

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

Phillips & Buttorff Mfg. Co.
NASHVILLE, TENN.

**LUDDEN-CAMPBELL-SMITH
COMPANY**

Jacksonville, Florida

Exclusive Columbia Jobbers

We Carry the Full Line.
COLUMBIA DOUBLE-DISC RECORDS
COLUMBIA INDESTRUCTIBLE RECORDS
COLUMBIA GRAPHOPHONES and SUPPLIES
PROMPT SERVICE
Exclusive Territory Assigned

The Geo. J. Probeck Company
420 Prospect Avenue, CLEVELAND, O.

COLUMBIA JOBBER

Complete Stock Prompt Service

Dealers Wanted
Write To-day

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

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.
 WHOLESALE RETAIL
 941 MARKET STREET

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

Paste This Where You Can Always See It!

MR. DEALER:

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

VICTOR and EDISON JOBBERS



CHICAGO

Mr. Dealer

WE ARE

COLUMBIA JOBBERS

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

HOLLENBERG MUSIC CO.
 LITTLE ROCK, ARK.

Edison Phonograph Distributors

for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND JOBBING HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

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

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45 Main Street

Salt Lake City, Utah

Send your orders to us and you are always sure of quick action. We are

Exclusive Columbia Jobbers

We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking Machines
and RECORDS Wholesale and Retail
 Largest Stock in the South

C. B. HAYNES & CO.

EDISON JOBBERS

ALL SUPPLIES

603 East Main St., Richmond, Va.

EXCLUSIVE JOBBERS

for

COLUMBIA GRAPHOPHONES and RECORDS

Orders filled the day they are received. Complete stock.

If it's in the catalogue, we have it.

Maine Phonograph Company
 PORTLAND, MAINE

Controlling State of Maine and portion of New Hampshire

D. K. MYERS

3839 Finney Avenue ST. LOUIS, MO.

Only Exclusive Jobber in U. S. of

Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

BUFFALO - N. Y.

**NEAL,
 CLARK &
 NEAL CO.**

Jobbers of

EDISONS

AND

VICTORS

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines and Records.

FINCH & HAHN,

Albany, Troy, Schenectady.

Edison Jobbers and Victor Distributors

MACHINES and RECORDS

Complete Stock Quick Service

Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned. : : :

KIRK, GEARY & CO., Sacramento, Cal.

Every Jobber

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

December List

MONTENEGRO-RIEHM MUSIC COMPANY, LOUISVILLE, KENTUCKY

EDISON JOBBERS

WHOLESALE EXCLUSIVELY
 We Follow the Golden Rule in all
 Our Dealings

VICTOR DISTRIBUTORS

C. A. RAY, Mgr., TALKING MACHINE DEPT.

The TALKING MACHINE SECTION

AND NOVELTY NEWS

NEW YORK, NOVEMBER 15, 1909

THE SUCCESSFUL SALESMAN.

Some Pertinent Characteristics Woven in the Fabric of His Make-up.

When you see the successful salesman, be he store or road man, you are immediately impressed with one fact. He is aggressive, above all other qualities.

He is justifiably proud of the fact that it is a hard matter to turn him down. His arguments are concentrated around one object—what he is selling. He talks about the weather after he has the order in his book. He sizes up his prospect with a sharp, penetrating, unobservable glance, and knows about just what selling points will interest him. If he is in doubt he takes a chance and promulgates them in their entirety, and generally wins out.

He is at all times sane in his aggressiveness. You never see him foolishly reiterating a "stock" statement. When he finds repetition necessary he is not afraid to take a plunge and literally roll up his sleeves to prove that he is right.

This comes from confidence in what he is taking orders for; enthusiasm in his proposition, and a lot of clear grit behind it all.

He belongs to that class of men who are making good all over the world in every profession. Scorning the shallow-brained, insincere traveling "tourist" and shirking chair warmers, he gets up at 5 a. m., and plows through virgin territory opening up new accounts. He's the sort of man who ousts his competitors by sheer convincing personality, and ships an entire line of goods to the dealer who has used the other fellows' for the past twenty years.

You don't see his kind approaching the office with bleary eyes trying to scratch his head three or four inches outside his hat brim. He don't believe in having a "big" head because he realized long ago what his job meant to him. He had to drop one, and it wasn't his job.

In the words of the traditional prophet
"Go thou and do likewise."

THE ANGELUS A MONEY MAKER.

Talking Machine Dealers Will Find This Famous Player and Player-Piano a Proposition Worth Considering—Has Plenty of Prestige Back of It.

The Wilcox & White Co., manufacturers of the Angelus player-piano, Meriden, Conn., have long enjoyed the confidence of the trade and have been noted for their progressiveness and the reliability of their products. They have always been leaders in the player field, and they make a line of instruments which appeal to the purchasing public.

Talking machine dealers will find the Angelus a very interesting proposition to consider. In almost every small city there is outside of the home an increasing demand for music—in ice cream parlors, skating rinks, dancing schools, in fact, wherever music, whether classical or popular, is desired. The Angelus piano fills the bill admirably, and dealers should be able to work

up an excellent trade with it in their locality. We would suggest writing the manufacturers at the earliest possible moment and look carefully into this proposition. It will be found a highly profitable one and well worth consideration.

TRADE ON BROAD PRINCIPLES.

Experienced Merchants as Well as Talking Machine Men Have Found That This Policy Is a Wise One to Cultivate—Some Comments Along This Line.

Smile in your mirror and it smiles back at you; look pleasantly at the world and it reflects your good-natured looks; cultivate a warm feeling toward all men and they radiate and give back the warmth. Deal justly. Trade on broad principles. Be not too jealous of your rights. The world—mankind—soon discovers where it is well treated and trades there.

The intense personal devotion that some men show toward the concerns by which they are employed is illustrated by the remark of a clerk who declared with the greatest emphasis: "I have been in the service of my house for eleven years, and not once in that time—no, not once—have I missed a pay day!"

A clerk is not necessarily a salesman, but is in a position where he may easily become one. A clerk's salary is based on the work done by his hands. A salesman's salary is the same as the clerk's plus another salary for the work of his mind.

The "price" of what you sell is what you ought to get. Price is what you're entitled to; price is always right. If you fail to get that much then it's you that's wrong—not price.

There is just a little difference between firmness and obstinacy. When it's you, it's firmness; when it's the other fellow, it's obstinacy.

There is nothing else which will fix a floating life and prevent it from being tossed hither and thither like forming a habit of prompt decision.

No matter how small your window, no matter how small your stock, you cannot afford to put in an indifferent display.

A discourteous clerk should remain in your employ only long enough to write out his pay check.

All things worth having are nailed down nowadays. If you want to see anything turn up, you have got to use a crowbar.

When you strike a dead town don't knock it. Think of the advantages you have over the residents—you can leave it.

A clerk is seldom advanced without having given his employer some reason to advance him. The early bird catches the worm; but what good that does the worm has never been clearly explained.

Yours may be just one in a hundred advertisements in to-morrow's paper—then make it stand out.

Lose no time—be always employed in something useful; avoid all unnecessary actions.

It is not enough to be industrious; so are the ants. What are you industrious about?

Be a man with ideas—an information bureau—and keep your information always on tap.

The impression created through good window displays are of a lasting quality.

SOME IRISH ADVERTISING

Done in the Pure Yankee Spirit by T. Edens Osborne, the Belfast Talking Machine Man.

The following notice appearing in the reading columns of a Belfast, Ireland, newspaper is an excellent example of the kind of live advertising which brings business to T. Edens Osborne, the well-known dealer of that city. The matter has a decidedly Yankee freshness as has all Mr. Osborne's publicity schemes:

"MUSICAL 'AT HOMES.'

"INTERESTING INNOVATION.—Evidently the Piano is being gradually superseded by the Gramophone, for when records such as those of Madame Clara Butt—which have just been issued by the Gramophone Co.—arrive at 4 Donegall Square West, Belfast, they are purchased freely by ladies who own Gramophones, and who desire to introduce 'pleasant surprises' on their 'At Home' evenings. Of course the records are bought from Mr. T. Edens Osborne, who holds by far the largest stock in Ulster, including Caruso's, Melba's, Patti's, Tetrizzini's, Verlet's, etc., etc."

EDISON BREAKS A RULE.

Inventor Takes a Few Hours Off to Entertain Jap Commission.

Thomas A. Edison, the inventor, one day last week broke a custom which he has maintained for many years by spending a few hours of the day out of his laboratories, when he personally conducted the members of the Japanese Commercial Commission through his phonograph, storage battery and electrical works in West Orange, N. J.

Afterward Mr. Edison entertained the investigators socially. They were particularly impressed with the laboratory and kept the inventor busy answering their volleys of questions and he talked more than he ordinarily does in weeks.

SOME LOGICAL CONCLUSIONS.

Show me the business man who gives no thoughts to his business, who neglects his trade or technical journal, and remains in ignorance of the important things going on in his line, and I'll show you a man who trusts somebody to do these things for him, or who will have some vain regrets when he wakes up.

Wright & Ditson, the well-known sporting goods house of Boston, Mass., have leased the entire building at 22 Warren street, this city, and will move their local branch to that location.

Popular priced watches are proving big sellers with side line specialists.



THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year \$1.00 Domestic; Foreign \$1.25

NEW YORK, NOVEMBER 15, 1909

SIDE LINES HELP A BUSINESS.

An Opinion of Importance from a Talking Machine Man Who Has Gone Into This Matter Very Thoroughly—Finds Side Lines a Profitable Adjunct to His Business.

Talking recently with a talking machine man who has made a great success of side lines as an adjunct to his business, he said: "I believe that talking machine dealers will find a suitable and productive side line an excellent feature of their business. And admitting the need of a side line the question has always been presented, and never quite satisfactorily answered, as to what constitutes a suitable and productive side line—suitable as to combination, and productive enough to warrant the expenditure of time and money to permit its prosecution in connection with the main line, the talking machine business.

"Mature reflection has led me to the conclusion that sporting goods furnish the very best side line for several potent reasons. Such goods appeal to the same vast and varied class to which the talking machine business appeals—to the class which desires amusement, must have it, and is always willing to pay the price. The sporting goods line, moreover, is clean, compact, easily handled, with limited manufacturing competition; and it affords a good margin of profit to the retailer—a very important consideration in these days of close prices.

"I have also found small musical instruments such as the Hohner specialties, particularly harmonicas, to be excellent sellers. They are always attractively displayed and can be carried with a small expenditure of money, and always pay good profits. The same may be said of safety razors and watches. The manufacturers have arranged them so attractively that dealers have little to do to bring them to the attention of the public—in fact, they sell themselves. I am very pleased with my venture in the side line field, and find that it is stimulating to my regular talking machine business. It has brought in lots of new customers and broadened out the business materially."

THE VALUE OF GETTING TOGETHER.

Some Pointers on How It Pays for Employers to Get Into Close Touch with the Men Under Them—The Philosophy of Success.

An excellent sermonette in the form of a little folder, entitled "Getting Together," has been issued by E. C. Atkins & Co., of Indianapolis, as one of a series of "Talks to Retail Clerks." It is so "meaty" in the way of good things for the men who conduct talking-machine stores and for the men who sell these popular creations, that we print it herewith:

"Do you know that I think that the greatest pity in most business establishments is the imaginary big high stone wall that has been builded, dividing the 'head of the house' from the poor unfortunates who happen to be on their weary way towards the top of the ladder.

"Of course, this don't hit you, for I know there is the closest affiliation between your different departments and so I suppose this talk will not interest you.

"But for fear it may, for fear you are going to read and listen, and with the possibility that

you, the head, and your salesman (the body of your business) may discover some truths in the necessity of getting better acquainted with each other, I am going to talk to you about 'Gittin' together.

"I actually heard the head of a business say the other day that he thought he had the best, the most loyal bunch of boys in his sales department that could be found.

"Now, what do you think of that?

"That fellow was a big success.

"He said he made it his business to get in touch with his help, to study them, to learn their good points and their weaknesses, to bolster them up, as it were—to be one of them. And he had done all this without losing their respect either. In fact, I learned that these fellows regarded this marvel as the finest thing that ever happened.

"They told me their boss was a peach and that it was an actual pleasure to work with him, because they knew that their efforts would be appreciated. He spoke to them just like they were mortals, with souls and feelings, and when they made a good sale he told them that he appreciated it, and when they fell down he tried to show them how to do better the next time. They were not one bit afraid of him. They respected him and wanted to see him succeed and were only too glad of the opportunity of helping him to do so. I believe that this sort of an organization will win out under almost any condition. And I think I'm right about it.

"Here is an idea for you, Mr. Boss. Maybe, if you take this home with you and 'home to you,' that to-morrow morning you will feel like looking over on the other side of the fence, to the salesman's side, and see what you can do to make him more efficient.

"Let's look over on the salesman's side together. How can he help the boss? I believe every institution of any size has what I call, for lack of a better word, a 'groucherino.' That is, not just a common everyday grouch, but a groucherino—a double-distilled, back-action grouch. One who grumbles and kicks and fumes and tears his hair. He goes about among his associates and calls them to one side and tells them confidentially that everything is wrong. You know him—don't you? Well, cut him out. Don't let him inoculate you with the germs of discord. Pass him up. You can't cure him—he is hopeless, and harmless if you make him so.

"Then the salesman ought to be merciful to his boss. He don't know one-half what he has to contend with. He has no idea of the serious problems constantly confronting the head of the business. He cannot conceive the reasons for doing this that way, or of doing that this way. Because he does not know the real condition. For Heaven's sake don't kick and knock and criticize and make yourself ridiculous by telling how you would do it. You don't know whether you would or not, because you don't know the real conditions. Say to yourself, My Boss knows why, perhaps I would do the same thing if I knew, too, and then turn in and give him that loyal support that you would have him lend to you, were conditions reversed.

"The other boys in your department may not be as congenial as you would wish. They have their faults and weaknesses, just as you have yours. But they are your business associates and they are making good or they would not hold their jobs.

"Be philosophical, look upon their best side. They all have their good points. Find these things about them and overlook their weaknesses.

"Be broadminded, perhaps you yourself may have just as glaring defects as they. Get together—warm up to each other and work for the common good. It's the old case of the bundle of sticks after all.

"Get together, you bosses, if your boys are no good, fire them, there are thousands of others. If they are trying to do the right thing, encourage them—that's all. They have feelings just the same as you.

"Get together, you salesmen, your boss isn't half as bad a fellow as he might be. He is carrying a big load and doing his best to carry it intelligently and with patience. Have mercy on him and help him. He needs you.

"If you can't do this, then quit. There are other jobs where perhaps you may be permitted to dictate the policies of the concern without knowing any of the true conditions.

"Now, I have not said a word about salesmanship, but have talked rather of the foundation which will make intelligent salesmanship possible. I do want to say to you again, however—Sell quality merchandise. Show the other kind if you have to, but sell the quality goods."

MORE DEMAND FOR POST CARDS.

Some Dealers Caught Napping by New Tariff Law, Which Has Increased Prices Up to 345 Per Cent.—Foreign Views Supply Decreases.

The approach of the holidays finds the demand for illustrated post cards showing a pleasing tendency to grow in proportion to the supply. It would be more correct, perhaps, to say that the supply has decreased somewhat, and as the demand has increased the ratio is more nearly even than it has been for six months or more.

The heavy accumulation of all kinds of cards which had developed early in the summer, and which was especially noticeable in September, has been materially reduced. There is actually a shortage in some lines, as was indicated in last month's issue of The Talking Machine World. Failure to prepare for the effect of the new tariff law was responsible for this state of affairs.

Although some dealers, especially the importers, complain of a shortage, it must not be supposed, however, that there is any actual lack of supply. Some firms fear they have not a sufficient amount of cards on hand for their needs, but they all have some sort of a supply. It is true, none the less, that a number of houses will be unable to fill all their orders.

The principal pinch will come in foreign-view cards. On some of these, as is widely known, the new tariff has increased prices by amounts running as high as 345 per cent. An expert in this line said, a few days ago, that the wiser dealers bought heavily of this class of foreign cards before the new tariff law went into effect last summer.

The authority said, further, that the conditions which then seemed to reflect a grievous oversupply no longer exist, and that those dealers who did not seize time by the forelock will lose chances to get business and profit out of the field for foreign view cards.

GILLETTE CO.'S EXPANDING TRADE.

Based on Values the Safety Razors Made by This Company Have Won a Tremendous Popularity Throughout the Civilized World.

There is no one specialty made in America perhaps that has grown so rapidly in popular favor as the safety razor made by the Gillette Co., whose advertisement appears elsewhere in this issue. Thousands of people are now using safety razors who could not be induced to do so a short time ago. When a man shaves himself he uses his own razor, brush, soap, towels, etc., guarantees against skin diseases. As a time saver the safety razor deserves a place in the halls of fame. As a money saver the facts are: It will cost a man about \$15 a year if he shaves twice a week in a barber shop. The loss of time must be figured in the equivalent of money. The one proposition to put before the men of this and other countries is that the modern safety razor is within the reach of every man and will give the same results at home as can be attained by a skilled barber and at much lower cost.



TRADE MARK
Gillette
 KNOWN THE WORLD OVER

The Gillette is one of the best selling Specialties you can have in your store. It is especially good at Holiday time. Now is the time to stock for your Holiday trade. The Gillette display will create interest—sales—profits—just as soon as you get it on your counter—but not a minute sooner.

Every Christmas buyer who comes into your store is a possible Gillette purchaser. Women are looking for just such articles as gifts for their men folks. Men want the Gillette for themselves, and to give it to their friends.

Few other displays will give you as many sales for the space they take as your showing of Gillette Safety Razors.

Gillette Safety Razor, standard set, \$5.00.

Pocket Edition, cases in gold, silver, or gun metal, with razor and blade box to match, retail complete from \$5.00 to \$7.50.

Gillette Combination Sets—from simple ones containing razor, soap and brush at \$6.50 up to elaborate sets with everything the most fastidious shaver could desire at \$50.00. Especially sought for gift purposes.

Canadian Office:
 63 St. Alexander St., Montreal
 London Office:
 17 Holborn Viaduct

GILLETTE SALES CO.
 519 Kimball Building, Boston
 Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
 Chicago: Stock Exchange
 Building

Gillette Safety Razor
 NO STROPPING NO HONING

PROFITS IN SLOT MACHINES.

Where These Specialties Are Placed in Advantageous Positions They Bring an Excellent Income to the Talking Machine Dealer and Others Interested.

A dealer, especially in a medium-sized town, with a sum of money to invest will do well to investigate the possibilities for placing a number of slot machines in various prominent places, on a commission basis. There are card-printing, fortune-telling, weighing, strength-testing, and a host of other machines of similar character, as well as coin-operated machines for vending everything, from candy, chewing gum and hot peanuts to towels, soap and other necessities, at from a cent to a dime.

Many manufacturers of coin-operated machines send them out practically free, or sell them at actual cost with the understanding that the lessee or purchaser buy all the goods needed for keeping them replenished direct from said manufacturers.

Machines are easily placed in attractive positions on commission, which may often be as high as 20 per cent. of the gross intake, railroad stations, cafes, trolley waiting rooms, lunch rooms and other frequented spots being naturally considered the best locations. As a rule, the machines do not receive rough treatment and rarely need any attention except replenishing stock and an occasional oiling of the working parts.

So valuable are slot-machine privileges considered that even the great New York Central Railroad retains the privilege themselves, own the machines and have the amounts received go through the office of the auditor of passenger accounts for checking. The privilege in the New York subway and elevated roads is leased for an amount hard to realize, and yet the lessees are said to be simply "coining money," after paying salaries to a large force of men spending all their time in keeping the machines full of candies and chocolates and collecting the pennies.

It is a field well worth considering by any talking machine dealer, whether he has his store filled with talking machines and side lines or not. It is a departure that would require very little attention except from a clerk or collector. The number of articles disposed of by a vending machine are easily checked. The machines are filled when put out, and when the collector makes his rounds he is supplied with a certain number of packages. For each package he places in the machines he returns a coin to headquarters, and dishonesty is practically impossible. Weighing

and similar machines are usually supplied with a register as a means of checking the intake.

With the proper kind of machines in a well-chosen locality, profits are sure and large, and the large incomes claimed will seldom prove over-estimated.

GERMAN FACTORIES HERE

May Result from New Tariff on Kali and Postcards.

William Forthman and Herman Schudderkopf, directors of the German Kali Works, arrived last week by the Hamburg-American liner Amerika to look into the project of establishing factories in America because the new tariff schedule will prevent them from exporting kalli from Germany to this country. Joseph Keller, of the picture postcard manufacturing firm of Stengel & Co. in Dresden, was also a passenger by the Amerika. He said the new American tariff would shut out German-made postcards and that he was here to start a factory and sell the cards directly to the American people.

LATEST CUSTOMS RULINGS.

Postcards Sprayed by a Mechanical Process Pay Higher Rate of Duty.

It was decided recently by the Board of United States General Appraisers that postcards sprayed by a mechanical process are dutiable at the rate of 35 per cent. under the provision in the Dingley tariff for manufactures of paper.

According to the Importers, the Kemper-Thomas Co., the goods should be allowed to enter at 25 per cent. as being "lithographic prints" with a tax of only 25 per cent. ad valorem. General Appraiser Fischer, who writes the decision for the board, says that as the cards are sprayed and are embossed, it is evident that they fall within the provision for manufactures of paper. The Collector's decision is accordingly affirmed.

THE GOSPEL OF CHEERFULNESS.

A Mighty Good Gospel for the Business Man to Study.

Hit up the old prosperity trail. Hope is the mother of courage. The man who dares is the one who expects to succeed. He scans the face of to-morrow and sees encouragement. He discounts her smile and coins it into capital. He uses the future as the basis of his work to-day,

and yet he builds also on yesterday. The mistakes he made, then, are the signal bells of alarm telling him of what he must beware. Curb your temper; yesterday you lost a sale because of it. Take a venture in a new line; you declined one yesterday, and the fellow across the street has taken it on. Encourage your help; a good salesman left you yesterday because he thought you did not appreciate him. Push your collections; you should have got your money of Blank yesterday, and to-day he failed. The successful man looks back and sees his pathway strewn with mistakes, and yet he has prospered in spite of them—perhaps because of them—else he would not be where he is to-day. The man who has never made a mistake is the one who has never done anything.

MOVING-PICTURE MACHINES.

Popularity of Kinetoscope Shows in Western Canada.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 1, 1909.

The success which has attended the experiment of moving picture-shows in western Canada, inaugurated last year, indicates to Consul-General John Edward Jones, of Winnipeg, the large market in the cities of the northwest for this form of amusement. Mr. Jones adds:

It would be profitable for the manufacturers of moving-picture machines to send a representative through western Canada to exploit the field. In Winnipeg this form of amusement only became popular during the past year, and the promoters are now reaping a fine business as the result of their enterprise.

The people soon acquire a fondness for this form of amusement, and willingly pay 10 cents for admission. In this new country, where all forms of amusement are scarce, moving pictures are welcomed, and there is no reason why the manufacturers of the United States should not control the business.

\$1,500,000 FOR INVENTION.

Amateurs Sell for a Fortune Their Discovery for Printing Photos.

While experimenting with amateur photography, M. A. Yetnick and Dr. L. M. Early, of Columbus, O., discovered a way of making a new kind of photographic printing paper, and a deal was closed at South Bend, Ind., by which the Eastman Kodak Co. of Rochester will pay them \$1,500,000 for the secret.

The Eastman Co. could not duplicate the paper patented by the Columbus men. It promises to revolutionize the printing of photographs.

MAKING WORK WORTH WHILE.

No great thing—no pleasure-giving thing—has ever been created without an enthusiastic love behind it.

The joy of the man who does a worthy work well is the keenest joy in the world.

The books, the poems, the pictures that have moved the world to tears and laughter, to thought and action, have come from hearts overflowing—have first, and more intently, thrilled the creator.

He only fails who derives no joy from his labor—gives no joy by his labor.

Love of our work alone makes it worth while—to ourselves and others.—Glenwood S. Buck.

SUCCESS.

Success is the hand trained to do its work,
The eye that sees that the lines run true,
The ear that hears when the truth you shirk,
The brain that conceives old truth anew.
Success is the strife with the heart aglow,
The effort we make for our fellow-man,
The pride that laughs at the outer show,
The soul that fulfils its highest plan.

—E. H. Ellsworth.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

\$5.00

FOR

1000

IN TWO COLORS



Olentangy River, Columbus, Ohio

\$7.20

FOR

1000

In Hand Color
Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

MOVING PICTURES IN SCIENCE.

Surgery, Agriculture, and Metallurgy Taught by Them Now and Greater Possibilities Will Yet be Unfolded.

Moving pictures are now, or within the near future will be, applied to the teaching of botany, metallurgy, biology, the science of agriculture, and surgery, and thus do away with the necessity of vivisection for teaching purposes. This plan was announced recently by John Collier, general secretary for the National Board of Moving Picture Censors, at one of the regular after-service Socialistic discussions of the Church of the Ascension, Tenth street and Fifth avenue.

After the Rev. Alexander Irvine had besought the several hundred Socialists gathered to deal gently with the unfortunate wealthy, and had declared that Socialism was narrow, bigoted and intolerant, only a little bit less so than Christianity, the after-service talk was devoted to the moving picture drama.

In discussing the immediate future for motion pictures, Mr. Collier said that the greatest surprise for the general public would be the application of moving pictures to educational problems. Films had now been prepared to illustrate different processes taught in botany, which it had never been possible to see before in a process of growth. The same was true of biology, where, by use of the microscope and the moving picture machines, the entire history of cellular life could be thrown on the screen before the students. It was now possible to introduce the moving picture as an educational appliance to the study of medicine, which would result in lessening greatly the amount of vivisection practised in undergraduate work.

With the present scheme the vivisections used in all medical colleges would have to be performed but once. Any number of films needed could be prepared from the one set taken, so that a single vivisection for one particular object would illustrate that subject for all the medical schools. This would greatly decrease the number of animals killed, while it would entirely do away with the danger of a vivisection being made by an unskilled person.

Films have been made for use in the Wisconsin agricultural colleges, showing in parallel pictures the difference between scientific and unprogressive farming, in process and in result, said Mr. Collier. This graphic presentation of the properly prepared field giving an abundant yield side by side with the unimproved one with a scanty crop, is proving a most effective means of instruction for the Wisconsin farmers.

The same method will be used for various branches of farming and dairying, in which reform is being urged. An interesting possibility, he said, is the use of this demonstration out in India, to make known the improved methods of farming in the famine districts. It is asserted that systematized agriculture would do a great deal toward preventing the Indian famines.

As for the moving picture as drama, Mr. Collier declared that it would draw away two-thirds of the public at the standard theaters and nine-tenths of that of the burlesque houses. The motion plays, said the speaker, were within the means of the ordinary family, while the prices of the Broadway theaters were prohibitive for the common run of people. The one chance for the theaters, he said was to make use of the moving pictures to give the setting instead of scenery. This, Mr. Collier declared, had been tried with great success at the Opera Comique, resulting in an immense saving in the cost of production. The backgrounds were made in color, he said, and gave more beautiful scenic effects than painted canvas.

If the regulation theaters adopted some such plan, Mr. Collier suggested, the cost of production would be so greatly reduced that prices would again go down to the level where the great mass of people could once more afford to buy theater tickets. In the opinion of the speaker, the average Broadway drama has become "contemptible and unrepresentative," because it now

relies largely on the traveling public, "desultory idle, and only seeking diversion," instead of reflecting the taste and thought of the bulk of the American people. Compared with the "disreputable and pitiful average" of the Broadway productions the once despised moving picture was "positively angelic."

When the heckling began, a woman arose and wanted to know why a humanitarian censor board of moving pictures had ever allowed a play entitled "Poor Pussy," and evidently designed to be humorous, to have been produced. It was discovered, however, that "Poor Pussy" was perpetrated before the board took up its blue pencil, so the lady felt reassured.

GRASPING RIGHT OPPORTUNITIES.

Opportunities Exist in Great Numbers, but Choosing the Right One Depends Upon Individual Judgment—Hasty Decision Should be Avoided.

Opportunities exist on every hand and we are continually grasping them. Whether or not we grasp the right ones is a matter of excellence of judgment. There are only two paths to travel. One leads to success. The other leads to failure. Every little while we come to little bypaths which are short cuts. Some of them bring us out upon the path of success. Others carry us backward toward failure. Those achieve success who choose helps to success. To a young man the question comes: "Shall I go out with the boys to-night and develop more skill on the pool or billiard table, or shall I stay at home and study this book which will increase my mental power, visit this successful man whose talk will inspire me, go out for a row or a tramp, or to a gymnasium for exercise which will develop more physical power?" Upon his answer depends his advance toward greater success. Possibly he chooses the good time with the boys in the poolroom and does it because he honestly thinks that is the best thing to do.

But he is rendering a judgment upon insufficient information. He does not see that either of the other courses would YIELD GREATER SUCCESS RETURNS. He says, "My nature demands pleasure of this kind. It helps me far more than the pleasure you would choose for me." Probably it does. If he is honest he can find out what has been the experience of those who solved that problem in the past. If the majority of those who frequented the poolroom succeeded and the majority of those who studied to become more efficient failed, then his judgment that the poolroom is best is correct. He proudly says, "I have done nothing that I am ashamed of." That is being negatively good. But why is it that he does not say, "I am proud of the success I have achieved through doing this thing?" Is he sure that he has chosen the better part? Have men more confidence in him because of his choice? Is his promotion apt to be as fast when following the path he has chosen as it would be were he to follow some other? You can see that it is but a matter of judgment—of choice.

In marking out a life policy it is not so hard to choose. Men have done that in the past, says Thomas Dreier in *The Iron Age*. By following a certain policy certain men succeeded. Those who did not follow that policy failed, or at least did not achieve CONSPICUOUS SUCCESS. The only question then is: "Is it worth while to achieve a success similar to those who have served greatly, or is it wiser for me to follow the route of those whose lives merely illustrate the result of following cheaper pleasures that possessed a greater momentary glitter?" Every man must, indeed, live his own life, and it is true that each must have his own choice. What is yours? Can you PROVE that yours is best?

A creditors' petition in bankruptcy has been filed against the Consolidated Film Co., dealer in moving pictures at 143 East Twenty-third street, which has not been active in business for several months.

GET OUT OF THE RUT!

There are many men in special lines of trade who do not realize the many paying opportunities which are afforded them in handling lines of merchandise which blend harmoniously with that which they are selling.

Take for instance piano players.

Now there is nothing which will come into the life of the talking machine business that will compare in selling strength with piano players.

They will help the dealer to increase his profits without increasing his overhead expenses.

Now which player?

That's the question.

And it's easy to answer.

THE ANGELUS by all means.

It's the original piano player and has kept its position right to the front through all the years.

All the details incident to the Angelus agency can be easily explained and we can tell you—show you—the way to secure more business, but better still, paying business.

A word to the wise is sufficient.

**Wilcox and White
Company**

MAKERS OF

PIANO PLAYERS **ANGELUS** PLAYER PIANOS

**MERIDEN
CONNECTICUT**

WHICH IS BETTER?

Restricted Prices or an Open Market—What a Hardware Authority Has to Say Upon the Subject.

Which is the better for the retailer, a restricted price or an open market?

Have retailers, as a class, reaped their proportion of prosperity for the past few years?

Is it all the retailer's fault? If not, are we not justified in suspecting that there may be something wrong?

In these restricted prices due regard is not always given to the profits of the retailer, and no restricted price can be made satisfactory until manufacturers make a delivered price the same at every point in the territory where his goods are sold.

Many people are misled by words, and the word "cheap" is a great sinner in this respect. One of the dictionary definitions of "cheap" is, being of comparatively little value, hence poor." This seems to define the character of a large portion of the goods priced as cheap by the price bulletins which you and I have been receiving lately, on account of the good rating we people have in Chicago, says a writer in Hardware Magazine. There are, however, quite a few goods priced by these people, for which we hardware merchants are compelled to pay too much.

We have always advocated and believe in the advantage and desirability of the hardware jobber as a source of supply. But this jobber has no legitimate claim upon our patronage that is not based upon service, price and quality. It is his duty and mission to place us in a position to sell the consumer, meeting all competition.

We are convinced that this is not being generally done. Complaints come to us frequently that some of the special brand goods are not worth the money. Occasionally an article not carried in stock, shipped direct from the factory, is billed by the jobber outrageously high. Some household items every day used are quoted to us higher than our customers can purchase direct. The careless retail buyer is often charged the limit, and frequently doses of this character breed trouble.

Some jobbers sell at retail, using their buying advantage to quote cut prices, and this results in their losing all their local business. The tendency of jobbers is to cover more territory, add more salesmen, push special brands whose prices they control, and quote net prices instead

THE PLODDER TRAVELS FAR.

Don't trust to luck, but hard work. Drudgery is the gray angel of success.

Good habits and the ability to grasp opportunities and see possibilities are indispensables.

Such tools as honesty, order, patience, self-denial, accuracy, promptness, punctuality must be always at hand, oiled and sharpened. Be ready for emergencies and never doubt.

There is no royal road, no special gift. "It is the rut, the plod, the grind, the humdrum that win."

Make your work your hobby. If you cannot realize your ideal, idealize your real. Be cheerful, look for stars, not sunspots. If you fall, don't forget that "your greatest glory consists in rising every time you fall."—Horace Falls.

HINTS TO SALESMEN.

Sizing Up Your Customer's Likes and Fancies—Impression an Earnest Suggestion Makes.

The late Philip D. Armour is credited with saying to his sales force on one occasion: "There are two things which a salesman must know. One is your own proposition, and the other how to get the other fellow's viewpoint."

In regard to the first very little need be said, for it has been recognized since the selling game began that a man must know his own proposition before he can sell it. Know it inside and out, backward and forward. Believe in it. If you do not, study the situation and find out why you do not. Make suggestions for the betterment of it. They may not be adopted, but the man "higher up" will know that you are thinking and trying, and then some day you will strike a suggestion that is particularly good, and it will be adopted.

In regard to the second, not one salesman in ten recognizes the vast importance of applying the knowledge of his own proposition to the other fellow's problems. If you were a lawyer you would call it folly to go into court to try a case without thorough preparation. That preparation means not only arranging all the points of your side of the case in order, but also the marshaling of the points of your adversary's case.

Not even the law requires more careful study than salesmanship. You have your problems; so has your customer. Find out what they are. Analyze them. Know the remedy. Then suggest it. Your suggestion may not meet with your customer's approval, but his knowledge that you have studied the case makes a favorable impression.

Be careful, of course, in making your suggestion not to create the idea that you think you know all there is to know on the subject, but you should know those things about your customer's business which bear a relation to your own proposition, and, knowing them, do not be afraid to say so. Your experience as a salesman may have taught you some things which your customer will be glad to know, because frequently your customer is also a salesman, and even though he is not, he will appreciate your effort.

You must know the things that you are talking about or you cannot be honest with yourself and the man you are dealing with. Nothing so quickly gains for you the confidence of your customer as his belief that you can be trusted. When he knows that he can believe what you tell him, two-thirds of your fight is won. To make him know this you must be honest with him.

Probably in no field of endeavor is a general fund of information more useful than in selling. In the writer's own experience a slight knowledge of Greek mythology assisted greatly in closing a good contract.

Your customer will have fads. Find out what they are. Know why he looks at a certain problem in a certain way. The lawyer, cross-examining a witness, does not need the tact that a salesman does when he is cross-examining his customer, because the witness knows that he is being cross-examined; the customer must not.

Your ability to find the other fellow's viewpoint lies almost entirely in your ability to question him skillfully, says Better Business. Of course, you may, in fact must, through different channels

get all the information possible concerning your prospect before you approach him, but when you actually get down to brass tacks it is what you find out from your personal touch that counts. You look at things differently when they are presented in different lights—why shouldn't he? He will, and you must know the reason.

HOLIDAY POST CARDS.

Next Few Months Offer Dealers an Excellent Opportunity to Clear Up Large Stocks of Special Holiday Cards and Novelties.

The near approach of the Christmas holidays, which are followed soon after by Lincoln's and Washington's Birthdays and then the Easter holidays, brings to talking machine dealers handling post cards and other novelties a reminder that it is a good time to give consideration to the matter of stocking up. The popularity of the fancy post card as a medium for seasonable greetings has not diminished—in fact, nothing on record compares to the growth in demand of these specialties. At a time like this the higher-priced and therefore more profitable lines are the kind that will find quickest sale. By this we mean cards that will retail at from six for a quarter to three for a quarter, though, of course, there will always be those who desire the cheaper grade. After and between the holidays, however, the special day card will be dropped temporarily and the view card will come into its own. Each year adds to the popularity of these cards and the retailer who keeps his stock well supplied will find himself well repaid for his investment. While novelty cards (by that we mean special day cards) change each year the view cards are standard and as long as they are of good quality there is no fear of their becoming dead stock. Local views are especially live sellers and the dealer in any city or town who neglects having a full assortment is losing a lot of good money. Buyers never tire of them and the more there are and the better they are the more liberal and more profitable the business. Advance orders are essential and the dealer who has not placed his orders for these cards is quite likely to have more or less trouble securing the goods when he wants them.

Whenever it is possible it is well to obtain some exclusive views. This can often be done by either taking a photograph or having one taken for you of the particular object or objects of interest in your locality and either sending this with your order for so many thousand to your manufacturer, who will print your own name along the margin of the address side—or else send your photograph to some well-known engraver who makes a specialty of this work and have a cut made, from which almost any local printer can run off any desired number. By the latter process time can often be saved, especially if manufacturers have a rush on.

The Oral Motion Mfg. Co., of Chicago, has been incorporated with the secretary of the State of Illinois for the purpose of manufacturing oral and moving picture machines, with a capital of \$100,000. Those interested are B. F. March, W. H. Eckert and M. I. Twohey.

60 YEARS' EXPERIENCE

PATENTS

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DESIGNS
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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year, four months, \$1. Sold by all newswriters.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

NOW IS THE TIME TO PLACE

ELECTRIC-PLAYERS

to advantage and make easy money and big profits.

They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

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

To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but \$1.00. All foreign countries \$1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK



80,000,000 PEOPLE

16,000,000 FAMILIES

The audience that listens to the Edison Phonograph is the largest audience in the world.

And yet it's only a small fraction of the crowd that wants to listen.

Get your share of the profits on the Edison Phonographs and Records that will be sold to this crowd during the coming year.

Begin now with a flying start while the holiday season is at its height.

Write your jobber to-day.

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