

# The TALKING MACHINE WORLD



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## The best-known trade mark in the world

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

THE PLEASURE  
DOUBLED

THE COST  
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

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

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

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

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

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

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

**Distributors of Zon-o-phone Goods:**

**ALABAMA**

Mobile.....W. H. Reynolds, 107 Dauphin St.

**ARIZONA**

Tucson.....George T. Fisher, 7-9 E. Congress St.

**ARKANSAS**

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**CALIFORNIA**

Sacramento....A. J. Pommer Co., 829 J St.

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**FLORIDA**

Tampa.....Turner Music Co., 624 Franklin St.

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Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.

Chicago.....B. Olschansky, 316 So. Jefferson St.

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Des Moines....Hager & Lush, 707 Locust St.

Dubuque.....Harger & Lush, Security Bldg.

**KANSAS**

Topeka.....Ernest Spielman, Burn. Co., 517-519 Kansas Ave.

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Baltimore....Leda Weaver, 1208 E. Pratt St.

**MINNESOTA**

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Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St.

Springfield....Morton Lines, 325 Boonville St.

St. Louis.....Knight Mercantile Co., 211 N. 12th St.

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**NEW JERSEY**

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Paterson.....J. K. O'Dea, 115 Ellison St.

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Brooklyn.....B. G. Warner, 1213 Bedford Ave.

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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.

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Allegheny.....H. A. Becker, 601 Ohio St.

Philadelphia...Harmonia Talking Machine Co., 1321 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

Vol. 6. No. 1.

New York, January 15, 1910.

Price Ten Cents

## BUSINESS-GETTING LETTERS.

**They Must Be Up-to-Date if They Are to Fetch Results.**

The day has arrived when the letter sent out to get business must be up to the minute in every particular if it is to fulfil the mission on which it is sent.

In line with this plan, if it is an individual letter, it will be found to have been written with the highest and most efficient quality of carbon paper and ribbons.

As to the production of these letters, in the first place, they are dictated to a talking machine and then are written on a perfected typewriter which does everything but think, or else the letter is reproduced on a multicopying machine, if it is a circular letter. Lastly, it is addressed, sealed and stamped by a mechanical office appliance.

Greater demands on the time of business men have forced them to reduce the time that they can devote to their correspondence. At the same time the selling quality of the letters must be higher.

For this reason the up-to-date business man states his correspondence into a talking machine, and as fast as a letter is complete, the list can start on it so that instead of the time killing device known as "personal dictation" the production keeps within a reasonable distance of the dictator. Not the least of the advantages in this is that no mass of unintelligible literature is accumulated for the "boss" to decipher and correct.

No man can be sure enough that his mental and physical natures will keep in harmony so that at all time he can turn out work of the same quality and degree of efficiency.

It has been found that the best substitute for the "most efficient man at his greatest efficiency" is the selling paragraphs that are offered by the various business efficiency companies and bureaus. These are the boiled down selling talk that has been developed by various selling organizations. By numbering the paragraphs and dictating into the talking machine the number of the desired paragraphs for the body and the close of the letter, a letter is produced that represents the concentrated efforts and best thoughts of masters in the business of selling by letter.

Reproduction of letters intended for circularizing by typewriting machines is a costly and slow job. To get the best letter, the best quality of labor must be used, and for such work its cost is prohibitive.

Several machines are on the market that reproduce typewritten letters, and do it as well as the best typist at the labor cost of the lowest, and the labor cost is only one of the factors entering into the matter, as cheap labor is notoriously extravagant of material. By the machine one cheap operator does the work of a dozen, and the greater the number of copies required, the greater the saving.

Finally the letters are addressed, sealed and stamped by a machine which does the work without waste of material and in a minimum of time.

But cheaper than any other method of reaching a large number of prospective purchasers, says the New York Commercial, is advertising, and it reaches the man at the time when he is most receptive, for he reads it at his own time.

## J. O. PRESCOTT IN JAPAN.

J. O. Prescott, brother of F. M. Prescott, for some time connected with the trade as a laboratory recording expert, is now permanently located in Tokio, Japan, in the same capacity. At one time of recent date Mr. Prescott was re-

ported as having permanently retired from the talking machine business; his re-entry is a surprise. Mr. Prescott, in addition to his other accomplishments, is an ordained minister of the Baptist denomination, and an eloquent preacher in that faith. His knowledge of the legal affairs in talking machine matters is not only large, but exact and authoritative.

## AN UNIQUE CABINET.

Designed by Andrew Miller of Wausau, Wis., to Hold an Edison Phonograph—View of First Cygnet Horn Sold in That City.

(Special to The Talking Machine World.)

Wausau, Wis., Jan. 6, 1910.

The accompanying picture is of more than ordinary interest to Wisconsin talking machine dealers. It not only shows the first cygnet horn



CABINET DESIGNED AND OWNED BY ANDREW MILLER OF WAUSAU, WIS.—FRONT VIEW.

sold in this city, but it shows what is probably the most unique cabinet in the entire State.

The machine was sold by the Farrell Music Co. of this city to Andrew Miller, but the cabinet, its front showing a remarkable piece of burnt woodwork, is the result of Mr. Miller's own genius. Mr. Miller is something of an artist in the burnt woodwork field, and his residence at Wausau is filled with burnt wood etchings, several of which are seen back of the talking machine and the cabinet. The cabinet displays a beautiful pastoral scene, entirely designed and burned by Mr. Miller. Talking machine men all over the State have endeavored to purchase the handsome cabinet, but Mr. Miller would not sell it for several hundred dollars.

## A. W. TOENNIES, JR., JOINS FIRM.

A. Wm. Toennies, Jr., has become an active partner in the business of the Eclipse Phonograph Co., Hoboken, N. J., of which A. Wm. Toennies & Son are proprietors. This young man has grown up in the business and will be a valuable aid to his father.

## NEW CORPORATION TAX.

**Method of Ascertaining and Reporting Net Income Under New Law Analyzed.**

(Special to The Talking Machine World.)

Washington, D. C., Jan. 3, 1910.

The Federal excise tax against corporations, which became a law August 5, is retroactive to January 1, 1909. The act prescribes a method for ascertaining and reporting net income radically at variance with accounting methods generally followed by industrial and trading corporations, with those prescribed for public service corporations under Federal and State laws, with accounting methods followed by many insurance, financial and banking institutions, and with principles recognized by students of accounting.

In other words, the language of the law cannot be reconciled with any proper recording in the form of accounts of those factors which necessarily enter into the ascertainment of net income, as it is generally understood, earned in any year. Especially is this so in the case of corporations whose operations require materials and supplies that are not used or consumed concurrently with their purchase, as with piano, organ and other manufacturers of musical instruments. Also in the case of corporations engaged in the purchase of raw materials, their manufacture and the sale of the product, as with the talking machine industry. The law undertakes to sever the natural relation which exists between proceeds from sales and cost of goods sold.

## PHONOGRAPH REPLACES CHOIR.

Unique Plan Adopted in the Joliet, Ill., Presbyterian Church.

A report from Joliet, Ill., states that an innovation in church music was offered at a special service at the Central Presbyterian Church recently, which added a pleasing feature to the service. A large phonograph played eight sacred selections and it took the place of the choir. The innovation, however, will not permanently replace the choir, and was adopted merely as a novel feature.

The Reverend Robert Yost, the pastor of the church, said that there was nothing very unusual in using such an instrument in the church services and that there was no possibility of its becoming a permanent feature.

He added that all the selections were of a sacred nature.

## ACROBATS ON "TALKER."

Figures Dance as Machine Plays or Sings Ragtime Airs.

Not satisfied with the perfection of the talking machine to the point where it can reproduce any sound to the most minute inflection, a Texas man has devised an attachment which gives another entertainment on the side. This is a figure toy which is operated by the revolutions of the "talker" record. A metal framework has a platform across its lower portion and a revolving shaft across the top. To this shaft are attached a number of jointed figures. The shaft is turned by a gearing, the lower wheel of which is in contact with the record disc and revolves as the disc turns. As the shaft turns the figures leap up and down on the platform, giving a lively jig to the tune of the dance or ragtime air which they are supposed to accompany. The shaft is bent into V's in different directions so that each figure moves up and down at a different time from the others, adding to the liveliness of their acrobatics. It is a most interesting novelty.

## AFTER THE HOLIDAYS.

Dealers Must Keep the Holiday Speed Up Throughout the Winter Season if They Would Hold the New Trade They Have Gained—No Mistaking This Fact.

Never till now, Mr. Talker Man, have you had such an array of tempting morsels to pluck from the branches of your Christmas tree, and, that being the case, you must bestir yourself to find a way to turn them into a permanent money-bringing proposition. The holidays are over, it is true, and, if you are the business man I think you, you have made much of them, selling many outfits which have bulged the pages of your customer list to generous proportions.

But we are talking of the baubles just taken from your tree, and it is in reference to them that I would hold converse with you. You made a special feature of some that needed boosting during the holidays, of course, but are you going to keep up the good work or allow them to drift further and further to the rear, away from your window and your advertisements until, eventually, they repose amid the dust and gloom of a neglected shelf?

If you take the advice of one who wishes you well you will don your heaviest armor and enter the lists of 1910 with your sword drawn, lance in rest, chanting as a battle-cry, "Excelsior!"

The new products that have come to you from the manufacturers this year are as meritorious as they are numerous and they will help you fight if you but give them half a chance.

Keep them all to the front all the time; enroll them into an army of attractive display—and the public will do the rest. You ask how this can be done? I will tell you; listen! First of all, watch your competitor's methods—he's trying to do the same thing you are—read his advertisements, and then if you are assured that he is setting the pace and you are following a bad second, do not be cast down, but go automobiling. Open up your four cylinders, advance the spark to the limit, throw in the 90-miles-an-hour high-speed clutch, and pass him. Don't crawl up inch by inch as they do on the river drive and on the beach front, but eat him up. You can do it, and it will be a cinch, too; but you must use good gasoline. You can't run an engine on dirty petrol. The juice you'll need in this race for prosperity, my friend, was given you and every normal man by God at birth—brain. Whatever energy you derive from this

power plant is entirely up to you. You can use it or abuse it as you deem advisable. Whether it develops one jackass power or ten thousand horse is simply a question of your tenacity and ability to retain the principles of good common sense, and there is no doubt in my mind on that point I hasten to assure you.

Another thing—don't get sore at the other fellow when his sales loom bigger than your own. Reason it out this way—he's using his brain and you're not, that's all. You come back with the remark that you have known him long enough to swear that he has no brain to use. All right, you can bet your last copper he's paying for someone else's then, and that amounts to about the same thing in the end as far as results go, doesn't it? However, in the average case, say, in about two times out of three, we're both off the track, for there are a host of pikers on this rocky old sphere who do not, to all appearances, know enough to come in out of the wet, but who, for some as yet unexplained reason, are corking good business men. You see, their brain is buried deeper, that's all.

Therefore, the moral of this first spasm is—Open up your own think tank if you have one; if not, give some other chap a few beans for the use of his. Perhaps you have received one for a Christmas present and don't know it; you never can tell. There's one thing sure though, and the sooner you get next the better—the talking machine business has assumed such vast proportions that it takes a good, strong healthy, high power brain to run it successfully, and if you are to be in among the sure winners this year you will have to do one of two things, viz.: beg, borrow or steal a good one, or put your own in training. I'd suggest the latter; it will be cheaper and more apt to bring results, too, I'm sure.

## SECOND SPASM.

There is a little scheme for drawing custom, invented by a talking machine man in Philadelphia, which has been working very well for a year or more, and I have his permission to tell you about it.

Every so often he gets out a poster showing a caricature of one of the talent, and below the picture an announcement reading thusly: "Mrs. John Smith begs the pleasure of your company at her home on Saturday evening December 26th, 1908 to hear Harry Lauder" (or whoever the artist caricatured on the poster may be). Of course the date mentioned is fanciful.

He places this conspicuously in his show window, and when his customers ask him about it



A SAMPLE POSTER FOR PUBLICITY PURPOSES.

he explains that it will be a peck of fun for them to hold a concert some evening in the near future, sending out as invitations miniature copies of the poster, which he is in a position to furnish at trifling cost. The result is that concerts are constantly being given in the homes of his patrons which are attended by people who are (not yet but soon) talking machine owners. See the point? Looks good, doesn't it?

As a finale, allow me to give you some good advice regarding advertising literature:

"The most interesting feature of advertising literature, be it catalog, booklet, magazine or newspaper advertisements, are the illustrations. They carry conviction; they are full of selling force, charged to the muzzle with persuasiveness."

HOWARD TAYLOR MIDDLETON.

## HOSPE CO. ENLARGE DEPARTMENT.

The A. Hospe Co., Omaha, Neb., who recently secured the store adjoining their present quarters, are now settled in the commodious addition and have allotted a generous space to the talking machine department, a number of new record racks having been installed and the stock increased. The Hospe Co. handle the Victor.

## 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.





# Victrola

## The perfect musical instrument

Every Victor dealer ought to display the great Victrola side by side with the other Victor models.

The Victrola is a standard musical instrument. It presents all the Victor repertoire of high-class music in an attractive setting. It is elegant and artistic in appearance. Its materials and construction are the finest.

Mahogany	-	\$200
Quartered Oak	-	\$200
Circassian Walnut	-	\$250

It appeals to the best class of people. Many people who have not bought a regular Victor become ready customers for the Victrola. The profit is liberal; and Victrola buyers are the biggest customers for Victor Red Seal Records—a profitable business in itself. Most Victor dealers have added the Victrola to their stock, and are making money with it. Why not you?

**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

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



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

NEW YORK, JANUARY 15, 1910.

WHEN the curtain was rung down on 1909 there were many eager and expectant men throughout America who were awaiting the next act with joy and confidence believing that the industrial stage of 1910 would depict many scenes which would delight and enthuse the onlookers.

Well, the Old Year is gone with its joys and with its sorrows, and it was not such a bad year after all.

The first half was uncertain and spasmodic.

Business men were holding back on account of the pending tariff legislation, for while we may say that the tariff does not affect business, yet as a truth we are supersensitive upon that one subject and the least agitation sends the cold shivers down the business spine.

It was not until the year was half gone that business conditions were settled and we knew just what course lay before us.

With a half year of spasmodic trade, it naturally required much activity for the remaining six months to bring the average of the year up to a fair standard, and while we have had some excellent months, yet, as a whole, the talking machine trade for 1909 was not satisfactory.

In some sections of the country business was up to its old-time standard, but in the East and in the larger cities there was a falling off.

There is no denying the fact that the workmen who have been large purchasers of medium priced machines and records have been out of employment so long that when they were again employed they were compelled to pay off obligations which they had incurred for the necessities of life.

They were not thinking about the purchase of talking machines and other home accessories with which to delight and entertain.

They were rather interested in the procurement of the essentials.

In the agricultural regions conditions were entirely different, and trade in those specialty favored localities has been excellent.

The farmers have been large purchasers of automobiles, piano players, talking machines and other articles which indicate a leaning towards the good things of life which were not in evidence in the purchases of the agriculturists some years ago.

But the farming wealth of the country has been growing at an enormous rate, and as a result the farmer has become a more important factor than ever in our modern life.

**C**ONDITIONS for the New Year point unerringly to better times.

If we may judge anything from the reports which come to us, by the opinions of eminent men in the financial world, we have now started upon an era of prosperity which will surpass anything hitherto experienced in the industrial annals of this country.

Men whose business it is to know state that 1910 will be a record-breaker in all that the word implies.

Well, that is cheering news to most of us, and certainly the influence of every man can be helpful in making times good, for it is the optimistic spirit developed and encouraged by millions of minds which will be a powerful factor in swinging business and trade along the right pathway with a tremendous force.

Public opinion on any great subject is heeded by political leaders.

Public opinion changes men, and the concentrated force of millions of minds in the accomplishment of a single purpose will accomplish it.

If we all preach the doctrine of optimism—talk encouragingly and stimulatingly along lines of business advance it will help—it will put the right kind of backbone in spineless men—it will lend encouragement to those who are wavering and it will further inspire those who are fairly charged with the optimistic spirit to-day.

Let us all make it a year full of energy, then things will move forward in a way that business men in every line will appreciate.

We need that kind of spirit in the talking machine trade.

**T**HERE are plenty of men who, through the poor business of the past two years, have lost a certain belief in the future of the talking machine.

Now, a man who has no faith in the future of the industry with which he is associated had better get out of it, for he is only holding back the machinery.

He is sand in the bearings and the quicker he is removed the better.

This industry will thrive and expand, but it will not go ahead with the aid of the pessimist, and the men who see nothing but blackness ahead for the talking machine.

The weak-kneed fellows had better get out.

There is no place for them, but there is a bright future for the men who have courage—for the men who appreciate the talking machine for what it is and who believe in its future as a business force—an educational force and an entertaining force.

The trouble is we have had a lot of men who have only a superficial knowledge of the talking machine and its powers.

They know nothing about the fundamentals of business.

They simply took up the marketing of talking machines because in it they thought they saw advancement.

They thought they could pick up gold nuggets on the floor every morning.

Well, the man who believes that a thing comes easy nowadays in any line is fooling himself.

The man who believes that a profitable talking machine business can be built easily has an entirely false view of the situation.

There is nothing worth while that comes easy.

Success in business life is not gained without sacrifices—without energy—without concentration—devotion to a single purpose.

**1910** CAN be made a year full of good, sound business profit by the men who look at the situation as it is—who do not fool themselves as to conditions, but who will go ahead resolutely—courageously—and plan a business campaign on advanced lines.

We know plenty of them who are made of the right stuff and who will make a lot of money the next twelve months, but the weak-kneed men who have lost faith in the business, if they continue along the same lines they will not go ahead nor would they in any other business.

Of course, the talking machine trade has been dull.

What trade has not!

Facts are, this country has been hit mighty hard—a good deal harder than a lot of people wish to admit.

But it has been hit and so heavily that it was stunned for a while, but it is recovering and this year is a year for effort.

**A** GOOD many talking machine men did not show sufficient faith in the fall trade to order high-priced machines early.

They could have made a great deal more money if they had placed orders earlier in the season, so that the manufacturers could have made ample provisions and so that they would have known just what was expected of them in the way of production.

When dealers have to pay express charges on machines it means their profits are cut down materially.

It would have been a mighty sight better to have ordered machines early—even if it was necessary to go to the bank and borrow money on warehouse stock—than to have lost sales and to have paid heavy express charges.

The lessons of 1909 should be impressed upon the minds of talking machine men throughout the country and wise moves should be made during the present year so that no sales be lost.

We need all of them.

No doubt of that!

The merchant must take chances as well as the manufacturer and he cannot expect that the manufacturer will assume the entire burden.

Orders should be placed well in advance, for in that manner only will the merchant be sure of obtaining the stock which he desires at the right time. Now, in other lines of merchandise orders are placed many months ahead.

It must be so, else the mills and factories could not produce the stock. For the talking machine trade is controlled by business men. It is run on business lines and because it has been controlled by business men is one of the reasons why the industry has held together during the terrific strain to which it has been exposed during the past two years.

**I**f dealers could have placed their stocks on the market and slaughtered them at ridiculous



prices, in order to raise funds, values would have crumbled and the industry would have gone temporarily to pieces under the shock.

We may as well look at things exactly as they are, but because there were enforced rules governing the talking machine situation it was saved and it is on a splendid foundation to-day and there is no good reason why the men whose interests lie in this industry should not materially advance during the New Year.

They will, if good common sense is applied to the conduct of business, supported by energy and progressiveness which is necessary in all lines to achieve success.

Certainly, manufacturers have been exploiting, and are to-day showing up the qualities of the talking machine to millions of readers in great advertising space in leading periodicals.

Now, all this is helpful to the trade, but it must be supplemented by the right kind of work on the part of the retail selling forces.

Trade to-day in all lines is not easily gained.

Competition is too keen, and unless men are fully awakened to the necessity of improving to the utmost possibilities which lie 'round about them, they will be lost.

Now, every man in the talking machine trade should bend his energies to the end that the New Year may be made profitable and thereby happy.

### HENRY F. MILLER AND THE VICTOR.

The Famous Boston Piano House Devoting a Special Department to the Victor Talking Machine—An Important Acquisition to the Victor Line of Representatives.

The announcement in our Boston letter last month that the Henry F. Miller & Sons Piano Co. are handling the Victor talking machine marks the addition of a very important house to the line of progressive piano dealers who have taken on this instrument.

The Miller & Sons Co. have always maintained the most dignified methods in the conduct of their business. Their aims are always artistic, and in taking on the Victor they pay a decided compliment to the artistic standing of this creation, which has won a tremendous vogue, owing to the merits of the instrument itself, and to the great line of artists in both vocal and instrumental fields who can be heard through this medium. The Victor Victrola is being strongly featured by the Miller house, and the department is in capable hands. Both parties interested are to be congratulated on this important move.

### MUSICAL MOTOR HORN.

Some Reflections on Its Possibilities as a Musical Creation.

The possibilities of the musical motor horn are many, and one may readily expect further developments. Like the professor of music whose ear rebelled against an unresolved discord, a fact of which his pupils took advantage at every possible opportunity for the pleasure of seeing him return to the pianoforte and play the resolution, one puts in a plea for the motor horn which shall give us the sequel to the tale begun, a tale, however, which only Wagnerians can appreciate. Every such person knows the force of the triad of E minor, which introduces Brünnhilde's awakening in "Siegfried," and which is used again in a flat key at the opening of "Die Götterdämmerung." This chord is sounded forcibly enough by certain motor horns, too forcibly for the "Ring" enthusiast, who longs for the succeeding harmony, which his imagination but lamely supplies.

As a matter of fact there are two kinds of musical horns now in use, the melodic as well as the harmonic. For the latter, one might suggest the sounding of the chord of the augmented

fifth, two major thirds that is, the curious chord which enharmonically remains the same in all inversions, and by its frequent use by modern French composers has become seemingly the peculiar property of that school. To the majority of people it is still strange enough to make a sufficiently arresting and warning signal. For the melodic horn the counterpart would be the notes of the tonal scale; five at least of the six would be necessary to get the most old effects and, with such, many peculiar changes would result of an out-of-tune kind, again sufficient to clear the road effectually, one would think.

### PAYNE & CO. OPEN IN LITTLE ROCK.

Head of the Firm an Experienced Talking Machine Man—Will Handle the Victor and Columbia Products in That City.

(Special to The Talking Machine World.)

Little Rock, Ark., Jan. 3, 1910.

Payne & Co. is the title of a new talking machine concern, which opened for business in this city recently with a full line of Victor and Columbia machines and records. The members of the firm are E. S. Payne, formerly manager of the graphophone department of the Hollenberg Music Co. for the past five years, who is president and general manager, and George Danaher, who is vice-president and secretary. The store, which is located at 709 Main street, is handsomely fitted up, and the new company should succeed in building up an excellent following, as Mr. Payne is one of the oldest talking machine men in the way of experience in this section of the country. He has devoted his entire time and attention to this end of the business for the past ten years.

### TO HANDLE TALKERS IN DENVER.

The new T. P. Pattison Music Co., Denver, Col., will, besides handling an extensive line of pianos, also conduct a large talking machine department, carrying Victor and Edison machines

and records. The department will be in charge of Theodore Terlinden, who held the same position with the Denver Music Co. for some years.

### 9,000 THINGS EDISON WON'T DO.

Mr. Edison is still busy with his new storage battery which he claims will solve the traction question. In his experiments with these batteries, says the Bookkeeper, Mr. Edison has had men at work for years with a patience unparalleled.

More than half a ton of reports on experiments with batteries have been made. Two of his best men had to give up the work because of its unending monotony to save themselves from a nervous breakdown.

The work was continued night and day for more than three years, and more than 9,000 experiments were made without obtaining the results which Mr. Edison wanted.

A visitor to whom this was told exclaimed: "Then all those experiments were practically wasted?" "Not at all," said Mr. Edison, "I now know 9,000 things not to do."

### MEYERS WITH MINNESOTA PHONO. CO.

W. L. Meyers, who, for the twenty years past, has been the buyer and advertising manager of the T. M. Roberts Co., Minneapolis, Minn., has resigned and located himself with the Minnesota Phonograph Co., and in the future will act as the sales manager for this concern.

This undoubtedly will be a great surprise to the small goods musical merchandise brokers, owing to the fact that Mr. Meyers has purchased many thousands of dollars in small goods and accessories.

He has cast his lot with Laurence H. Lucker, and no doubt with his assistance Mr. Lucker will have a valuable man, as Mr. Meyers understands the mercantile business thoroughly and is quite well versed in the advertising line.



Won't You  
Have a  
Lesson in  
Spanish?

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

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs that does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write today for full particulars.

**International Correspondence Schools**  
Box 918, Scranton, Pa.

A POSTAL WITH YOUR NAME AND ADDRESS WILL BRING A

## FREE SAMPLE

OF THE NEW QUICK-SELLING RECORD CLEANER

Here at last is a perfect Record Cleaner that makes good all down the line. It is constructed on an entirely new principle. It is a necessity to all owners of records, because it keeps the tone of the reproduction clear—free from all harsh sounds. It fits into and removes the dust from every minute sound groove as nothing else can, thus adding life to the records.

## "DUSTOFF" RECORD CLEANER

If you are not now selling these goods, Mr. Retailer, ACT NOW.

These Record Cleaners have passed the experimental stage—they are making money for the wide-awake retailers who have put them in.



THEY WILL MAKE MONEY FOR YOU.

THE VICTOR TALKING MACHINE CO. SAYS: "A piece of velvet carpet makes an excellent and cheap record cleaner, and should be used on all records before playing."

"Dustoff" Record Cleaners are made of especially selected high grade velvet carpeting, having a soft, fine texture and a high nap which accommodates itself perfectly to the surface of all records. It is the only record cleaner that fits into and removes the dust from every minute groove and crevice without wearing or scratching the record in the least.

**FREE CIRCULARS** We will send you plenty of attractive little circulars with your goods. You can give these out in the store or mail them with your monthly statements—THEY WILL MAKE SALES FOR YOU.

**BIG PROFIT** "Dustoff" Record Cleaners retail for 15 cents each. There is a good margin of profit in them for you. GET BUSY—NOW. Write us to-day, giving your jobber's name and we will send you free sample with prices and complete information.

**STONE CONTROLLER COMPANY, PROVIDENCE, R. I.**

### THE TRADE IN CINCINNATI.

Holiday Business Indicates That There Is No Loss in Popularity of Talking Machines—December a Record Month—How the Wurlitzer Co. Succeeded in Getting Sufficient Victrolas—Good Victrola Demand—Columbia Machines and Records Sell Well—Milner Music Co. Sell Amberolas Before Receiving Them—Add to the Regina Line—John Arnold's Good Year—Salm Talking Machine Co. in New Quarters—To Push the Concertophone—Other News of General Interest.

(Special to The Talking Machine World.)

Cincinnati, Jan. 5, 1910.

The holiday business settled one thing in the minds of the local dealers in talking machines and supplies. The sales during December, particularly for Christmas delivery, showed that these amusement devices are more popular than ever, and consequently the Cincinnati trade has reason to enlarge its stock and field of operations in 1910. The year, as a whole, was regarded with disfavor up to December 1, but the business during the succeeding thirty-one days caused the aggregate to be greater than the volume of 1908.

Business, both retail and wholesale, was very brisk with The Rudolph Wurlitzer Co. The wholesale trade was pretty well scattered during the month, with the exception of rush orders for Victrolas, which were handled mainly during the last week. The Victrola sales constituted practically the entire business, and this, together with an immense demand for the better class records, kept the talking machine men busy during practically the entire month.

The Rudolph Wurlitzer Co. placed their Christmas order for Victrolas during the preceding summer, and the goods kept coming in during the fall in large shipments and were warehoused, awaiting the holiday rush. As a result neither wholesale or retail customers were disappointed, and, in spite of the immense business done in Victrolas, every order was filled promptly and completely during the holiday season.

A feature of the wholesale trade was the telegraphic orders for Victrolas received from small dealers, who ordinarily do not carry this price machine in stock. It showed that the advertising campaign given this instrument was not without results, because these sales can be traced to a demand which certainly was not created by the dealers themselves. There is

absolutely no question but that thousands of Victrola sales were not made mainly because the dealers do not carry Victrolas in stock and were afraid to order one when they had a prospect for the sale of an instrument.

There were many homes made happy with a Victrola in Cincinnati this Christmas. Contrary to expectations, however, everybody delayed buying until the last two weeks, and, as a result, the retail departments of The Rudolph Wurlitzer Co. were busy practically every night until 11 o'clock filling the orders which were taken during the day, and four wagons were kept busy distributing the instruments in the city. In order to facilitate matters and help the purchaser besides, The Rudolph Wurlitzer Co. made a unique proposition, which was undoubtedly responsible for quite a few sales being made that otherwise would have been lost. Every purchaser who seemed at all slow in making up his mind was told that The Rudolph Wurlitzer Co. would guarantee that the instrument would please every member of the family. In the event that this was not the case, the purchaser could notify The Rudolph Wurlitzer Co. to call for the instrument and would be under no obligations whatsoever on this account. Four wagons were reserved for delivering Victrolas during the last week before Christmas.

Regina sales were also very good, showing that this splendid music-maker is still in big demand. A number of Reginas were sold to old talking-machine customers, showing that the sales of these instruments do not at all conflict with the sales of Victor goods.

As a result of the splendid business enjoyed during the last two months, the talking machine men in Cincinnati are looking forward to 1910 with a good deal of enthusiasm. In questioning some of the regular customers, who have not been buying for a long time, we have invariably found that they have not as yet recovered from the hard times, and that they have not lost interest in their machines, but could not as yet begin buying regularly until they have taken care of the obligations incurred during the panic.

Another feature of the Christmas business was the big sales on Cygnet Horns and Edison Fireside Phonographs. The Fireside is undoubtedly extremely popular in Kentucky and Tennessee, the States which ordinarily draw their supplies from Cincinnati. These are mainly agricultural states, and people are more conservative in buying than those located in a manufacturing district.

In a previous issue the writer announced the fact that The Rudolph Wurlitzer Co. had doubled their record-selling facility, and that they now had two complete departments, one in the basement and one on the first floor. At that time Mr. Dittich stated that he would have need for every one of them when the record-selling season began, and now, that the record season has opened up, he finds that even this increase in record booths is not sufficient to take care of all the customers during the rush hours.

The Columbia Phonograph Co. report a more than satisfactory Christmas business; in fact, December business ranks with the best December in the history of the Cincinnati store in wholesale, retail and instalment. An unusually large business was done in the Grafonolas, and a much greater business could have been done in this line of instruments if the factory could have delivered the goods.

The 4-minute Indestructible records and cylinder machines to play these records proved great sellers, and the demand could not be supplied. There is every evidence that the coming year will prove the greatest year in the history of their business.

The Milner Musical Co.'s first Amberola remained on the floor just one hour, and at the time of its being sold the concern had two more customers in the store waiting for the same instrument. It is not often that first refusals are requested in buying musical instruments, but such was the case in the above two instances, and the next two Amberolas are sold before they reach the company. This is very encouraging to their Edison department, and only goes to show the demand created by a perfected high-grade instrument.

"We have had the largest month in the talking machine department," remarks Nauager Walter W. Timmerman, "and, in view of the many new machines sold to our new customers, the month of January should be an exceedingly good one for us in records."

The Milner Musical Co. have just added a Regina and Reginaphone department, which will be under the personal direction of William Kenney.

John Arnold celebrated the first anniversary of his moving into his present quarters, 507 and 509 Elm street, on December 28, by announcing that his house had done a better business in his new stand than where he was formerly located on West Fifth street. The busy appearance of his music and talking machine departments corroborates his statement if such is necessary. Mr. Arnold received his supply of Amberolas too late for holiday demonstration, but finds they are in good demand to-day, and expects to do a great business through this new field. He had a remarkable sale of the Red Seal records. Mr. Arnold claims to find the demand for cheap goods to be disappearing, the higher priced articles being more popular.

The Salm Talking Machine Co. are now domiciled in their new quarters, 538 Main street, to which place the concern moved on December 29. The move was made in order to get into touch with a higher class of trade. The new quarters are divided into three parts, the front being reserved for disc machines, the center for the Victrolas, and in the rear the Edison machines and supplies will hold forth.

It is likely that J. C. Groene, of Race street, will devote more of his energies to the concertophone, of which he has the Ohio rights. George Howard, who was taken on in December, in order to develop the talking machine department of this house, may give the greater part of his time to the electrical music boxes, the demand for which is in excess of the supply. Already twelve have been installed.

A salesman should always make it a point to keep well posted on the general trend of his special line through trade journals as to prices, demand, supply, etc.

A voice well cultivated is an important factor in a salesman's equipment.



## TRADE NEWS FROM MILWAUKEE.

Holiday Business of Exceptional Volume—Prospects Very Bright—Meeting of New State Association Next Month—What Various Houses Have to Report.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 8, 1910.

Milwaukee talking machine dealers are now in the midst of inventory taking, and the figures that are being disclosed are highly satisfactory. The holiday business, just passed, was one of the largest in the history of the local trade, and dealers feel that December sales formed a fitting climax to an exceptionally good year. No one particular machine or class of records seemed to be particularly in demand during the holiday season, but, on the other hand, demand was general. There has never been a period when machines sold as readily in Milwaukee as they did during the last week before Christmas. One feature of the trade was the fact that more high-class goods were sold than even the most optimistic of dealers had anticipated. Indications are that money is again plentiful and that general confidence has returned in the trade. General business and manufacturing conditions have returned to the normal, and people seem more inclined to part with their money.

The wholesale trade is not as brisk as it was during the month of December, but, nevertheless, it is highly satisfactory, a sure indication that dealers met with such a good business during the holidays that their stocks have been depleted, and they are forced to order even at this early date. Reports from the up-State dealers concerning the holiday trade are especially bright, and jobbers say that everything augurs for a big trade throughout the year.

"We are especially well pleased with the heavy holiday business," said Lawrence McGreal. "A few more days of the holiday rush and our salesrooms would have looked like an empty warehouse. We are having considerable trouble in securing the stocks that we want just at the present time as a result of the heavy demands that have been made upon the factories. The coming year looks more than bright to me, and I am confident that Wisconsin dealers will meet with a banner business."

Plans are under way for the holding of a general meeting of the new Wisconsin Talking Machine Dealers' Association some time during the month of February. The gathering will probably be held at Milwaukee. Several matters of interest to the trade will be brought up for discussion, although a general plan of procedure has not as yet been outlined. The organization was not launched until a few weeks before the holidays, and it has not been possible for dealers to take much active interest in the matter because of the rush of the holiday trade. Every effort will now be made to create an interest in the organization, and to make the body one of real worth to every dealer who is a member.

Walter J. Augustin, the talking machine dealer of Fond du Lac and Oshkosh; W. J. Graff, of Boscohel, and Fred Liethold, of La Crosse, were among Wisconsin dealers who were recently in Milwaukee. All report an excellent holiday business, and the feeling seems to be strong among the up-State dealers that trade throughout 1910 will be of the very best.

The Hoeffler Mfg. Co. met with such a lively demand for records and machines that, as J. H. Becker, Jr., manager of the talking machine department, expressed it, he was forced to order "music by the carload" from the talking machine manufacturers. The biggest holiday business in the memory of Mr. Becker was secured by the Hoeffler Co., and this is saying a good deal, because Mr. Becker is able to recall to mind some remarkably heavy business periods since his connection with the talking machine business.

As the result of business and professional men of Janesville, Wis., circulating a petition which was to have been presented before the common council of that city, asking that the owners of moving picture shows discontinue the practice

of allowing their talking machines to run riot at the theater entrances, the show people have put a stop to the so-called nuisance. Talking machine dealers of Janesville have been considerably concerned over the matter, but they say that if the theater owners would regulate the practice there would be no objection from nearby business men. Dealers say that if the show people would not allow their talking machines to run all day and well into the night and that if they would not confine the repertoire of their machines to only a few songs, like "My Wife's Gone to the Country, Hooray, Hooray," and would offer more of a variation, the public would not be so inclined to make the serious objections that they have been prone to do in the past. Dealers are working for a harmonious solution of the whole trouble.

One of the heaviest holiday trades in the history of the downtown store of the Columbia, at 413 Grand avenue, Milwaukee, is reported by A. G. Kunde, the new owner and manager. General business seemed to be of the best and demand was brisk for both records and machines. The only trouble experienced by Mr. Kunde was that he had considerable difficulty in securing the necessary stock from the Columbia factory. "We are more than satisfied with the big holiday trade, and prospects just at the present time all point to a successful year," said Mr. Kunde. "We have several plans under way for pushing the Columbia business during the year 1910, and we hope to make the Milwaukee business even more successful than it has been in the past."

As the result of a successful demonstration made by the "B Y" model of the Columbia at the recent open-house celebration, held on New Year's Day at the Young Men's Christian Association's Building in Milwaukee, A. G. Kunde, owner of the downtown store of the Columbia, made the sale of two Columbia machines within the short space of one-half hour.

The Columbia four-minute indestructible records have been selling in Milwaukee at an unusual rate for the past two months, and just at the present time there is no indication of an abatement in demand. The popular double-faced records are more than holding their own also.

The Amberola, the new Edison cabinet machine, arrived in Milwaukee just before the holiday season closed, and its appearance has created a lively demand from the dealers for shipments of the new machine. Jobbers are unable to get enough machines from the factories to satisfy but a small fraction of the dealers, and it is expected that as soon as larger shipments can be secured a brisk business will be done.

News has reached Milwaukee jobbers of the recent death of I. L. Rice, a prominent and enterprising talking machine dealer at Wittenburg, Wis. Mr. Rice was only 34 years of age, and was regarded as one of the most up-to-date Edison and Victor dealers in the State. His early death has caused genuine regret among talking machine men. He is survived by a young widow, who, it is expected, will carry on the business of her husband.

William P. Hope, traveling representative of the National Phonograph Co., who has been in Milwaukee for a few days, is now in northern Wisconsin, where he is meeting with an excellent business. Mr. Hope reports that dealers are exceptionally low on stocks and that they are ordering freely.

Miss Gertrude Gannon, a sister of Mrs. Lawrence McGreal, and well-known attaché of Mr. McGreal's store, spent New Year's with her sister, Mrs. S. W. Uhl, of St. Louis.

William Schmidt, formerly traveling representative in Wisconsin for the Victor Talking Machine Co., and now wholesale manager for Lawrence McGreal, is on a business trip up the State. Mr. McGreal expects to keep a traveling representative about the State a great deal of the time from now on. This is something of an innovation.

Harry W. Krienitz, well-known young talking machine dealer of Milwaukee, was married recently to Miss Mayme Hoffmann, a popular young lady of Milwaukee.

## O. K. Houck Piano Co.

### EDISON JOBBER

MEMPHIS :: :: TENNESSEE



## Begin the New Year Right

Place Your Edison Orders  
with us

We carry in stock at all times

## 75,000 Edison Records

Standard and Amberol

## 250 Machines

Every Style and Type

Every order filled complete same day  
we receive it.

Here is a letter from one of our  
dealers:

"We continue to do an excellent business with the Edison line and attribute a great deal of our success to your assistance and your facilities in serving us, for all of which we are, indeed, grateful.

"With kindest regards and wishing you continued success, we are,

Yours very truly,

RED CROSS DRUG CO.,

G. C. Wells, Mgr."

If you are a dealer in Edison  
Phonographs and Records it will  
pay you to sign a contract with  
us and sample our "HURRY  
UP" service.

Write us to-day—NOW.

O. K. HOUCK PIANO CO.

Established 1883

Memphis, Tenn.



# SLEZAK

is not only the greatest star of the Metropolitan Grand Opera Company, but—he is also one of your star salesmen

**T**HE big hit which Slezak made in New York has spread his fame, as a tenor, from one end of the country to the other—and he sings for THE EDISON PHONOGRAPH, the same great songs from the Italian Operas, which have made him famous in New York—and for the Edison only.

We are featuring Slezak in all of our big, double-spread magazine advertising, besides in the 416 newspapers which we are using throughout the country.

The ten new Slezak Records with these two big advertising campaigns behind them are going to make Grand Opera the most profitable end of your business, if you do your part. Write your jobber today

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



# The AMBEROLA

## *The Newest Edison Phonograph*

is the highest type of sound-reproducing instruments ever produced—but it is none too high in type or price for a certain class of your customers. It embodies all the beautiful tonal qualities of the

## EDISON PHONOGRAPH

in a cabinet that is a masterpiece of the craftsman's art—beautifully simple in design, and coming in several finishes of either Mahogany or Oak, to harmonize with surroundings in any home. It has space in the lower part for holding 100 Records.

The Amberola plays both Edison Standard and Amberol Records.

With the Amberola you can now reach a class of prospective purchasers which you have not heretofore been able to touch with the ordinary types of Phonographs. And in reaching this crowd of buyers, the Amberola not only brings home the profits on its own account, but it creates a desire for the higher class music and brings home the profits on the higher priced Grand Opera Records.

The Amberola will help a lot toward building up this end of your business, and its presence in your store is a big asset.

Write your jobber today for full particulars.

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





SOLID WOOD (NOT VENEERED)

The

## MUSIC MASTER WOOD HORN

is easily sold by the dealer. He finds it only necessary to have a patron hear a musical selection with the MUSIC MASTER WOOD HORN. There is wonderful improvement of tone compared to the same selection heard with a metal or veneered wood horn. The reproduction is rendered rich and full, due to the resonance of the MUSIC MASTER WOOD HORN, which is constructed of solid wood on the same scientific principles as the sounding-board of the piano or the body of the violin.

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 are 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.

### TRADE NEWS FROM INDIANAPOLIS.

Closing Months of Year Boost Twelve Months' Average—Carlin & Lennox Close Out Talking Machine Department—Trustee for Indiana Phonograph Co.—Columbia Co. Have Good Holiday Business—Lively Victor Trade Reported—D. Sommers & Co. in New Quarters—McCormack's Love of Erin—With the Moving Picture Houses—Cut Down Circulation of Free Libraries.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 6, 1910.

The Christmas trade in talking machines in Indiana and Indianapolis, and in fact the trade for the entire year, was not up to former standards, although the three closing months showed a steady improvement, which it is hoped will continue during the new year.

Carlin & Lennox, one of the biggest piano firms in Indianapolis, desiring to give all their

time to their piano business, have decided to discontinue the handling of talking machines.

Charles Craig has been appointed trustee for the Indiana Phonograph Co. (Edison jobber), at the request of the National Phonograph Co. and two or three banking institutions of Indianapolis. Mr. Craig says that the business of the Indiana Phonograph Co. has not been bad, and all the trouble, he says, was due to slow collections. He says everything will be running all right in a short time. The company had a good Christmas business, he said. Mr. Craig was the proprietor of the Indiana Phonograph Co. before it passed to the present management.

Mr. Phillips, the credit man of the National Phonograph Co., was in Indianapolis several days last week. Mrs. Kresch, travelling representative of the National Phonograph Co., also was in the city over Christmas.

The Columbia Phonograph Co. had a satisfactory Christmas business, and had sold out all types of machines by Christmas Day. The

demand for hornless machines was unusually big. Several orders were held over because of a scarcity of the supply. The four-minute indestructible records of the Columbia Co. are meeting with a hearty reception. The special merits of these records seem to appeal to the buyers.

Manager Devine, of the Columbia Co., says the Grafonola Regent, that is, the library table style, is meeting with great favor among the clubs and societies. The first one of these machines received by the Indianapolis store has been placed in the Columbia Club, the high-class Republican club of Indiana, and is spoken of highly by the members.

The Musical Echo Co. and the Wulsonner-Stewart Music Co., Victor distributors, report a satisfactory Christmas business. This department in the Wulschner-Stewart store is in charge of Joseph Levi, late of Lyon & Healy, of Chicago.

Mr. Kipp, of the Kipp-Ling Co., wholesalers and jobbers in Edisons, says the Christmas business of this firm was satisfactory. The new grand opera records, he says, are meeting popular approval, and many orders have been booked for the Amberola, the new \$200 machine.

D. Sommers & Co., big home furnishers, who recently established a talking machine department, have moved into their new building in West Washington street. This company handle the Columbia line. Their new home is one of the finest in Indianapolis. On the opening day handsome souvenirs were given away, and hundreds of people visited the store. The talking machine department is on the third floor, and is handsomely equipped.

The love of the Irishman for his native land is shown by the January Fonotopia Grand Opera double disc records received by the Columbia Co. It should be said that all records are made from molds and on all of the records made by John McCormack, the great Irish tenor, the following inscription is found, "John McCormack, Ireland Forever." It is customary for those who produce records to place their names on the molds so they will appear on all records as an attest of genuineness, but it is not customary to place any additional inscription. "The Irishman is certainly zealous for his country," said Manager Devine, of the Columbia store, when he found the inscription.

The weather for some time has been against the moving picture show business and five-cent vaudeville houses of Indianapolis. For a part of the last month the weather has been extremely cold, below zero a part of the time. Ordinarily cold weather does not hurt the moving picture business, but in zero weather the people do not usually stop for the shows.

The moving picture houses are continuing to keep open on Sunday and donating a part of their proceeds to their self-constituted charity society in order to come within the law. The ministers also are still deploring this practice. The Christian Pastors' Association, at its last meeting, adopted resolutions against the practice. The resolutions were presented by the Rev. Harry G. Hill, who created a sensation recently by flourishing a glass of beer from his pulpit as an evidence of the violation of the liquor laws.

Eliza G. Browning, city librarian, in her monthly report, said that a five-cent theater was responsible for a decrease of 50 per cent. in the circulation of books from the Riverside Branch Library. The theater was opened in the last month, she said, and there was a decrease of 111 books in the circulation for the month. Miss Browning said that a talking machine was the chief instrument in drawing crowds to the five-cent show, and she recommended that the school board place a talking machine in the library. This matter was taken under advisement.

### RECORD VICTOR BUSINESS.

J. R. Richards, manager of the piano and talking machine departments of Fred'k Loeser & Co., Brooklyn, N. Y., reports that the sale of Victor outfits during December and thus far in January have broken all previous records of the department.



# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN LONDON.

Retrospective and Prospective Talk on Conditions in the Talking Machine Industry in Great Britain—Year of Progress Just Closed—What Has Been Accomplished in the Perfection of the Talking Machine and Record—Hornless Variety Has Made Great Strides—The Year Notable for the Weeding Out Process Which Still Goes on Merrily—Various Companies Are Turning Out a Line of Records Which Continue to Interest the Trade—Recent Failures in the Industry Are Not Showing Up Well in the Way of Assets for Creditors—Pertinent Comments Upon the News Happenings of the Month.

(Special to The Talking Machine World.)

69 Basinghall St., London, E. C.

Simultaneously with the advent of a new year one's thoughts take a retrospective turn, and we reflect upon conditions of the past more from the point of view of results than anything else. In which respect and in what channel our thoughts run depends largely upon environment. Each of us individually take up different attitudes, widely divergent according to temperament, yet there is one point of consideration common to all of us. I need hardly say that that mainly centers around trading results, and whether or not there is a balance at the bank on the right side. That, however, is not so much my interest as yours. What I feel more concerned about at the moment is what progress, if any, has the talking machine trade made, from a scientific point of view, during the year 1909? Perhaps I should not have put that as a question, because my readers will scarcely dispute the fact that the past year has been one of unquestionable glory for this trade. We have made good progress, and the improvements, new devices, and practical advancement of the talking machine are both real and lasting. Following upon the wonderful Amberol record, which gave new life to the cylinder trade, there were several attempts to make a similar article, but the only one which has weathered the test of time is the Ebonoid 200-thread. A good record and remarkable value, too, yet the backbone of the cylinder trade in this country is without a doubt the Edison Amberol goods, which exercise and wield an influence of inestimable value to all engaged in such class of trade. The new Edison phonographs, not forgetting the combination type Gem and attachments, have brought the longer playing record within reach of thousands of users many of whom, it is safe to say, would not otherwise now be phonograph enthusiasts. My remarks on the phonograph side of the business would not be complete without a reference to the very latest introduction—that of the "Amberola," an interior horn cabinet instrument. It is the last word in phonographs, and should go a long way in bringing this class of instrument more in favor with the upper ten. But I feel there is room for a cheaper model of this type, and of a certainty Edison dealers would welcome such a machine at a price within the reach of the great middle classes.

In the disc field progress is even more noticeable. Dealing first with records, I am naturally drawn to comment upon the increased importance of the phono cut type. It has come to the front with remarkable rapidity during 1909, and there are now several manufacturers engaged in the manufacture of both the standard and 200-thread type. The latter especially calls for more than ordinary notice, because it not only provides double the music, but, in my opinion, apart from a slight loss of volume as against that of the standard thread, it is in

many respects of better tonal quality, particularly so in the instrumental selections. These records are mostly double-sided, being in diameter 10 and 12 inches respectively. On the average a 10-inch 200-thread double record will provide a continuous nine minutes of music, while the 12-inch gives proportionately more. And the retail cost per selection is only 1s. 6d. and 2s. It is indeed a revolution, and now that disc-instrument owners are provided with ample facilities at a moderate cost, which bring these fine records within reach of all, it must sooner or later affect the sales of needle records to no inconsiderable extent. The latter certainly must eventually be ousted from its proud position, unless some genius comes along with a 200-thread needle-cut record to save the situation. And this cannot be regarded as in any way exaggerating the position of things as they stand to-day; on the contrary, it is but anticipating the future.

The needle-cut record, however, has made good leeway in the direction of improved recording, and it would almost seem that in this respect the highest possible desideratum has been reached. There is, nevertheless, much to be accomplished in regard to the elimination of surface noise. Although the friction necessarily set up by a revolving disc against a stationary needle could not be entirely overcome under the present system, it is certainly possible to effect a radical improvement toward moderating the scratch and grind characteristics noticeable in the majority of needle-disc records. If evidence is wanted to prove my statement it is very easily found. Take, for instance, any one make of record you like, test a dozen, and you will find that in the matter of scratch they all vary, although made of exactly the same material. In some, even with heavy-band records, the scratch distinctly grates on one's ear, and many a record of lighter music is entirely spoiled from this cause. And yet in others there is no appreciable surface noise at all. The fault lays, in my opinion, just as much with the material as in the pressing. To a great extent good pressing is dependent upon a careful mixing of the right materials, to the lack of which the scratch in the finished article is largely due. Manufacturers are fully alive to this fact; experiments are making good all the time, and the tendency toward improvement should be a matter of fulfilment in the year now with us.

Turning our attention to disc instruments we find much has been achieved in the introduction of an entirely new phase of construction, to wit, hornless instruments. At this time last year the suggestion of a machine without the usual trumpet would have been laughed to scorn. And yet the idea is not by any means a new one. As a matter of fact, it is years old, and if a certain continental manufacturer had had the courage to market his hornless machine along enterprising lines his would have been the harvest which others are now reaping. But that by the way. Of the new style machines the "Eufon" was the first introduced, and a sufficient tribute to its quality is the fact that today it still stands unapproachable among a host of imitations. This type of machine is so handy of conveyance that there can now be no excuse for lack of private entertainment and enjoyment at such functions as garden, picnic, house-boat, or up-river parties, for which it is eminently suitable. Being essentially a summer line, in very truth, one can now advocate an all-the-year trade, since of a surety dealers must stock up on a line which creates its own demand and at the same time furthers the sale of records.

The interior-horn cabinet machines have made headway, but not to the extent antici-

pated. As a piece of furniture they do credit to any room, but as a practical machine they fall short of the ordinary type. And for the reason which I have always put forward—too much wood. What is wanted to insure a bright reproduction is undoubtedly a stout metal horn. As it is, the majority, if not all, such instruments are fitted with wooden interior horns, the natural consequence of which is a muffled and dull tone. In this class of instrument there is ample scope for improvement along the lines suggested.

There has been nothing particularly new in regard to the ordinary disc instrument, but the tendency to provide better motors is a welcome sign of the times. And, speaking of motors, reminds me of an amusing attempt to introduce a heat-driven motor by means of a spirit lamp, or such arrangement. I like to support all attempts to avoid stereotyped methods, but in this case—well, one thinks of the poor record!!

To devote a few words regarding other phases of 1909 conditions may not be out of place, because it is by studying the chessboard of time, with its ever-changing attributes, that we are brought to avoid in the future our commercial errors of the past. Just overhaul your line of action; if things have gone well with you, let it be an incentive to still greater efforts; don't stop, but remember stagnation is not progress, and go ahead. On the other hand, some of my readers are no doubt well satisfied to close the book of the year gone by, for it may not be pleasant reading, in which case, in the words of our old friend, Josh Billings, "Success does not consist in never making mistakes, but in never making the same one twice," you may find hope of the new year.

Competition has not been quite so keen as in 1908, for, surely and slowly, the weeding-out process goes merrily on. The half-hearted dealer—the man with no energy or enterprise—soon comes up against the wall, which few of his caliber ever surmount. The future of the phonograph and disc instrument business depends a great deal upon intelligent handling, and it must, therefore, speak well for increased prosperity that this industry is gradually winning over a better and more enterprising class of trader.

Unfortunately, the new year is not entirely free from disturbing elements, since 1909 has left us a legacy in the shape of impending litigation which bears a very serious aspect. As every one knows, the tone arm question is again to be revived, but it would be inexpedient to inquire too closely into the matter at the moment; suffice it to say that a full report of any proceedings will be duly submitted to our readers through these columns.

With that I extend hearty wishes for a really prosperous New Year to all talking machine traders throughout the world.

### Columbia Pantomime Songs.

Ever to the fore with all the latest records, the Columbia Co. have issued a special list exclusively devoted to those songs which have made their mark in the pantomimes this year, and all dealers can have the list for the asking. Particularly appropriate, too, are the following special numbers to hand: Rena double records, 10-inch—"Im Looking for Mr. Wright" and "Do You Want to Buy Any Lavender?" are two excellent records by Mme. Helene Garland; "Home, Sweet Home," by George Alexander, and "Auld Lang Syne," by F. C. Stanley; "Levin's and the Riddle" and "The Mandoline Girl Medley," by the Comedy Quartet. Rena 12-inch double—"Sweet Spirit, Hear My Prayer," by W. G. Webber, and "Lend Me Your Aid," by Godfrey James. Columbia 10-inch single—"As Once in May," a beautiful violin solo by Stroud Haxton; "Come Up in My

## FROM OUR LONDON HEADQUARTERS—(Continued).

Balloon," comic, by Frank Lombard; "I Used to be Afraid to Come Home in the Dark," by Mark Crosby. Columbia 12-inch single—"Where'er You Walk," from "Semele," splendidly rendered by David Bispham; "Charne D'Amour," by Prince's Orchestra.

## Grand Opera Amberol Records.

Said to be the best ever put out by the National Phonograph Co., no less than 28 grand opera Amberol records were issued to the trade in January, and needless to say they have evoked much praise. They are put up in a handsome and effectively colored box, and will retail at four shillings each. A big demand has already set in.

## Beka List for January.

The Beka list for January will appeal to all record dealers, because it is one of the best ever issued by the Beka Co. To mention a few of the good things therein I can particularly recommend the following for stock: No. 252, overture from "Poet and Peasant," parts 1 and 2, is exceptionally well played, and recorded equally as good; 254, "Unrequited Love Waltz," and "On Parade," a fine military two-step; 255, "Sing Me to Sleep" and "Sleep and Forget," both sympathetically rendered by Philip Ritte; 256, "Your Eyes Have Told Me" and "Somewhere," by James Hudson; 258, "I've Loved Her Ever Since She Was a Baby" and "Bonnie Leezie Lindsay," two of Harry Lauder's songs, spiritedly sung by Kenneth McKenzie, the Scotch comedian; 259, "Tax the Bachelors" (embodies a suggestion for the Chancellor of the Exchequer) and "I'll Saw His See-saw Down" are two humorous issues by the famous Harry Bluff; and last, but not least, is the 12-inch double Meister record, No. 12724, of "Col enne in quest'ora" and duet from "La Boheme," by Mr. Wigley and Harry Thornton.

## New Clarion Disc Issues.

A fine batch of new Clarion double-side disc issues reaches me from the Premier Mfg. Co., as follows: "Punchinello" and "The Uhlan's Call,"

"L'Etoile" and "Cinderella," "Songs of Autumn" and "Topeka," all by the Premier Bijou Orchestra; "Cock o' the North" and "Highland Laddie" (bagpipes), splendidly played by Pipe Major Forsyth; "The Coon's Honeymoon" and "The Galonbet Polka," "Largo" (Handel) and "Egyptian Ballet," by the Premier Concert Orchestra; "Stars and Stripes" and "El Capitan," by the Premier Military Band; "The Girl in the Clogs and Shawl" and "Won't You Come Over the Garden Wall," by Harry Fay; "You Don't Want to Keep on Shewing It" and "In the Little Pub 'Round the Corner," by Charles Denton. A likely lot of records which will undoubtedly reach a large sale.

## Universal Co. Creditors Meet.

A recent meeting of creditors and shareholders met under a winding-up order made against the Universal Talking Machine Co., Ltd. The liabilities were returned at £2,486, against available assets of £785, which was required to meet the claim of a debenture holder. The deficiency as regards shareholders is £5,886.

The company was formed in May last year, with the object particularly of obtaining a repertoire of Indian songs, and its present position was chiefly attributed to the failure of that repertoire. A liquidator will be appointed by the court.

## Improvement in Christmas Sales.

A run around to the factors and dealers in this city furnishes the information, if any be needed, that Christmas sales were far in advance of the previous year, and general satisfaction is expressed on all hands.

## Some Zonophone Favorites.

From the current Zonophone issues the following are worthy of special mention: 12-inch, "Kathleen Mavourneen," beautifully rendered by Mme. Edna Thornton; "'Tis Known to All," by Miss A. Yarrow, Ernest Pike and H. Scotland; 10-inch, "Young Tom o' Devon," by Peter Dawson; "With My Little Wigger Wagger in My

Hand," by Fred Vernon; "Stephanie Gavotte," by the Black Diamond Band; and "In the Combat" (Il Trovatore), by Mme. Violetta and E. Pike.

## Cheap Seats at the Theaters.

In advocating the booking of cheap seats at the theaters, a correspondent in a leading daily paper makes the alternative suggestion that managers should open the door early so that the public could sit instead of having to wait outside, often in the rain. He says: "A similar idea is carried out in Liverpool with success, and phonograph selections while away the waiting period pleasantly." And I might add that the idea also obtains in many other places of entertainment outside that town. Certain it is that a phonograph or disc musical instrument is now more generally recognized and appreciated as a useful adjunct to many diverse forms of amusement, as witness the innovation of musical selections on the Pathéphone at the recent toy fair held at Westminster, and the voting by the Lambeth Board of Guardians of no less a sum than £8 2s. 6d. for disc records alone. A wise expenditure from an outsider's point of view, although as a Lambeth ratepayer I might possibly differ!

## A Fine Edison List for February.

A very fine list of Edison Standard and Amberol records for February will be ready for issue to the trade about the middle of that month. For the benefit of my readers the National Phonograph Co. have supplied me with a full list in advance of the usual date of issue, in which the following titles appear: Standard records—13927, "Bonjour Chichenettes," march (Boret Clerc), and 13935, "Omena," a Creole intermezzo (Hartz), by National Military Band; 13928, "Come Over the Garden Wall" (Tate), Stanley Kirkby; 13929, "A Black Coquette" (Grimshaw), Oily Oakley; 13930, "Since Father Joined the Territorials" (Hyde and Heath), Billy Williams; 13931, "Still Your Friend" (Ford and Barrett), Ernest Pike;

## ROYAL APPRECIATION

of the

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BY APPOINTMENT To H. M. the QUEEN



To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE



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



13932, "Father Tried It On," George Formby; 13933, "Mary Took the Calves to the Dairy Show" (Castling), Miss Florine Ford; 13934, "Boiled Beef and Carrots" (Collins and Murray), Arthur Osmond; 13936, "Blaydon Races" (Wilson), J. C. Scatter; 10297, "Venetian Love Song" (Nevin), Victor Herbert's Orchestra; 10299, "The Star, the Rose and the Dream" (Snyder), Stanley and Gillette; 10300, "The Dancing Girl" (Sousa), Sousa's Band; 10302, "Sweet Bunch of Daisies" (Owen), Miss Elizabeth Wheeler and Harry Anthony; 10304, "The Tin Soldier" (Löte), Vienna Instrumental Quartet; 10305, "My Dad's Dinner Pail" (Braham), Miss Ada Jones; 10306, "When I Dream in the Gloaming of You" (Ingram), Manuel Romain; 10308, "A Bushel o' Kisses" (Muir and Connes), Edison Concert Band; 10310, "Jerusalem the Golden" (Ewing), Edison Mixed Quartet; 10311, "A Creole Lullaby," Arthur C. Clough; 10312, "Ciribiribin Waltz" (Pestalozza), American Symphony Orchestra; 10314, "Telling Lies" (Snyder), Miss Ada Jones and Billy Murray; 10315, "Long, Long Ago" (Bayley), Manhattan Mixed Trio, and 10316, "Two Thomas Cats" (Smith), New York Military Band.

Amberol Records—12131, "Poet and Peasant Overture" (Suppé), and 12140, "Gems of Scotland," National Military Band; 12132, "When I Get Back Again to Bonnie Scotland" (Lauder), Harry Lauder; 12133, "Tax the Bachelors" (Tate), Stanley Kirkby; 12134, "Every Day in the Week" (Kendal and Formby), George Formby; 12135, waltz from "Die Geschiedene Frau" (Leo Fall), Alhambra Orchestra; 12136, "I've Been Out with Charlie Brown" (Mills and Scott), Miss Florine Ford; 12137, "I Really Can't Reach That Top Note" (Baker), Arthur Osmond; 12138, "Bid Me to Love" (Barnard), Ernest Pike; 12139, "We Don't Want More Daylight" (Murphy and Lipton), Billy Williams; 345, "Rose of the World" (Herbert), Victor Herbert's Orchestra; 346, "My Pretty Little Piece of Dresden China," Miss Bessie Wynn; 347, "Amoureuse Waltz" (Berger), Frosini; 348, "Hello, Mr. Moonman, Hello!" (Fitz), Harvey Hindermeyer; 349, "The Homeland" (Stebbins), Anthony & Harrison; 350, "Benediction of the Poignards," from "The Huguenots" (Meyerbeer), Sousa's Band; 351, "If I Had the World to Give You" (Hayden Clarendon), Reed Miller; 352, "Juanita," Metropolitan Quartet; 353, "When the Bloom is on the Cotton, Dixie Lee" (Helf), Manuel Romain; 355, "I Will Sing the Wondrous Story" (Bilhorn), Edison Mixed Quartet; 356, "Forsetta-Tarantella" (Arditi), and 361, "The Darkies' Jubilee" (Turner), American Symphony Orchestra; 359, "In Cairo," Oriental Patrol (Von Blon), New York Military Band, and 364, "The Rifle Regiment March" (Sousa), United States Marine Band.

#### King Leopold and the Phonograph.

Relating anecdotes of the late King Leopold, a writer in a contemporary says that he would romp with his children for hours, and when they had gone off to bed out would come the phonograph to enliven away the evening. What tunes were given? The "Brabanconne"? No; the "Binion," one of the favorite airs of the Bretons in exile. The reason, maybe, was because it happened only at the king's Paris home.

#### Cheaper Parcel Post Rates to Canada.

Coming into force January 1, a new and welcome reduction in the Canadian parcel post rate is announced as follows: Not exceeding 3 pounds in weight, 1 shilling; up to 7 pounds, 2 shillings, and over 7 and under 11 pounds, 3 shillings. On the same date parcels from Canada to the United Kingdom will be charged a uniform rate of 12 cents (6d.) a pound. These rates are substantially less than the old price, and it should help to tighten the bonds of commercial relations between the mother country and her dependency.

#### Telegraph Money Orders.

Telegraphic money orders up to £40 may now be sent through the post office to any part of Canada and the United States. Hitherto, if one wanted to send such a sum it was necessary to take out two separate orders.

#### Stamp Your Contracts!

During the hearing of a commercial case re-

cently plaintiff wished to hand in a letter as forming part of an agreement. His Lordship noticing that the letter was not stamped, asked plaintiff if he would pay £11 for stamping, or whether he would not have the letter put in. "I must protect the revenue, particularly at the present time," said his Lordship. Plaintiff decided to pay the money and to put in the letter as evidence. It but emphasizes the advisability of always spending the few shillings for stamping at the time your agreement is made. It's a form of insurance against such eventualities as the case in point. Unbounded good faith may prevail on either side, but unforeseen circumstances often crop up, you know. To have all your agreements stamped is not to express distrust in each other by any means, but simply to legalize your contract in law.

#### Interesting Gramophone List.

The Gramophone list for January just to hand contains not a few selections likely to prove very popular. The titles are as follows: "The Barber of Seville," overture (Rossini), "Marianelle Overture," both excellently rendered by the band of H. M. Coldstream Guards; "Hearts and Flowers," and "Rouge et Noir," by the Metropolitan Orchestra; "Maid of Malabar," by Mr. John Harrison; "The Arrow and the Song," by Mr. Thorpe Bates; "The Diver," by Robert Radford; "The Angel Song," Mme. Jones Hudson; "O, Hush Thee, My Babe" (Sullivan), Quartet, Miss Perceval Allen, Miss Alice Lakin, Messrs. John Harrison and Robert Radford. There are two good humorous items, "Tickle Geordi," by Harry Lauder, and "The Alpine Guide," by Will Evans. Other fine items are "Rhapsody," pianoforte solo by Miss Irene Scharrer; "Waltz No. 3, Andante," by the Renard Instrumental Quartet; and lastly, two popular pantomime numbers, "I Used to Sigh for the Silvery Moon," by Walter Miller, and "The Corsican Maid," by Herbert Payne. Lovers of the classical will be glad to hear that the Gramophone Company have made two further records by Signor Caruso, and these are now on sale.

#### Clarion Cylinder Records.

Recent issues of the Clarion Standard Cylinder records are as follows: "Health, Wealth and the Girl You Love," Frank Miller; "La Rinks," and "Songs of Autumn," by the Premier Bijou Orchestra; "Settle Up and Settle Down," "With My Little Wigger Wagger," "All Waiting for a Girl," and "In the Little Pub 'Round the Corner," all by Charles Denton; two descriptive records, "Xmas Day in the Navy" and "Xmas Day in the Army"; bagpipe solo, "Highland Laddie," by Pipe Major Forsyth; "Light of Day," Stanley Kirkby; "Won't You Come Over the Garden Wall," Harry Fay and a duet "Old Jim's Xmas Hymn," by Messrs. Thornton and Virgo, completes the list.

#### Columbia Grafonolas Admired.

The Columbia Company's two new Grafonola models, constructed on the interior horn principle, have awakened considerable interest among traders here, which is not surprising, having in view the fact that these instruments are in shape and construction entirely different from any other similar class machine. They have already been illustrated and fully explained in these columns, and it only remains to add my recognition of such a successful attempt to elevate this industry to a higher and better plane in commerce.

#### Ruling on Patents.

On the ground that a patent relating to typewriters (the property of the Yost Writing Machine Co., of New York) was manufactured mainly or exclusively outside the United Kingdom, the Comptroller General of the Patent Office has revoked it. A warning to American and foreign inventors of talking machine improvements, not to waste time and money upon patenting their invention here unless they intend to manufacture in England within four years of the date of registration.

#### Twin Record Titles.

In accordance with the promise given in my last report I propose to print a fairly representative monthly list of the "Twin" record titles, which are as follows: "Sally in Our Alley," and "The

Maid of the Mill," by Mr. Harold Wilde. "Can't We Take It Home With Us," by Florine Ford, and "Come Over the Garden Wall," Kitty Collins and S. Ireland. "If I Could Lock You in My Heart," and "Shine on Harvest Moon," Mr. Arthur Gray. "I Used to Sigh for the Silvery Moon," and "By the Blue Lagoon," F. Williams. "For Months, and Months, and Months," Herbert Forman, and "Boiled Beef and Carrots," Harry Fay. "One of the Girls," George Lashwood, and "Ship Ahoy," Frank Williams. "Rock of Ages," and "The King of Love My Shepherd Is," a church choir with organ. "The Irish Boy March" and "Tipperary March" (melodion), Mr. Pat. O'Neill. "Love's Kisses, Waltz," and "Moonlight on the Lake," "Twins" grand orchestra. Der Freischütz," selection, and "Lend Me Your Aid" (La Reine de Saba) Home Guards Band. These titles are issued in the February impression.

#### Provincial News.

Reports from different centers confirm the fact that traders generally seem to have experienced a real good time during the Xmas week, and indeed, December throughout has been a month of exceptionally quick sales in talking machines and records. In spite of short time in the Lancashire cotton mills it is remarkable what a satisfactory Xmas business dealers have done, especially those located in Liverpool, Manchester, and other large towns 'round about. Returns show that unemployment in the provinces is much on the decline with the advancement of better conditions in the coal and shipbuilding trades, and in fact, all the principal industries show an improvement in that respect excepting cotton weaving and spinning. It augurs well for the future since there is nothing so good an index of prosperous times as a settled labor market.

In the Provinces indoor talking machine concerts of late have been more in evidence than ever, and no greater tribute to the popularity of the disc instrument especially could be found than the evident appreciation of hundreds of persons sitting for an hour or more at a stretch listening in wrapt admiration of the voice of Caruso, Melba, Clara Butt, Harry Lauder, or maybe a musical comedy excerpt, band piece, or other selection. The value of these concerts is inestimable and provincial dealers attribute much of their business to this source. It's a form of advertising perhaps more surer and quicker in results than local newspaper space, but if the dealer has sufficient capital a combination of these two trade-winning elements must be proportionally more advantageous.

Situated in London Road Messrs. J. E. Hough, Ltd., have opened up a new depot in Liverpool, with the object of insuring to their traders around about full and prompt deliveries of all Edison-Bell goods, and Sterling records, which latter by the way are gradually but surely re-



**The  
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94 Albany St., Regents Park, London, Eng.

gaining their old position in the cylinder record field. Branches in other provincial centers have been opened for the same purpose by Messrs. Hough, Ltd., and perhaps, needless to say, their dealers are in consequence showing keen appreciation of this attention by pushing the company's goods with additional energy.

My reports from the great Manchester center confirm in detail the prosperous trade being done there, which tends to imbue dealers with a satisfactory state of optimism calculated to carry them well into the new year with sufficient enthusiasm for energetic and enterprising work.

One of the most practical and useful lists ever issued by Manchester traders is that emanating from the house of Robinson's in Deansgate. This *Multum-in-Parvo* list, as it is called, is well named, since it is of pocket size and contains particulars of nearly 400 articles—from a screw to a complete machine. In addition to which the practical hints on different machines, repairs, etc., contained therein make this book at once a guide and a friend to all fortunate enough to possess it.

Talking machine trade in the midlands appears to be booming, and from what I gather, factors in Birmingham were hard pushed to keep ahead of their December orders. In a letter to this office Frank S. Whitworth says that his firm (the Colmore Depot) have only one trouble, which is nevertheless of a most satisfactory nature. He says in effect "Our present trouble lies in the fact that our Zonophone machine sales are such that the makers seem absolutely incapable of supplying the quantities we require to fill our customers' orders completely. And although we are experiencing a big demand for Twin and Zonophone records, it is gratifying to find the cylinder trade still holds its own. In our part of the country the Edison and Amberol goods swamp the market in the cylinder branch and trade altogether is booming," which to say the least, is evidence of great activity on the part of the Colmore people.

#### Edison-Bell Co. Affairs.

F. Fox has been appointed liquidator of the Edison-Bell Consolidated Phonographic Co., Ltd., in voluntary liquidation. His official report is not a very cheering one, and shows that the realization of the whole of the assets has resulted in a deficiency of over £90,000 due on the prior claims of the first mortgage debenture holders; consequently there is no possibility of any funds available for division among ordinary creditors.

#### Gramophone Co.'s Letter of Greeting.

The following letter has been sent the trade, dated January 3, 1910, by the manager of the Gramophone Co., Ltd.:

"Dear Sirs—We wish to take the opportunity at the close of another year to say how we have appreciated our pleasant business relations of the past and to wish for a continuance of them in the future. Nineteen hundred and nine has seen many vicissitudes in the talking machine world; more so, in fact, than other years, but through all the changes that have taken place our business has grown and our ties with our accredited dealers become stronger, based on our well-established policy of mutual confidence.

"It will be our endeavor in the coming year, as in the past, to cater unceasingly for your wants. We shall have a continuous flow in the course of 1910 of new records by the world's very greatest artists. We shall endeavor to always get out records by any person of note as quickly as possible, so as to create interest other than musical.

"We shall follow up the success of the new lines of machines issued in 1909 by further improvements all round, and shall continue our policy of supporting the trade by liberal advertising.

"Any and all of our friends who come to City Road will be made personally welcome, and every criticism or suggestion will receive the fullest consideration. We want you to feel that the highest traditions of the past, on which the foundation of our business is laid, will remain unshaken, and that our policy will be the same,

only altered to meet the necessities of the times. We thank you for your loyalty and for your enthusiasm for our goods, and wish that 1910 may be the happiest and most prosperous of New Years for you. Yours faithfully,

"THE GRAMOPHONE CO., LTD."

#### Paderewski Story from Belfast.

One of the Belfast papers of recent date contained the following: "If I had had a pistol I would have shot you," thundered Paderewski, in his retiring room, to a crestfallen phonograph fiend, who was caught redhanded at the Belfast Philharmonic society's concert, in the act of attempting to take records of his playing in Ulster hall. The famous pianist stopped dead in the middle of his best selection and directed the attendants to investigate the cause of certain annoying sounds. The men proceeded to the back of the hall, and after a few minutes watching, secured the offender, who had ensconced himself in the niche beside one of the doors."

#### Edison Goods in Ireland.

T. Edens Osborne, the enterprising talking machine jobber of Belfast, Ireland, has been featuring new Fireside and Gem machines of the National Phonograph Co. in the local papers to splendid advantage. One of his announcements was a cablegram as follows: "Despatched three Firesides, three Gems, 156 records, 1st; 702 records to-night." Mr. Osborne is doing splendid work with the Amberol in Belfast. He is also having quite a run on the records made by Clara Butt, the distinguished contralto, for the Gramophone Co.

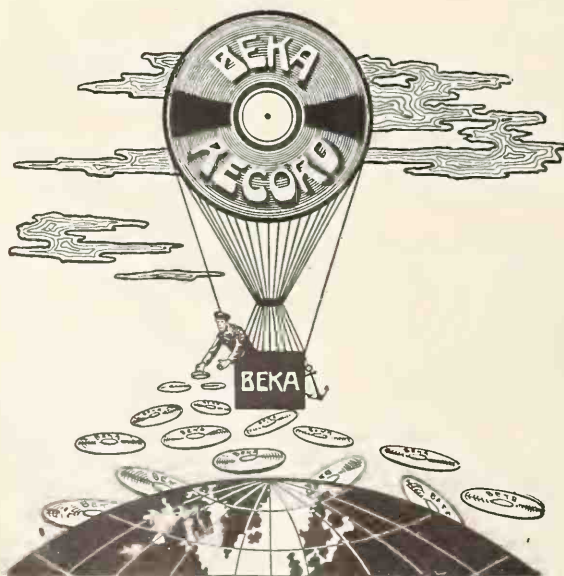
The Talking Machine Shop is the latest addition to the retail trade in Evansville Ind., having opened temporary quarters at 513½ Main street, where they handle a complete line of Victor and Edison goods. W. N. Hollingsworth is manager of the business.

They that show more than they are, raise an expectation that they cannot answer; and so lose their credit, as soon as they are found out.

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# COPYRIGHT REPORT AND RECOMMENDATIONS

Presented by the Board of Trade Copyright Committee Appointed to Consider the Revised International Copyright Convention Signed in Berlin and Its Relation to the Laws of Great Britain—The Detailed Report of the Findings and Recommendations Will Prove of Exceeding Interest.

(Special to The Talking Machine World.)

London, Eng., Jan. 6, 1910.

In accordance with the instructions of the president of the board of trade, the committee appointed to consider the revised international copyright convention signed at Berlin on November 13, 1908 (hereafter called the revised convention) and its relation to the law of the United Kingdom, have now issued their report as follows, and from which it will be gathered that:

1. The principle of copyright recognition of authors' works in relation to mechanical reproduction conceded.

2. Composers to retain freedom of action in licensing the use of their works for mechanical reproduction.

3. Such recognition (paragraph 1) not to be retroactive.

4. It is also recommended that the term of protection shall include the life of the author and fifty years after his death, as adopted by the revised convention.

The findings of the Berlin or Revised convention provides that authors of musical works shall have the exclusive right of authorizing (1) the adaptation of those works to instruments which can produce them mechanically; (2) the public performance of the said works by means of these instruments. Reservations and conditions relating to the application of this article may be determined by the domestic legislation of each country in so far as it is concerned; but the effect of any such reservations and conditions will be strictly limited to the country which has put them in force. The provisions of paragraph 1 shall not be retroactive, and consequently shall not be applicable in any country of the Union to works which have been lawfully adapted in that country to mechanical instruments before the coming into force of the present convention. Adaptations made in virtue of paragraphs 2 and 3 of the present article, and imported without the authority of the interested parties into a country where they would not be lawful, shall be liable to seizure in that country.

"This article alters the provisions of the closing protocol, Number 3, of the Berne convention, which is as follows:

"Closing Protocol.—Section 3. It is understood that the manufacture and sale of instruments serving to reproduce mechanically musical airs in which copyright subsists shall not be considered as constituting infringement of musical copyright."

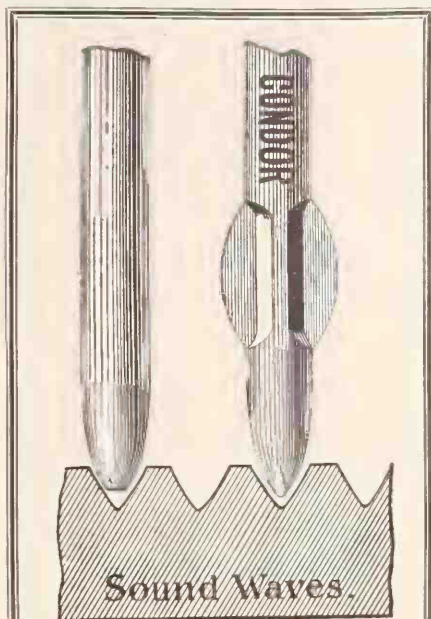
"The first observation to be made on the article is that its terms are confined to authors of musical works, and when this article is read with the other articles of the convention it is not quite clear whether under the provisions of the convention authors of dramatic, dramatico-musical and literary works would receive any protection against reproduction by means of mechanical instruments. It may be, in view of the terms of article 2, that such protection is conferred, but having regard to the uncertainty which exists it seems desirable to make it plain that such is to be the case, and in any confirmation of the Revised convention the committee suggest that the necessary protection should be expressly conferred independently of article 13, and should also be conferred by domestic law.

"With regard to the adoption of the article, and subject to the observations which will be hereafter made on the third paragraph, the committee are of opinion that it may be accepted, and they recommend, therefore, that the authors of musical works should have protection against the adaptation of their works to instruments which can produce them mechanically, and against the public performance of the said works by means of such instruments, both under the Revised convention and under British law, which should be amended accordingly.

"But with regard to the exercise of that exclusive right certain very difficult questions arise. On the one hand it has been urged by a number of the witnesses that composers having, as such witnesses contend, a new right conferred upon them, should, if they license any manufacturer to adapt instruments to the production of works mechanically, be obliged to grant a similar license on similar terms to any manufacturer who chooses to demand it; in substance, they propose that the principles which have been adopted in the United States of America with regard to instruments serving to reproduce mechanically musical works should be adopted in this country.

"What steps, if any, have been taken in other countries with regard to compulsory license we have not been able to ascertain. The American act provides that an owner of a musical copyright who permits the use of his copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work is bound to permit any other person to make a similar use of the work upon payment of a royalty of 2 cents on each part manufactured. The proviso containing this provision does not extend to anything further than musical compositions. If the exact scheme indicated in the section should not meet with approval in this country, the contention is that some other provision should be made for a compulsory license being granted upon equitable terms, so that all manufacturers of instruments producing a work mechanically and of the records required for the production should be placed upon an equal footing.

"The main contentions on the part of those who advocate the adoption in this country of a



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The vibrations of a tenor's voice being different from those of a soprano, or baritone, the reproductions of such vibrations—record waves—must also be different.

Each used needle shows wear, and whether it be little or great, it really exists, therefore it should be clearly understood that the used needle never can reproduce the sound waves of a record as can a new one.

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# CONDOR

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Note in the above illustration how the Condor Needle fits into the sound groove or wave, and the purpose of this talk will be discernible.

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system of compulsory license are based upon the grounds that a very large business has been built up under the present state of the law, in which authors have been considered to have no right to restrain the reproduction of their works by means of mechanical instruments, and that if authors have the rights which article 13 proposes, there may be great danger of a monopoly being introduced, under which possibly one large manufacturing company would secure rights from authors to such an extent that other manufacturers might be practically excluded from the trade; and that it is desirable in the interests of the trade that all manufacturers should be left in the same position as they now are, with this exception, that they should be liable to pay to the author a proper compensation or remuneration for the right to reproduce his works. They claim that at present a manufacturer has a right to use compositions for adaptation to musical instruments, and maintain that if that right should be interfered with the result would be disastrous unless the principle of compulsory license were introduced.

"The witnesses who supported these contentions urged in substance that the whole of the existing businesses have been built up on the principle that there is no license or royalty to pay, and that if now licenses from authors have to be obtained and payments made to them, small concerns will be absolutely unable to compete. On the other hand, there can be no doubt but that it is right in principle that authors of works capable of adaptation to mechanical instruments should have the exclusive right of authorizing the adaptation of their works to such instruments—that it is in reality part of the literary property which they have in the product of their own brains. If they have this right it is maintained that it ought to be conferred to them in such a way that they are perfectly free to exercise it in such manner as they think best by licensing one or more manufacturers entirely at their own option or by declining to license at all; in other words, that they should have perfect freedom of action with regard to the exercise of their right.

"Those who maintain this view are not prepared to admit that it is proposed by the Revised convention to confer upon authors any new right in the United Kingdom. The case of Boosey against Whight was decided by the Court of Appeal in the year 1899, and it was there held that the plaintiff's copyright in certain sheets of music was not infringed by perforated rolls of paper, representing the musical score, sold for use in a mechanical organ. This case was not taken to the ultimate Court of Appeal, and there appear to be no further reported cases which touch the question, except, perhaps, Mabe against Connor, where one of the learned judges does not appear to have been satisfied with the decision, and Newmark against The National Phonograph Co., where Justice Sutton followed Boosey against Whight. Authors were no doubt dissatisfied with the decision, and we gather that some doubt has been felt as to its correctness, but it has remained undisturbed for ten years, during which period there has been an enormous development of the manufacture of such mechanical instruments as are referred to and of the records used with them, the manufacture having commenced before that period.

"It may be added that composers put forward

as a strong ground of objection to a compulsory license that they ought to be able to control the mode in which their pieces are produced and the character of the instrument which produces them, so that they may be properly and correctly reproduced without doing discredit to the composer. We have thought it right to state the two views somewhat fully, as there is no doubt about the importance of the questions which are raised by the article and the difficulty of dealing, not so much with regard to the right of the author, but with the exercise of that right, upon which we think we ought to make a recommendation, having regard to the fact that the adoption of the article will necessitate the consideration of the reservations and conditions relating to its application (see paragraph 2).

"If the questions now raised had been raised at a time when authors could clearly have asserted a right to prevent reproduction of their works by mechanical instruments, it appears to the committee that it would have been very difficult to maintain that any such systems of compulsory license as those suggested should be brought into force, but the difficulty at the present time is in consequence of the fact that manufacturers of instruments for the purpose of mechanically reproducing works, have developed their business under the impression that they were within their rights in using the works of authors without making any compensation whatever to those authors, and that those rights would not be interfered with by legislation. Most of the witnesses who advocated a compulsory license did not deny the justice of the author's claim to derive some benefit from the use of his works for mechanical reproduction, but they were afraid that the free exercise by authors of exclusive control over such reproductions would produce a monopoly which would ruin the business of a large number of manufacturers.

"We can hardly think that these witnesses are right in expressing such fear, and when the large number of composers that exist at the present day and the enormous production of and demand for these mechanical instruments are borne in mind it seems probable that the views of the witnesses are exaggerated as to the results of free rights being exercised by the author. It may be pointed out that manufacturers may at present secure the exclusive services of popular artists, and indeed several of the trade witnesses maintained that the former is of more importance to the manufacturers than the composer of the piece which the performer sings in order to produce the records, and thus manufacturers are at the present moment exposed to the danger of one class of monopoly.

"In this country it has generally been considered that freedom of contract is most beneficial to the development of all kinds of industries, and the committee are not aware of any analogous case in which compulsory licenses have been imposed. The nearest approach to anything of the kind may be found in section 24 of the Patents and Designs Act, 1907, according to which, where the reasonable requirements of the public with respect to a patented invention have not been satisfied, any person interested may present a petition to the Board of Trade seeking to obtain the grant of a compulsory license, but the case of a patentee can hardly be considered strictly analogous, for he is concerned with matters of commercial utility, and

even the section referred to does not contemplate that he shall be under any obligation to grant a compulsory license, provided he gives reasonable satisfaction to the requirements of the public.

"Further, we have found, on considering the subject very carefully, assisted by the evidence, that any system of compulsory license leads to very considerable difficulties. Witnesses have pointed out that a fixed sum per record may produce hardship in cases of low-priced articles, and when an attempt is made to fix a royalty by percentage it is found practically impossible to separate the values respectively of the manufacturer's work, the performer's work and the composer's work, all of which contribute in varying degrees to the value of the article, and further, when an attempt is made to settle matters on the basis of an agreement, so that each manufacturer may come in on the terms agreed, difficulties are presented by such cases as where the composers themselves might manufacture the machines and records, or sell the whole of their rights to manufacturers, and there are other ways in which evasions might be attempted.

"The committee, with one dissentient, have come to the conclusion that the author should have freedom with regard to the exercise of his right.

"It was suggested that some system of compulsory license should be authorized for a limited term of years from the passing of any act which should establish the provisions of the Revised convention in this country, in order that the position of manufacturers might not be affected during that period except so far as making payment of remuneration to composers for the use of their works, but the committee, with one dissentient, have come to the conclusion that the suggestion should not be adopted.

"Whether an author should have complete freedom of contract, or whether his freedom should be in any way limited by a provision as to compulsory license, the committee think that protection should be afforded by legislation to the manufacturers of discs, cylinders, rolls and other mechanical devices, necessary to be used in the course of producing sounds, against piracy of these objects or their reproduction, either by means of direct copies or by means of copies produced by sound or otherwise. The grounds for this recommendation are that, as was pointed out in the evidence which has been placed before the committee, these discs and other records are only produced at considerable expenditure by payments to artists to perform, so as to record the song, etc., and by the expenditure of a considerable amount of ingenuity and art in the making up of these records; and that, therefore, the manufacturers are, in effect, producing works which are, to a certain extent, new and original, and into which the reproduction of the author's part has only entered to the extent of giving the original basis of production. Therefore, the committee regard this as one of the things which can be the subject of copyright and further recommend that public performances by means of pirated copies of these records should also be treated as an infringement of the rights of the manufacturer.

"We will now proceed to consider the effect of the third paragraph of the article. It is somewhat ambiguously worded, and is possibly capable of different interpretations. One member of the committee took the view that paragraph 3



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should be read as providing that paragraph 1 should have no retroactive effect whatever, and that in order to bring the latter part of paragraph 3 into harmony with the first few words of that paragraph the words 'have been lawfully adapted' should read 'have been lawfully adaptable,' so that in those countries where the adaptation of works has been unlawful the adaptation of works published before the operation of the Revised convention should still be unlawful, but that such should not be the case in countries where it has hitherto been lawful to adapt.

"This view did not recommend itself to the rest of the committee who were of opinion that the object of the paragraph is that manufacturers who have, at the time of the coming into force of the Revised convention, lawfully adapted works (that is to say, adapted them without infringement of authors' rights) to mechanical instruments, may still proceed to manufacture records in respect of the works which they have so adapted. But a difference of opinion arose as to whether, where there had been any adaptation to mechanical instruments of a work at the time of the coming into force of the convention, that particular work would be free to be adapted by any manufacturer for any kind of instrument, or whether the manufacturer who had adapted it would be the only manufacturer who could produce the records of the work without the author's consent. A narrow majority of the committee were in favor of the former view, which, in their opinion, is in accordance with the exact words of the latter part of the paragraph and leaves all manufacturers upon an equal footing as regards works which by virtue of the paragraph might be reproduced without the author's consent, so that the effect of treating a manufacturer as having a vested interest in the work which he has adapted will be to give every other manufacturer practically the same freedom.

"It may be remarked that if protection be given to the manufacturers of records, in the sense that they should have what may be termed the copyright in those records, they ought to have the power to prevent the importation into this country of records copied from their own records. It will probably be necessary for this purpose to introduce some legislative provisions analogous to those found in the statutes, prohibiting the importation of records which would infringe the rights of the owner of copyright, and to impose, not merely confiscation of the records attempted to be imported, but also a penalty upon the importer, so that the clause may be practically enforced; and better provision might be made for the seizure in this country and forfeiture of any records found to be infringements and for the punishment by penalties of any persons dealing in such records. Evidence was given before the committee on the question of the effect of the production and sale of records, perforated rolls, etc., on the sale of sheet music, but the committee do not find it necessary to refer thereto."

In a note appended to his signature, E Trevor L. L. Williams, president of the Gramophone & Typewriters, Ltd., London, says:

"I am entirely in accord with the committee 'that the authors of musical works should have protection against the adaptation of their works to instruments which can produce them mechanically.' Having regard to the accepted state of the law, to give authors such protection by legislation will confer upon them an entirely new right. An immense industry has been built up under the immunity of the existing law, and consequently this new right should only be conferred subject to complete protection of the industry and to the preservation of vested interests. The vested interests involved can only be properly or even adequately preserved under any new legislation by making the right granted to authors applicable only to works published after the date of the act, and by providing for some form of compulsory license for the future.

"A composer cannot, as it is, prohibit anyone from singing a published song of his except as a public performance. Equally, the composer cannot prevent anyone from singing that song in

private, even for the purpose of reproduction by mechanical instruments. It accordingly follows that a composer is not logically entitled to protection against the private performance of his music by means of the phonogram. It may, however, be readily conceded that he is morally entitled to compensation for the use of the creation of his brain. This moral claim may well be met by giving him copyright protection to which he is not actually entitled, but subject to compulsory license. The form of compulsory license, so long as the principle is conceded, is not very material. Our report sets forth at length the way in which the United States of America in their recent copyright act have adopted a compulsory license of an amount fixed by law. The objection advanced in some quarters to a fixed sum for all records, which the American law provides, would be easily obviated by differentiating between cylinder and disc records and music rolls and by fixing the price in proportion to the length of playing.

"Other countries are considering proposals for legislation on the lines that if a composer once grant a license for the publication of his work in the form of a phonogram, he must grant a license to every other applicant in return for an equitable compensation. Such compensation need not necessarily be the same as that granted to the first licensee, and may be determined, in default of agreement, by a court of arbitration. But for simplicity, fairness and convenience the method of a license prescribed by law is undoubtedly the best.

"I have already indicated my opinion that the new right should not be in any way retroactive. To construe this paragraph in any narrower sense would lead to considerable complication and inflict great hardship on the established manufacturers of phonograms and music rolls. Speaking generally, with regard to article 13, there are certain other points closely affecting the interests of the talking machine industry which have not been dealt with in the report and which I will briefly enumerate:

"(a) Exemption of phonograms for export from payment of domestic royalties.

"(b) License from a composer to reproduce his work phonographically to cover the use of the works, if any.

"(c) The rights of phonographic publication and public performance (article 13, paragraph 1) to be included in the same license.

"(d) License from a composer to use his work phonographically to confer the right to adapt it for phonographic reproduction.

"(e) The question of authorship and country or origin where first publication is in the form of a phonogram.

"These points have all been treated at some length by J. Drummond Robertson in his proof submitted to the committee and his evidence thereon. I have therefore not felt it necessary to deal with them here in detail, but I submit that when this article is under discussion they should receive due consideration.

"This article is not dealt with in our report. Nevertheless, the question of seizure on import is one of considerable interest to the mechanical musical instrument industries, inasmuch as they are largely engaged in reproducing international music. The article does not deal with the case of importation into a country which affords greater protection than the country of manufacture. as, for instance, if the United Kingdom fixed a uniform license of one penny per record while France imposed a royalty of two pence. The question is so closely connected with the regulations which may be adopted in regard to the export of interchangeable parts generally, that without knowing what these are to be it is impossible to make any recommendations; but the matter is one of which the legislature should not lose sight. Finally, I desire to express my strong conviction that the Revised convention should not be brought into force, by order in council or otherwise, until Parliament shall have had full opportunity of considering its far-reaching effect upon domestic legislation."



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## REVIEW OF FEBRUARY RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

In the Columbia Phonograph Co.'s February list some excellent numbers appear, notably two double disc Fonotopia records by John McCormack, the distinguished Irish tenor with the Manhattan Opera Co. These are four English ballads (F130-F131) which have won wide popularity. They are sung in that charming and finished style for which McCormack is famous. Two sacred songs (A779) of special excellence are "It is Well With My Soul," a baritone and tenor duet, and Schaefer's "Give Alms of Thy Goods," which is sung by the Metropolitan Trio with incidental solos. Two charming old Irish ballads are listed (A784), sung by Gerald A. Ewing, the new Irish baritone. Prince's Military Band is heard in two delightful numbers (A785), "Thrills of Love" and "Spirituelle Waltz." The same band has made excellent reproductions of Carmen, part 1 and part 2 (A5144). Bizet's famous opera is given an excellent reading, and all the popular excerpts are included. Two Waldteufel waltzes (A5145) are played by Prince's Orchestra with excellent effect. De Koven's "Oh, Promise Me," sung by Mrs. A. S. Holt, contralto, and Clay's "I'll Sing Thee Songs of Araby," by Henry Burr, tenor (A5142), are two old favorites which will ever command appreciation. In the double disc operatic list, selections from "The Dollar Princess" (A780), and "The Chocolate Soldier" (A781) are among those which stand out in a roster of unusual excellence this month. Some thirteen numbers are listed in the four-minute Indestructible record list for February, and they include several newcomers as well as a goodly list of standard compositions which are always in favor. In the two-minute Indestructible cylinder list there are twenty excellent compositions this month, including Lacalle's "America's Aerial Triumph March" (1262), Offenbach's "Intermezzo Elegante" (1269), and Meyerbeer's "Coronation March" from "The Prophet" (1272). In the vocal list Andrew Mack's "Irish Blood" (1276), sung by Ada Jones, is the leader of an interesting array of songs, both standard and popular. It can be seen from the full list which appears elsewhere in this issue that the Columbia Co. have covered a wide sphere in both their double discs and cylinder records this month.

The National Phonograph Co. have prepared another excellent list of records for their February delivery. It is admirably balanced in the matter of popular and high class vocal and instrumental numbers, with a sprinkling of those old timers that will be ever in demand. In the Amberol list those which will come in for special consideration are "Rose of the World" (345), one of the popular feature numbers of Herbert's brilliant operatic success "Algeria," and played by the Herbert Orchestra under the composer's direction; "Benediction of the Poignards" (350), an admirable number played by Sousa's Band—the impressive and dramatic number in the fourth act of Meyerbeer's opera, "The Huguenots." The American Symphony Orchestra is heard in Arditi's "Tarantella" (336) that lively dance of Southern Italy, which is played with rare abandon and charm. Another instrumental number is a dashing march by Sousa and played by the United States Marine Band, entitled, "The Rifle Regiment March" (364). Two vocal numbers in the Amberol list which are destined to have a wide popularity are the "Prologue" from "Pagliacci" (357), sung by Thomas Chalmers in English. This noted baritone is heard to splendid advantage in this number. "If I Had the World to Give You," J. Hayden-Clarendon's high class ballad (351) is sung with fine effect by Reed Miller, whose clear and expressive style is admirably adapted to a song of this sentimental character. In the

Edison Standard record list an instrumental number that stands out especially strong is the "Venetian Love Song," a selection from Nevin's "Suite Romantique" (10297). Its beautiful melody and rich harmonies are brought out most admirably by Victor Herbert and his Orchestra. Another number of especial merit is an instrumental arrangement of the popular Viennese song "Der Zinn Husar" ("The Tin Soldier") (10304) and played in a most finished style by the Viennese Instrumental Quartet. Among the many vocal numbers that entitled "Jerusalem the Golden" (10310), sung by the Edison Mixed Quartet, is a record of especial excellence. It is sung without accompaniment, and is a very excellent example of pure and effective quartet singing. In fact, it is superfluous to analyze the entire list which appears in detail elsewhere in this issue, for each number covering diverse fields, are meritorious and will find many admirers.

The nine Red Seal records by distinguished artists in the February lists of records issued by the Victor Talking Machine Co., Camden, N. J., will interest dealers and purchasers alike. Among the famous artists represented are Geraldine Farrar by a selection from "Mignon" (88211); Mme. Schumann-Heink by the Lyre Song from "Sapho" (88212); Nicola Zerola by "Di quella pira" from "Trovatore" (87045), and the Farewell Song from "Otello" (87046). Blanche Iral is heard in the Jewel Song from "Faust" (70147); Gogorza in "The Feast at the Hermitage" (64110), and "Mi Nina" (71419). Evan Williams, whose voice it is always a delight to hear, is represented by Paradiso from "L'Africana" (7416), and a "Furtive Tear" from Elisir d'Amore (74150). In the regular single-faced list the two operatic medleys, sung by the Victor Light Opera Co.—Gems from Robin Hood (31768) and Gems from Algeria (31766)—are certain to win a tremendous vogue by reason of their unusual excellence. Arthur Pryor, whose band records are always brilliant and satisfactory, is represented by two excellent numbers in the February list (5757-31764). Titi's Serenade for 'cello and flute, accompanied by orchestra (31763), makes a number which will not only continue to hold its old position, but win new adherents by reason of its very fine qualities of tone. The Vienna Quartet is represented this month by Herbert's Badinage (31762) and Strauss' Artist's Life Waltz (31767). They are of that high quality that has ever distinguished the work of the artists comprising this organization. Some fifteen double-faced records are listed for February and make a goodly showing of numbers which should ever have a big following. Among the double discs which especially appeal to the writer are Elizabeth's Prayer from "Tannhauser" and "A Night in Venice," sung by Mr. and Mrs. Wheeler (35096). The Medley of Foster songs by the Peerless Quartet and the Virginia Minstrels by the Victor Co. (35095); La Source Ballet, Nos. 1 and 3, played by the Victor Orchestra (35094). The other numbers are equally noteworthy, but are of a more popular character. It is hardly necessary to say that the Victor list for February is one that merits commendation for its admirable diversity and merits, musically.

The Universal Talking Machine Co. have four very excellent instrumental double discs in their list for February which appears elsewhere. Those by the Zonophone Orchestra (5590-5591) are especially meritorious, containing as they do, compositions of such well known composers as Beucci, Trinkaus, Chaminade and Bennett. Messrs. Lincke and Pryor are represented in the compositions (5588) played by the Zonophone Concert Band, who also was heard in two rattling good marches, listed as (5589). Apart from the popular numbers listed under the heading of vocal solos Frank Stanley is heard in two songs which will ever be popular, namely, "Let Me Like a Soldier Fall," from Maritana, and the "Bedouin Love Song" (Pinsuti) (5594). The same singer and Henry Burr are heard in two

old American songs, "Olk Folks at Home" and "Ise Gwlna Back to Dixie" (5597). The other records include a number of the popular order which will undoubtedly appeal to the buying public.

## A SPIRITUALISTIC EXPERIMENT.

How, with the Aid of a Talking Machine and a Confederate, a Violin Can be Made to Play by Itself—Not Hard to be a Medium.

The Paladino discussion has brought the subject of spiritualism—whether the brands be real or fake—much before the public these days. A World correspondent exposes a rather smart fake of alleged "mediums," with the result that a pretty parlor trick can be worked by almost anyone, with results startling to the auditors.

All you do is this: Put a violin, guitar or mandolin on a table, stamp your foot, and it will begin to play. The music is not the kind



regularly made. It will sound weird and far away, but none the less distinctly.

Here is the way it is done: Place one end of a long, slender pole on a talking machine with a violin record played by a soft needle in the basement of the house where the trick is to be worked. Let the other end pass up alongside, or behind, or through the leg of a table, the end coming up through a hole in the top, and sticking up about one-sixteenth of an inch above. Balance the violin sideways on the end of the pole, and stamp your foot, which is also the signal for your confederate downstairs to start the machine.

The result will be so realistic that many people really will think that the spirits of the departed are playing the music with unseen hands. Be careful not to have any obstruction in the way of the wooden pole.

The peculiar music is due to the vibration transmitted through the pole from the talking machine to the instrument itself.

## MR. BERLINER A VISITOR.

E. M. Berliner, vice-president of the Berliner Gramophone Co., sole Canadian distributors of the Victor Talking Machine Co., Montreal, Canada, was in New York recently, endeavoring to buy Victrolas and other Victor goods, on which they have been surprised with a shortage. Mr. Berliner, a son of Emil Berliner, Washington, D. C., the inventor of the famous Berliner patent, has also contributed some inventions of his own to the talking machine line. He said business in Canada was on the boom and everybody busy.

A salesman who studies the art of "butting in" at the proper time usually carries his point.



## 1909--1910

The year just passed has demonstrated **beyond all question of doubt** that the

# “B. & H.” FIBRE NEEDLE

has proved itself to be the **biggest winning card** ever offered to the talking machine dealers.

**Thousands** of high-priced machines and records have been sold—**“just on account of the Fibre Needle.”**

Thousands of converts have been made to the “talking machine”—**“just on account of the Fibre Needle.”**

Thousands of old customers (“dead ones”) have been brought back to life and these in turn have become **rank enthusiasts**, and **this is just the commencement.**

These are not idle statements. We have indisputable documentary evidence to back our claim, and furthermore we can show a sales record that exceeds, in rapidity of growth, that of any accessory ever brought out in the talking machine trade.

**Be wise and start the New Year right.**

Samples and details on application.

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## “B. & H.” FIBRE MFG. CO.

33 W. KINZIE ST., CHICAGO, ILL.

## TRADE FABLE

No. 3

Not so very long ago there was a talking machine dealer in a small middle western town who modestly believed that he was about the niftiest little specimen of a real business man between the two poles. According to his own little line of dope, he had the trade of that particular town securely muzzled and chained and wearing a pretty brass collar with his initials on it to denote ownership. In other words, he simply whistled each month when the new records came and the townsfolk lined up with their money handy and were relieved of it. He called them all by their front names, and, in short, had a cinch which he thought no other system could beat.

This pippin's store had been neat and clean when he started in business and the stock had been fresh and up to date, but there it ended. At the end of two years the dust on the shelves would have choked a vacuum-cleaner, and the old stock had the appearance of real antiques. The rear of the store reminded one of a city ash heap on a busy day, and the whole establishment possessed an air of lassitude that would get the progressive man's nanny. But what cared our nifty friend? His trade either had to buy from him or travel thirty miles to do better, and he thought he was wise. His favorite stunt when asked for a record which he hadn't in stock was to bring out a real live song hit of two seasons ago and converse thusly: "Now, Bill, I'm handing if to you right. The song on this record knocked them off their seats in St. Louis, and you want to get next right away. That record you want is a dead one—take it from me—and I wouldn't want to see you make a mistake and get it. What, don't want it? Well, you know what you can do. I can't please everybody, so you can either take it or leave it." Exit Bill, only to return later for another record which might chance to be in stock.

It might be stated that this ambitious cuss made a fairly good living out of the business until a vacant store on the next block took on a busy appearance and a brand new label appeared over the door, with the words "Talking Machines and Records" stenciled on the window. When our little star merchant saw the new competitor he was strong for the smile stuff, and was even inclined to advise the new arrival to blow before he has lost his roll. Wasn't the trade of the town cinched by him? Wasn't his store and stock good enough for the inhabitants of a one-horse town that was full of dead ones who wouldn't know a real live bunch of records, even if it bit them? After thinking the matter over our hero decided that as the newcomer would run for Sweeney anyway, it was just as well to stick around, keep mum and see the fun.

The opening of the new store was announced by advertisements in the local papers that cost more than the total receipts of the old store, and when the crowd arrived they found fixtures and stock simply dazzling in their freshness. The corps of clerks were live ones and business started right away. Every customer got a run for his money, for the clerks all had "Demonstrate" for a middle name, and were there forty ways when it came to bringing out the latest things from the factories in either machines and records.

It took Brer Wisenheimer just about a week to fall to the fact that as the big smoke in the talking machine trade of that particular town he was passé, and was fast becoming a very bad second simply because there was no other store to occupy that distinguished position. Instead of asking him for a record which he did not have his former customer simply went to the new store in the first place. At the end of the second week the solitary clerk was pushed down the toboggan, only to be immediately snapped up by the competitor, and put to work bringing his old customers over.

Did the first dealer get wise and start to brighten up his stock and store? Not so you can notice it. He just began to raise a howl that reached to the skies about how the new dealer cut prices to get his trade, and that same howl was quickly recognized as pure and unadulterated hot air. At the end of the first month the new dealer had the field to himself, and the man who had bragged about having his trade bound hand and foot had closed his store and was dodging his creditors.

Moral.—Nothing is a sure thing and a dead one never stands a chance. It is the wise guy who hustles all the time.

### TRADE IN THE MONUMENTAL CITY.

Hornless and High Priced Machines Lead in the Holiday Trade—Expected to be Much in Demand During 1910—Operatic Records Also Advance in Public Favor Though Popular Selections Sell Well—Cohen & Hughes Good Trade—What Other Houses Have to Report Anent the Situation.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 6, 1910.

The Victor Victrola, and in fact all the high grade talking machines handled by local dealers, including the Columbia Grafonola took the lead in the way of sales in this city during the holidays and, also, during the month of December. It is estimated by those engaged in the trade that there were more of these high grade instruments given as Christmas presents the past year than at any former time and they are, accordingly, thoroughly convinced that the better class of talking machines have come to stay. While there are still a great number of calls for the low priced machines, these have become less in proportion to the requests for the high priced instruments. Some dealers have been so radical as to express the opinion that the better grades of Victor, Edison and Columbia will cause the cheaper instruments to dwindle materially in demand within the next few years. The prospects are, according to the various statements made, that even a heavier demand will be made for the large machines during 1910.

Just as the big machines have captured the hearts of Baltimoreans, the high priced operatic records have advanced in popularity, and there are more demands than ever for these. There is no doubt in the minds of the dealers that the big season of grand opera to which Baltimoreans have been treated during the fall of 1909 and which will continue until late in the spring of 1910 has had a great deal to do with causing this drift to the high grade records. The Red Seal selections by Caruso have probably had the heaviest run, but the records of other well known songbirds

in the operatic field have come in for an encouraging demand.

Still it is impossible to down the latest hits in the line of popular songs. These are in demand right along, just as fast as they are put on sale. "Slide, Slide, Keep on a Sliding," etc., the selections from the musical comedies of "Bright Eyes," "Three Twins" and the like are extremely popular and can be heard in most any of the homes in which a talking machine forms a part of the amusements for the families and their friends.

Cohen & Hughes have had a particularly heavy run on their Victrolas at their temporary quarters 304 North Howard street, where they were compelled to look after the Christmas rush in consequence of the untimely fire at their handsome new store, 315 North Howard street, a week or so before the holidays. Their stock is almost at the bottom because of the good holiday trade, and they announce that things have been very encouraging since the first of the year.

Manager Grottendick, of the E. F. Droop & Sons Co., reports an excellent month with the Victor and Edison machines, while similar encouraging reports are given out by Manager Albert Bowden, of the talking machine department of Sanders & Stayman, in regard to the Columbia and Victors, and by Acting Manager Cooper at the local branch of the Columbia Phonograph Co. in regard to the Columbias. H. R. Eisenbrandt Sons also report a good trade in Victors.

Morris Silverstein, who became manager of the local branch of the Columbia Phonograph Co. about two months ago, has severed his connection with that company. He has not announced his plans for the future. Mr. Silverstein came to the local store from a similar position in Louisville, Ky.

### GOOD AND BAD PUBLICITY.

The times change, and with them the press agent. When bicycles were new, he heralded Knocker's Hat awheel. When the automobile appeared, every breakfast food and lobster-supper actress straightway took an airing behind a chauffeur. But what shall the press agent do now? The automobile is as common as a dray. The phonograph has cried "wolf!" too often, and, furthermore, it now sings so humanly that the passerby will not halt to see who is being strangled. Searchlights will draw only the little moths; and radium, though still a novelty, is as modest as it is costly. A billboard painted with it would not increase sales. Aeroplanes would do all right; but the Wrights won't be done. Yet genius has arisen in Milwaukee. For some weeks the newspapers of that city have been printing a picture of the Milwaukee public library, showing one end of this edifice defaced with a monstrous roof sign whereon are proclaimed the merits of A—Bread. "Is There Any Limit?" is the question above this disgraceful scene; and below is asked: "Will the people of Milwaukee countenance the use of public buildings for mercenary ends?"

### VOICES OF OLD FRIENDS HEARD.

At the annual reunion of the natives of Bradford county, Pa., held at the Hotel Plaza Saturday night, and which was attended by men eminent in all walks of life, many novelties were introduced. One in particular was the reproduction of the voices of scores of old Bradford county friends who could not attend the meeting to honor Harry Horton, the well known broker, by means of the talking machine. It made quite a hit. As each record was played the voice of the speaker seemed to be recognized by the friends present arousing great enthusiasm.

The business of Moore Bros., Rushville and Augusta, Ill., will hereafter be conducted under the title of J. E. Moore, this gentleman having bought out his brother's interests in the business. In addition to pianos and sheet music Mr. Moore handles talking machines and supplies.

## Notice of Dissolution

### Notice is Hereby Given

that the partnership of Stanley & Pearsall, heretofore engaged in business as merchants at No. 541 Fifth Avenue, New York, has been dissolved by mutual consent.

The business will be continued by Mr. Silas E. Pearsall, under the name of Stanley & Pearsall, but Mr. Stanley being no longer interested, is not liable for obligations contracted hereafter.



**EDISON RECORDS BY BERNHARDT.**

**Famous French Tragedienne at Last Consents to Record Her Voice—National Phonograph Co. Make Exclusive Contract—The Argument That Won Her Consent—Records to be in French and Represent Extracts from the Roles in Which She Has Been Most Successful—Should Prove Most Interesting.**

The announcement, which appears for the first time in these columns, that the eminent French tragedienne Sarah Bernhardt, has consented to make a number of records for the National Phonograph Co., Orange, N. J., is of absorbing interest to the trade and general public: The details of the transaction are not at present available, the company's Parisian representative, who concluded the negotiation, merely cabling the news that an exclusive contract with the great actress had been secured. The company officials, however, supplemented this information by saying that the matter has been pending for some little time, the company finding it difficult to overcome Bernhardt's professional aversion to exploiting her art in this manner. Undoubtedly it was only by bringing to bear upon her the argument of what records of her voice would mean to posterity that her consent was finally secured.

The National Phonograph Co. are entitled to the thanks of not only their jobbers and dealers but of all who are interested in the talking machine business for their enterprise in attempting what would appear to be a monumental task—to induce so towering a figure in the world of art to entrust even a small sample of her talent to the phonograph—and for their perseverance when, confronted by professional reluctance, they pursued the matter to a successful conclusion. This announcement means much to the Edison trade and much more to the American public, for the proportion of the people who have been privileged to see and hear Sarah Bernhardt, the greatest actress that the world has ever produced,

is comparatively small. For that reason records of her voice, the voice whose witchcraft has cast a spell over countless thousands during the course of her long career, will be awaited with avidity.

The Bernhardt records, which, of course, will be in French, will represent extracts from the rôles in which she has scored her most emphatic successes. Although in French, which, by the way, is the language of all her plays, the records will lose nothing of interest, for those who have heard Bernhardt upon the stage will agree that her genius of expression rises supreme to mere language, the passions with which she endows her characters finding ample outlet in the extraordinary tones and inflections of her voice; so that all who hear may understand even though the tongue in which she speaks be foreign to them.

In this connection it may be added that the question of the future of the phonograph is, to a very great extent, involved. If the world's greatest actress can be induced to commit her voice to a phonograph record after so many lesser lights of the theatrical world have refused to be heard in a similar manner, is it not possible that her example may be followed by others with the result that the vast percentage of the public, who, because of location, are prevented from hearing the great theatrical stars, may be interested and a new avenue opened for the trade? The company is to be congratulated when, in taking the initiative, they aimed not at a star, but at the star of all theaterdom, the immortal Sarah Bernhardt.

**COLUMBIA TRADE IN NEW ENGLAND.**

(Special to The Talking Machine World.)

Providence, R. I., Jan. 10, 1910.

The stores of the Columbia Phonograph Co. throughout New England have done a splendid December business. R. H. Stevenson, the manager here, stated sales in that month were the best on record. This is true, in great measure,

of the Boston establishment, and January, February and March are counted upon as the best record months of the year. H. A. Yerkes, in charge of the wholesale department at New York headquarters, still remains manager of the entire Columbia chain in New England.

**NEW VICTOR DEALERS.**

Bremmer-Chalmers Co. Open Up at 194 Broadway—A Good Center.

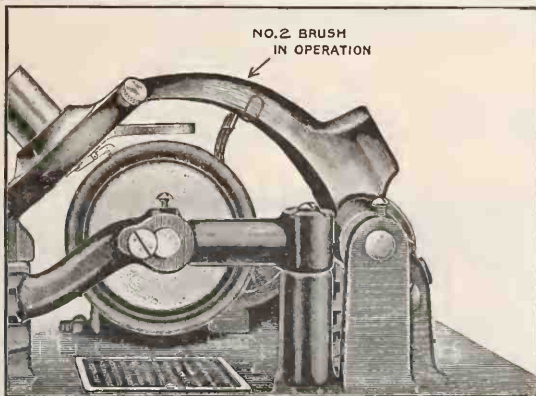
The Bremmer-Chalmers Co. are new Victor dealers at 194 Broadway, New York, having been signed up by the New York Talking Machine Co., through V. W. Moody, who sold them the initial stock. The place was opened at the close of the week, and of their success there is not the slightest doubt, as no Victor dealer is located on Broadway between the Battery and Tenth street. Then again, going North on the same thoroughfare, not a Victor store is in evidence below 96th street. Of course, there is a "bunch" in historic talking machine row on Chambers street and on some of the side streets uptown. John I. Bremmer, of the above firm, was in the business for himself before. Mr. Moody has also fitted up recently several more new Victor dealers in New York.

**THOMAS A. EDISON'S SOUTHERN VISIT.**

As is his yearly custom, Thomas A. Edison, accompanied by his family and a number of chemists, experimenters and mechanics, will leave about February 1 on his annual trip to his winter home at Fort Myers, Fla., where he will spend the next two months, alternating his time between work in his laboratory and carbon fishing. It is a question as to which of the two will engross the greater part of his time as he is likely to become absorbed in either for hours at a time and without any previous notion. The yearly celebration of Mr. Edison's birthday by his immediate associates and assistants in the companies bearing his name was omitted this as last year by his personal request.

**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



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

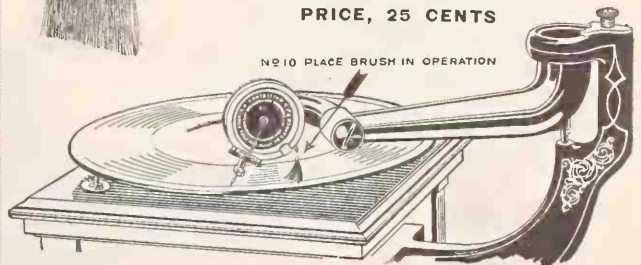
Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

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

# There's a Guaranty

## Guaranty



We guarantee to every purchaser of Columbia Double-Disc Records that the material used in their composition is of better quality, finer surface and more durable texture than that entering into the manufacture of disc records of any other make regardless of their cost. We further guarantee that their reproducing qualities are superior to those of any other disc records on the market and that their life is longer than that of any other disc record, under any name, at any price.

This is a *Guaranty*, you understand. It is official. We mean it, and we sign it. We print it on every Columbia Double-Disc envelope. Use it. It is valuable. Feature it. It will sell Columbia

**Columbia Double-Disc Records, 65c.**

COLUMBIA PHONOGRAPH CO., GE



## Back of the Notes

ds to new customers, and it will hold your regular customers. longer guaranty never covered any article of merchandise that we of. The *long wear* clause alone is extraordinarily convincing to man who puts his amusement money into records. Take ad- ce of it!

*long wear* is a quality that can be *tested* as well as guaranteed. Our guaranty is based on *tests*. We have just completed a most stive test—Columbia Double-Disc Records (regular product) t *corresponding selections* in “ . . . ” disc records.

The first Columbia record wore 450 times—the other 210.  
The second Columbia record wore 290 times—the other 158.  
The third Columbia record wore 355 times—the other 95.  
The fourth Columbia record wore 640 times—the other 52.  
The four Columbia records total 1,715 reproductions.  
The four ——— records total 615 reproductions.  
Columbia records therefore wore more than three times as long.

The tested records are played only till the first signs of wear ne apparent in the *tone*. The superior durability of Columbia le-Disc Records has always proved to be not only distinct but *lasting*—and it is *increasing* every month.

**Exclusive Selling Rights to Responsible Dealers**

NE BUILDING, NEW YORK



## BLACKMAN IN OPTIMISTIC MOOD.

Discusses Volume of Business Transacted for the Past Year—Expects That 1910 Will Be One of, if Not the Best Year in History of the Trade for the Man Who Goes After Business in the Proper Manner.

No one who has kept in touch with the business of the Blackman Talking Machine Co. is surprised at the excellent and substantial following built up by that concern, for advancement has been the slogan of the Blackman Co. since its inception. True, during the period of depression there have been times when the advance was checked somewhat, but never halted for an instant. The progress during the past year has been especially rapid and both stock and staff have been materially augmented.

The company's list of dealers has been constantly increased, for the Blackman Co.'s system of making the dealer's interests their own and aiding him in every possible way has not gone unappreciated.

In speaking of conditions of the past year and the outlook for 1910, J. Newcomb Blackman, president of the Blackman Talking Machine Co., said to The World: "We are well satisfied with our business of the calendar year of 1909, as it has marked a considerable expansion of our business, which has exceeded our expectations, if anything. The past year has seen many changes in the talking machine trade for the better, and the dealers are getting down to a systematic business basis of doing things and many of the half-hearted have been eliminated."

"Personally, I expect 1910 to be one of the best years, if not the best year, in the history of the trade for the man who goes after business in the proper spirit. I think the next year will see the field entirely cleared of the dealer who handles his stock in an indifferent manner and does not offer his customers the latest products of the factories in machines and records. Numbers of towns where four or five half stocked dealers now hold forth, will, without doubt, in future be supplied by a couple of dealers who will make the talking machine business their real work and give as much attention to it as they would do to any other business venture."

"I have gone into stores where several lines were handled and where the talking machine stock was neglected to a point where a thousand dollar investment was lying dead through the fact that the dealer wouldn't invest a hundred dollars or so in the new records and attachments. With new goods as an attraction the old stock could have been moved out automatically."

"If present conditions continue it will not be long before it will be found unnecessary for talking machine owners to go to the larger cities for the latest goods, for the towns will be supplied by a dealer or two in each, who will carry everything in his line and keep his stock up-to-date. How infinitely superior this will be to the present situation where there are half a dozen small dealers in a town neither of whom gets a large enough share of the trade to warrant him investing in new stock."

"The Blackman Co. have endeavored to bring the above facts home to the dealer wherever possible and excellent results have been obtained. The weak dealer has been advised to either give up or sell out and save a portion of his investment at least, while the businesslike man has been encouraged and aided wherever possible. As a result there are few Blackman dealers who are not enthusiasts and look upon talking machine selling as a substantial business proposition."

"With such conditions obtaining I certainly look upon 1910 as a year of opportunity in our chosen field."

## MANAGER G. T. WILLIAMS REMEMBERED.

As a mark of their personal esteem the office force and staff of the New York Talking Machine Co., 83 Chambers street, New York, on the day preceding Christmas presented G. T. Williams, the general manager, with a very handsome stick-pin. Mr. Williams expressed his ap-

preciation in a few appropriate words. The company gave each of their employees the customary gold piece, with the compliments of the season.

## FROM THE DIVORCE CENTER.

Dealers in Reno Profit by the Residence of Those Who Would Sunder the Marital Ties.

(Special to The Talking Machine World.)

Reno, Nev., Jan. 4, 1910.

Arthur L. Holgate, manager of the Emporium of Music, which is now located in the Masonic Temple of this town, is doing a splendid business. This concern recently took over the entire sheet music, Victor and Edison phonograph departments of the Menardi Music Co. In discussing conditions with The World, Mr. Holgate said:

"Although we are located a great many miles from the Metropolis, New York, we are enjoying the very best of trade and have the largest exclusive talking machine parlors, record rooms, etc., in the state of Nevada, and our business extends for a radius of one hundred miles in all directions. We are located in the large, new Masonic Temple, and naturally feel very proud of our store and of our city 'Reno,' which probably you have seen advertised a great many times as being the center of the great divorce colony. Whether that is a credit or not remains to be seen, but I assure you it has brought us hundreds of dollars, for we have supplied for instance: Mrs. Francis Kip, Mrs. Stoddard, Miss Margaret Illington, Mrs. Frost, Mrs. McKim, Mrs. Tyler. These are all rich, well known New York ladies, and have all made our store their headquarters, purchasing machines, records, music, etc., which we appreciate, I assure you."

"Wish you all success in your distribution of your Talking Machine World, which is certainly worth ten times the amount of its subscription to a dealer."

## STEADY ADVANCE REPORTED

By the National Phonograph Co. in the Development of All Branches of Their Business—Demand for Amberolas Has Exceeded Expectations—Great Campaign of Publicity Being Instituted.

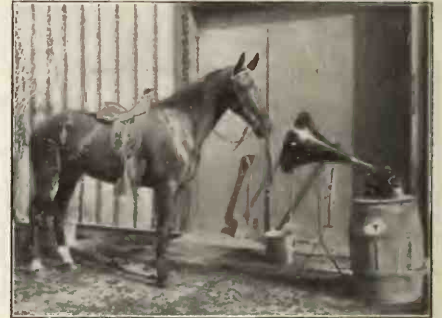
The National Phonograph Co., with the commendable optimism that is characteristic of everything they do, are looking forward to a big year in 1910, and are making preparations to increase their facilities at the factory in order to provide for the business that they feel sure is on its way.

In a recent chat with the officers of the company, they said: "Business was exceptionally good with us in December, the sales climbing to a figure that exceeded all expectations. No one particular product showed a phenomenal demand, the increase seeming to be general in all types of machines and records; which in itself is evidence of a healthy condition of business. January orders are unusually promising. The demand for the Amberola shows no sign of an abatement; on the contrary, with only enough shipped to serve as samples for its jobbers, orders for the machine are being received with every mail. It was feared that disappointment over the company's inability to supply dealers with machines in time to meet the holiday trade would discourage interest in Amberolas, for a time at least. Such fear, however, proved groundless. Instead of being discouraged jobbers and dealers are evincing the liveliest enthusiasm and urging the company to renew its efforts to provide them with Amberolas at the earliest possible moment."

Sales Manager Dolbeer keeps a stack of letters on his desk in which he takes the keenest pride. They are a collection of expressions on the Amberola from jobbers and dealers who have seen the machine and become impressed with its superior points. They are unsolicited testimonials, too; and their general tone is enough to make any manufacturer happy. The Edison trade is waiting—eagerly, anxiously—for Amberolas, and the National Phonograph Co. are straining every nerve so that they may not be kept waiting too long.

In discussing the situation a member of the company said: "It was a serious situation that the company has had to confront, but plans have been put in operation now that ought to relieve it in a very short time. When enough Amberolas have been shipped to meet the immediate demands of the trade the company promises to do some good missionary work among the public with its advertising. Preliminary steps in that direction have been already taken in both magazines and newspapers throughout the country. The market for the Amberola is practically unlimited. Of that fact the company is convinced from the attitude of its jobbers toward the machine. With the Amberola and the superior catalog of Amberol grand opera records that the company is building up, and with the well known confidence of the public in Edison products to encourage them, Edison dealers are in a most enviable position to attract a great share of the market for high class goods during the year of 1910."

Edison jobbers and dealers may rest assured on one point—the National Phonograph Co. believe with a faith that nothing can shake in the future of the talking machine business, and fortified by this faith, the company will go on to discover new products for the mutual benefit of all branches of the business, and new methods to encourage a corresponding faith and enthusiasm in its sale branches.



THE DEATH OF NANCY.

I sort o' feel—now Nancy's dead—  
As if the sunny days were o'er;  
The sky seems one dark thunder-head.  
Her stall is dark—she's there no more  
To welcome me—for Nancy's dead.

HOWARD TAYLOR MIDDLETON.

## NEW ATTACHMENT PROPOSITION

Soon to be Submitted by the National Phonograph Co. to the Trade.

The National Phonograph Co., Orange, N. J., is on the verge of submitting to the trade a plan to promote the sale of combination attachments, with the view, of course, of increasing the sale of Amberol records. The company is not as yet prepared to divulge the nature of the proposition, but it is said to be exceedingly liberal from the standpoint of both trade and public. To pave the way for the successful launching of the proposition the company, on December 6, requested its dealers to immediately advise their jobbers of the number of attachments they had in stock (on forms provided for the purpose), and its jobbers to communicate the information to the general office at the earliest practical moment. It transpires that, possibly due to the holiday rush, the information has not been communicated as quickly as desired, and the company has been necessarily prevented from making a definite announcement of the proposition up to this time. Reminders have been given to its jobbers and dealers by the company, and the project will soon be under way.

The Royal Phone & Phonogram Co. are negotiating for premises in New York for a recording laboratory. Some place on Sixth avenue is in view.



## TIMELY TALKS ON TIMELY TOPICS

As predicted in last month's World the shortage in the high-price, concealed horn cabinet machines during the holidays was a factor of considerable moment. While the Amberola and Grafanola lines are comparatively recent arrivals on the market, and the demand went far beyond the most sanguine anticipations of their manufacturers, the Victor Victrola cut the greatest figure and occupied the commanding position in the estimation of the trade. To be sure, no authentic data is at hand on which to base what may be termed really intelligent and informing comment, but enough has become known to establish the fact that the sale of Victrolas during the past month—possibly less—has been simply tremendous.

It is true, a large number of Victor distributors, anticipating a heavy sale, had placed orders for double and even treble the number of Victrolas purchased in the previous year for December delivery. But the supply fell far short of the demand. One widely-known New York distributor, whose business is along strictly retail lines, ordered 500 Victrolas in August in monthly shipments, with the stipulation that the entire lot should be in stock before the middle of December. About 70 per cent. of the goods were received, owing to the inability of the Victor Talking Machine Co. to do any better, as the wants of the entire country, much to the company's surprise, were finally satisfied—the entire capacity of the mammoth plant being oversold—on the allotment plan. Reports say that on the first of December the Victor Co. had on hand orders for 4,000 Victrolas.

Of his particular experience, which doubtless applies to other concerns in degree if not altogether in kind, the distributor aforementioned may be quoted as follows: "In three weeks' time we sold Victrolas to the amount of \$30,000. This proves beyond a doubt what The World said in its December issue, that the bulk of the holiday trade would be on high price goods. Of course, other types of Victor models as well as Edison machines were sold, but they did not figure alongside the Victrolas. It seemed as if our customers knew no other machine. With this rush of business you better believe we had to hustle for stock. We scoured New York, and in not a few instances actually appropriated goods just received from Camden and on the sidewalk in front of jobbers' places. It was rather a high-handed way of doing things, but, as you know, necessity knows no law, and as we paid cash on delivery the sales were advantageous both ways. There was no use blaming the Victor Co. for failure to live up to our agreement, as we understood conditions and therefore made the most of the situation. We knew, also, that, as a matter of good business policy, the Victor Co. would prefer to ship a Victrola to a little dealer out in Nebraska, for instance, than let us have it come to New York. The company knew we were a sure thing at all times, and a Victrola in a country town out West would spread its reputation and gain customers for the future, while it might be buried, so to speak, in New York, as far as new business was concerned. We recognized the silent force of this argument, though it was not expressed in so many words by the Victor Co. management. Say what you please, the managers of the Victor Talking Machine Co. are on to the job, know their business and are wise gentlemen!"

Export trade is being rapidly expanded by the manufacturing companies, especially in the Latin-American countries and Australia. The European business is covered, in the main, by licensed companies or branch houses, while the trade in Mexico, the West Indies, Central and South America are looked after direct. The trip of Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N.

J., to South America, is significant. Mr. Stevens, who sails January 22, is recognized as one of the best equipped men in the foreign service, and though this is his first visit to that part of the world, it is safe to say that something will be doing on his return.

Another company has been approached by responsible capitalists in one of the South American countries to organize and equip a local manufacturing plant. The machinery, pressing outfit, etc., is to be a duplicate of the American or home factory, as well as the processes used in the recording laboratory. The proposition under careful consideration is regarded with favor by the people here, and from what can now be learned, the enterprise will go through before long. The advantages of such an undertaking are obvious from many points of view, and it will lead to an expansion of trade on so firm a basis for this particular product that competition, especially of European origin, will be reduced to a minimum, if not obliterated entirely.

Following the appearance in last month's World of a preliminary statement relative to the Piano Trade Exhibition, to be held in Richmond, Va., May 16 to 21, in connection with the annual conventions of the piano manufacturers' and the dealers' national associations, application for space was immediately made by the Columbia Phonograph Co., General, National Phonograph Co. and the Victor Talking Machine Co. As was made clear in The World's recital of the facts furnished by Chas. H. Green, the manager, the exhibition is not confined exclusively to the products of the piano factories, but is intended for the benefit of every branch of the music business; and in this category the talking machine interests are properly placed. The above companies regard the music trade as one of their most important avenues of distribution and value it accordingly. It is no more than natural and appropriate that the splendid goods of these world-known concerns should be displayed at this gathering of music people, and it goes without saying that their exhibits will be among the handsomest and most attractive of any entered. The official prospectus, floor diagrams, prices, etc., were sent out by Manager Green January 10, and the allotment of space will follow in the order in which the applications are received after that date. The exhibition is regarded as an assured success even at this early date, this judgment being based on the interest already taken in the event by leading piano manufacturers.

It is not a new subject by any means, but dealers have for several years criticised the policy of issuing multiples of records of the same selection. One of the many commentators of this idea remarked: "I cannot understand why the companies insist on making records of the same selection by several artists. Naturally dealers are supposed to stock up on everything that is within reason, but nevertheless it seems unnecessary for a half dozen artists to make records of the same selection. It seems to me that this policy is an unwise one."

Now, this criticism may sound well from the dealers' standpoint who has not given the matter close consideration, but as a matter of fact the general public attending opera or concert is always desirous of hearing different artists sing the same operas or the same songs, and as long as each singer possesses distinct qualities of voice and interpretation so long will the public desire different readings of the same number. It is only necessary to watch the programs of various concerts to note that the leading singers always list the same classical songs. It must not be overlooked that the companies making records have given this matter full consideration, and are best equipped to pass final judgment. For

instance, during the past two weeks the Metropolitan Opera House in this city has been crowded with people who have desired to hear Slezak sing Caruso's role in several operas. Now, it is all nonsense to assert that records by Slezak of the same excerpts from the operas that Caruso sings will not be in demand. They surely will, for each has a different following—a different set of admirers. This general custom of duplicating records of the same song by different artists will continue to obtain, particularly now when the talking machine has won a place as a real interpreter of musical art.

Copyright owners—music publishers in chief—are not altogether elated over the manner in which the new law is working out so far as they are concerned. The Federal act is one of those double-action things that is true of compromise measures in which a whole lot is concealed except to the analytical minds of the more or less bright men—the attorneys-at-law. These gentlemen have always a lot of so-called trouble on tap for their clients who are of an objectionable turn of mind; but so far there is nothing doing of any great moment. The talking machine people are alive to the situation and so far no remarkable emoluments are coming the way of either the music writers or their abettors, the publishers.

Joseph Hoffay, manager of the Columbia Phonograph Co.'s Mexican business until its transfer to the Compania Fonographia Mexicana, S. A., and who recently arrived in New York from the City of Mexico, sails to-day (Saturday) for a tour of the West Indies in the interest of the company. Mr. Hoffay will be away for a couple of months, when he will be transferred to the Columbia Co.'s traveling staff in South America, as a permanent attache in that part of the world. This will make three representatives of the company down there.

## THE HIGH GRADE SHOPS ALL SELL Echo Record Albums

FOR TALKING MACHINE DISCS  
ANY CABINET

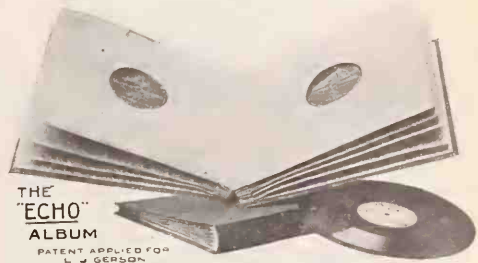
CAN BE FITTED TO HOLD THESE ALBUMS

Made in Two Styles to fit either Single or Double  
Face Records

VICTOR, COLUMBIA OR ZONOPHONE MAKE

They form a complete system for filing disc records, which  
can be added to, album by album, on the unit system  
or Library plan. Just the thing for

RED SEAL COLLECTIONS  
Every Record Instantly Available



RETAIL  
PRICES

Ten-Inch Disc Albums \$1.25  
Twelve-Inch Disc Albums, 1.50

"Echo" Record Albums preserve disc records against dust,  
careless handling, scratching or breakage.

DISCOUNTS TO THE TRADE

## ECHO ALBUM CO.

Sole Manufacturers

926 CHERRY STREET, PHILADELPHIA



## PLAYING THE 'CELLO BY COMPRESSED AIR.

Some Interesting Details of the Application of the Auxetophone Principle to the Violoncello—Is the Invention of Hon. C. A. Parsons, of Turbine Fame and Has Excited Much Favorable Comment Wherever Heard in Musical Circles in Europe.

In The World recently reference was made to the application of the auxetophone principle, invented by the Hon. C. A. Parsons, of turbine fame, to the violoncello, and which was formally introduced on the program of one of the concerts in London some time ago. Through the courtesy of the Scientific American we are enabled to describe and illustrate this novel attachment to musical instruments, whereby the tone of the latter, to which it is attached, is appreciably increased by means of a current of compressed air.

The auxetophone may be best described as a comb or multiple-reed valve of aluminum, which comb is hinged in such a manner that each tooth

time richer in character and greater in volume.

In the accompanying illustration the disposition and details of the apparatus are clearly shown. A special bar is carried across the sounding box of the instrument to support the multiple-reed valve and its box. The current of compressed air enters the box at its lower end. The aluminum connecting rod between the valve and the bridge of the instrument is clearly shown.

The air is compressed in a small portable cylinder. The current first passes through a pressure gage at the player's foot, the dial of which can be instantly and easily read and followed. From the pressure gage it passes to a small air filter, which removes all suspended impurities.

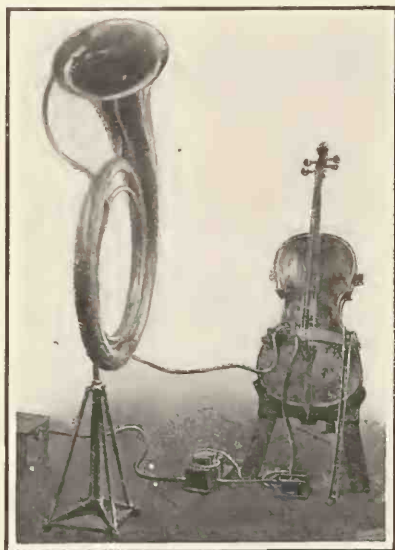


Fig. 1.—Cello with the auxetophone attached which delivers the sound waves to the trumpet. On the floor is a pedal for modulating the air pressure, a pressure gage, and air filter.



Fig. 2.—View of the instrument, showing mounting of the valve mechanism and aluminum connection between the bridge of the instrument and the valve.

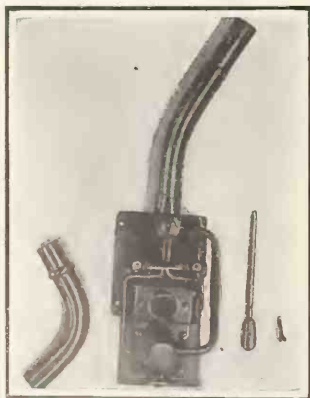


Fig. 3.—View of the instrument looking on the delivery side of the valve.

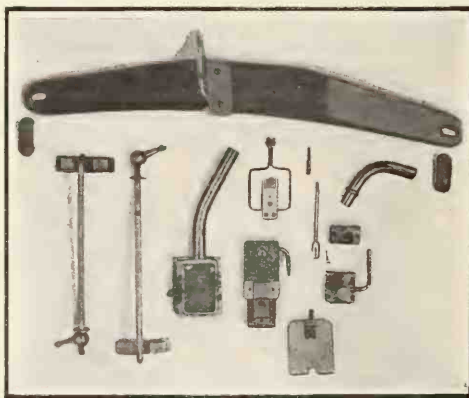


Fig. 4.—The several component parts of the auxetophone.

of the comb can vibrate at a variable distance from a corresponding slot in a little box to which compressed air is supplied at about five pounds pressure. The farther away the teeth are from the slots the greater is the flow of air, and vice versa. The flow of air is controlled by a valve, and when caused to vibrate the air transmits corresponding sound waves into the trumpet.

When the auxetophone is applied to the cello or any other stringed instrument the valve is connected by a rod of aluminum with the bridge of the instrument. Thus the valve is caused to vibrate in accord with the characteristic tone of the instrument. The sound issuing from the trumpet, though in many respects identical with that of the instrument itself, is at the same

time it passes to the lower end of the valve box mounted on the instrument. Between the pressure gage and the filter is a small pedal, by means of which the player can modulate the flow of the compressed air by means of his foot.

The horn is mounted on a stand beside the instrument, and a flexible pipe coupling connects the valve box of the instrument with the horn. The valve mechanism support is so made that it can be attached or detached from the instrument in a few moments.

At the concert previously mentioned the possibilities of the invention were very strikingly evidenced. The tone of the instrument was appreciably fuller, richer and stronger when the auxetophone was attached, the harmonics were

clearer and the high-pitched notes were more clearly defined than is possible without the attachment. In the fortissimo passages the tones had a solid, well-rounded ring of great volume, while in pianissimo the expression of the artist was well produced with a softness accompanied by distinct clearness of the tones.

### ECHO ALBUM A BIG SELLER.

The Echo Album, which is advertised in another page of this issue, possesses so many features of interest to dealers and purchasers that it at once appeals to their consideration. No better means of protecting expensive records exists, and its construction and finish are such as to insure quick sales and a good profit for the dealers handling it. By means of these albums particular people using talking machines are able to satisfy their wants.

### THE UDELL SALESMEN.

The Udell Works, Indianapolis, Ind., announce that Daniel G. Williams and Frank J. Billings, who have sold their goods jointly in the past, will in future divide the field. Mr. Williams will look after the music and talking machine trade and handle woodenware and ladders, while Mr. Billings will look after the furniture line, including desks, music cabinets, book-cases, etc.

### MAY HANDLE TALKING MACHINES.

Reports from Boston, Mass., state that the Victor selling force are looking after the possibility of having the Hallet & Davis Piano Co. take on the Victor line for their retail stores. If the deal goes through it will be one of some magnitude, as the H. & D. Co. maintain a chain of establishments second to no piano manufacturers in the country in point of numbers and desirable and favorable locations from talking machine considerations.

### DR. O'NEIL RETURNS FROM ORIENT.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 3, 1910.

"Doc" E. F. O'Neill, who has been in the Orient for several years in the interest of the Victor Talking Machine Co., returned recently, and will stay for a month or so. The "doctor" has had a great experience in the Far East, and while visiting his friends in Boston, Mass., his home, many tales of his travelings have been told. "Doc" O'Neill, as is well known, is a graduated surgeon in dentistry, but has a predilection for the talking machine business, in which he has been a great success, and his experiences in foreign lands have been a source of interest to his many friends in the trade. He will go back to the Far East later.

### VICTROLA XII WITH NEW CABINET.

The Victor Co. are now shipping to Victor distributors their Victrola XII, with newly designed and more elaborate cabinet, which will greatly increase the sale of this instrument.

### FIFTEEN NEW LAUDER RECORDS.

The Victor Co. are issuing fifteen new Harry Lauder records, made in their own laboratory by their new and improved process. They are far superior to the ones now listed, and will have a big market. This company announce that Lauder has entered into a new and exclusive contract with them.

Since removing the C. G. Conn Co. musical instrument agency from 46 West 28th street ("Tin Pan Alley") to the more aristocratic location at 48 West 34th street, in the new music district of New York, Manager Boyer has added the Edison line as a dealer.

As officially announced, Max Mandel, proprietor of the Guarantee Phonograph Co., Brooklyn, N. Y., has been reinstated as an Edison dealer by the National Phonograph Co.



## TRADE IN THE QUAKER CITY.

Best Holiday Business Since 1906 Say Talking Machine Men—Stock Received on Time When Rush Orders Were Placed—Likely That More Piano Firms Will Add a Talking Machine Department Soon—Good Columbia Co. Report—L. Buehn & Bros.'s Fine January Trade—Filled All Holiday Orders—Other News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 10, 1910.

The old year's business of the dealers in talking machines in Philadelphia was excellent is the report that is received from all sides. There is a unanimity of opinion that the holiday trade was the largest that the talking machine men ever had, with the possible exception of 1906, which is still credited as being the banner year. And not only the holiday business, but the year, as a whole, summed up very well with every past year, with the exception of 1906.

The fear expressed previous to the rush, that the factories would be unable to supply the demand seems to have been groundless, for even the most sceptical assure me that they missed but very few sales. The machines seemed to come in just in time in every instance, which speaks well for the conditions at the various factories. They seem to be such that they are able to meet all emergencies.

Last summer the manufacturers requested the dealers to get in their orders early for as much stock as they desired, but they were skeptical as to just what they would need, and did not order bounteously. So, naturally, when the rush came both factories and dealers were short of goods, and it was feared trouble would follow. The manufacturers came nobly to the rescue, however, and this week I have heard nothing but praise as to the way they filled orders, and this is true of the Victor and Edison and Columbia companies alike.

The success of the talking machine business in Philadelphia during the holiday season has set a number of the piano firms along Chestnut street thinking, and there is a likelihood that at least several of them will be in the talking machine business before another year has rolled around. As one of the jobbers said this week: "I think the piano men are chumps that they do not add talking machines to their stock. They require so little space to carry, and everyone of the big Chestnut street firms have ample space to accommodate such a stock. The returns on talking machines come in faster and more sure than on pianos, and in much larger volume in comparison with the outlay."

Rumor has it that the Cunningham Co. will add talking machines in a very short time, and they will be the third of the piano dealers in Piano Row to handle the little instruments, now such great and steady sellers.

C. J. Hepe & Sou and the Bellak Brothers both report a very good holiday business on talking machines. The former firm is willing to admit that the volume of business in that line was very much larger than in pianos; that is in the growth and profit of the business. The Heppes practically cleaned themselves out of the largest stock they have ever had during the holidays, and while they have been able to replenish in the past week, to a great extent, they are still short on the small machines.

The Columbia Phonograph Co. report that their Christmas trade showed up great. T. K. Henderson, the manager of the department, has been home ill for about a week, but not seriously so, and expects to be back again at his desk in a few days. They believe that the current year is going to be a very good one. They are hearing nothing but the most encouraging reports from all sides, particularly from their traveling men up the State. They have been adding new dealers to their list right along, but particularly so within the past few weeks. They are well pleased with the rapidly increased demand for the four-minute records and the four-minute attachment. They believe that this new

four-minute scheme will more than double their business during the current year. They have been adding a great many artistic records to their January list. The records of John McCormick, the new Irish tenor, are particularly good sellers, as are also the records of Francisco Vignas, the new Spanish tenor. The Pimazzoni records are some of the finest baritone records the Columbia Phonograph Co. have ever had. They have their men all on the road at present, and during the spring they will make a vigorous campaign to locate dealers in every town of any importance.

Louis Buehn & Brother report that their January business was almost the equal of the largest month the firm ever had. And as to the prospects for the coming year, Louis Buehn says: "The present indications, as they look to me, are that we are going to have a business that will equal in volume our 1906 year, which was our largest year, and I am hoping for an increase that will possibly exceed that year. My reason for thinking that is this: We have sold an immense number of machines the past two months and that always presages a big talking machine business."

The firm managed to fill all holiday orders, and with very little delay. "It was a case, in many instances, of filling orders from hand to mouth, but we managed to get through all right," says Mr. Buehn, "even although it was close figuring at times." The salesmen of the firm have already taken to the road. R. J. Dungan is at present up through Pennsylvania, and is doing exceptionally well. He has already sent in several very good sized orders. Frank Reinick is covering the city and finds that the dealers, one and all, are very much encouraged, and are much more willing to place orders than they were at this time last season. The Edison Cygnet horn has taken with the public exceedingly well. In fact, Mr. Buehn believes it will eventually replace the straight horn entirely. As to the Edison Amberola, of which the Buehn firm had quite a number, they sold them as fast as they were received. The firm expect to redecorate their sound proof rooms and have already begun work on two of them.

The Penn Talking Machine Co., like the other firms, report that their holiday business was the best they have ever had, with the one exception of 1906. It was considerably better than they had calculated. "For the present year," says a member of the firm, "our prospects are excellent. Everything points to a very big

year. Already we have sold a number of machines in the new year, and our record trade has been little less than marvelous, much of it coming from holiday purchasers of the talking machines."

Both Mr. Clark and Mr. Smullen, of the Penn firm, have already taken to the road, and have already been heard from with orders. They report that all the dealers they have already called on report most encouraging prospects ahead for the new year. The firm are pretty well sold up, but they were furnished with sufficient stock from the factories so that they lost no sales.

H. A. Weymann & Sons report that they came near having a record with their holiday trade. Two days before Christmas they sold 31 Victrolas and the last day they sent out eleven. They had been practically cleaned up on Victrolas, but the day before Christmas they were able to get in a dozen, which helped them out, yet they feel that they would have been able to sell nearly that many more of they could have had them. Business the first week in January was considerably more than normal. The Edison Amberola records are selling exceptionally well and they could have disposed of several more Amberola machines if they could have gotten them. Norbet Whitley will start through Pennsylvania this week, and on Tuesday or Wednesday W. H. Doerr will start through the southern trade of the firm. They will make a number of changes in the department early in the new year. They will revise the racks and will place every record in a heavy cardboard envelope separately, to insure the dealers that they will receive the records they order in first class condition in every way.

If every business in Philadelphia looked as bright for those engaged in it as does the talking machine business at the dawn of 1910, what a bright and cheerful prospect ahead there would be for the business man.

## GEO. W. LYLE SAYS "NEVER BETTER"

When Asked Regarding Business—Working Hard to Catch Up on Goods.

When asked what he thought of the outlook, Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, said: "Never better. We suffered from a shortage of goods, but we will catch up before long, and 1910 will make a new high record for Columbia products. Personally, I am feeling fine, and business conditions prospectively warrant this pleasant frame of mind."

# Put One on Your Show Room Floor

AND WATCH THE INTEREST DISPLAYED IN THE

## Monarch Midget



Jobbers can interest their dealers, and dealers their customers.  
Talk Wire Racks and show them.  
You can't sell a customer a rack if you don't have any.

SEND AN ORDER TO-DAY

### SYRACUSE WIRE WORKS

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

SYRACUSE, N. Y.

# THE THREE COLU



The Peerless Grafonola "Regent," \$200

It is clear that Columbia dealers are going to coin money this winter on the Grafonola line. One thing you can count on: As soon as we have persuaded any man who has the purchase of a hornless machine in mind to step inside of your store long enough to see the Grafonola "De Luxe" and make comparisons, *it's all over but the name and address.*

Between the Grafonola "De Luxe" and the Grafonola "Regent," the Columbia line is this minute more interesting to the active dealer than all other musical lines put together. *We mean that!* The Grafonola "Regent" will sell not only to those who have considered the possibility of owning a hornless talking machine, but to many people who never gave the matter any serious thought before. This is prediction, mostly, we'll admit—but we are in a position to see what is happening, and the Grafonola "Regent" *alone* is sure to be sufficient reason to a good many dealers for securing the exclusive selling rights of the Columbia line—and the proof will follow pretty closely on the prediction. Mark that down, and we will remind you of it again a little later.



You may remember—that's what we told you along in October. It's "a little later" now. The proof has arrived. The prediction has come true.



The Magnific

**Columbia P**  
**Tribune**

Exclusive Selling Ri



# IBIA      GRAFONOLAS



Grafonola "De Luxe," \$200



The Beautiful Grafonola "Elite," \$100

And since then, the advent of the Grafonola "Elite" has strengthened the whole program unmistakably. It's "the greatest hundred dollars' worth of music in the world." It never kills the sale of one of the \$200 instruments according to our observations, but reaches out and takes strong hold on an entirely new class of trade—a trade that you have never reached before. A good part of the profit in every Grafonola "Elite" sale you make must be counted as found money, on that account.



Unless you believe it is necessary for a talking machine dealer to run his business as a hand-tied employee of the manufacturers instead of an independent factor in the business, now is the best time in the world to give some mighty serious consideration to the business that is waiting all around you—waiting to be reached by means of these three splendid instruments.

ograph Co., Gen'l

ing, New York

anted to Responsible Dealers

### UNIVERSAL CO. IN PHILADELPHIA.

Move Entire Plant from Newark, N. J.—Removal a Matter of Business Convenience—Located in Heart of Quaker City Business District—Recording Laboratory Moved from New York to Camden, N. J.—H. J. Hagen Also Goes—An Important Move.

During the month the plant of the Universal Talking Machine Mfg. Co. have been in the process of removal from Camp and Mulberry streets, Newark, N. J., to Fourth and Race streets, Philadelphia, Pa. The office will be the last to be transferred, but it is expected that about February 1, possibly a week before, the change will have been effected. General Manager Macnabb and his entire office staff and factory force will go along. The removal is a matter of business convenience, as it was found that even if Newark was only about fifteen minutes from New York, Zonophone jobbers and dealers were averse to making the journey. This unfortunate fact was ascertained but a short time after the general offices of the company were taken from the metropolis to Newark, hence this shift restores the equilibrium of affairs, trade visitors to Philadelphia finding it no trouble to call at a plant located in the heart of the business district of the city. The new factory will be one of the most complete in the country, and no change whatever follows the removal to the City of Brotherly Love.

The recording laboratory of the company, at 256 West 23d street, New York, under the management of Henry J. Hagen, will be discontinued and goes to Camden, N. J., the manager accompanying the removal of his headquarters, the scene of not a few brilliant triumphs in the making of records. Messrs. Macnabb and Hagen have many friends in New York, and their departure is regarded in the light of a personal loss.

### CHANGES IN NATIONAL STAFF.

J. W. Scott, familiarly known by the affectionate sobriquet of "Scotty" among his associates of the trade, has been promoted to the position of special traveling representative of the National Phonograph Co. The duties of the position, which has only recently been created, will call Mr. Scott from his former territory, which comprised Massachusetts, Rhode Island, Connecticut and Maine, to special assignment

throughout the country. The first assignment was Birmingham, Mobile and other large cities of the South, where Mr. Scott is at the present time. The appointment comes as a deserved promotion in recognition of the splendid work that Mr. Scott has done for the National Co. since his connection. His successor has not yet been announced.

Other changes in territorial assignment of the National Co.'s traveling staff are noted as follows: J. H. Allgaier will hereafter travel the southern half of Illinois in addition to Missouri. J. H. Gill will call on the trade in central and western New York instead of California, Arizona and New Mexico. F. L. Hough travels North and South Dakota in addition to Minnesota. A. H. Kloehr will report on Kansas City, Mo., in addition to the State of Kansas. F. H. Stewart, formerly traveling Louisiana and Mississippi, has been transferred to the Edison Mfg. Co.'s kinetograph department.

### DAVEGA CO.'S FINE REPORT.

Business for December Made a New High Mark with This House—All Departments Made Good Showing.

With the S. B. Davega Co., 126 University place, New York, business in the month of December made a new high mark, and during the holidays, notwithstanding their large and varied stock, they were occasionally crowded to fill orders. However, an unexpected shipment from the factory came in the nick of time to satisfy the most clamorous, and so the company pulled through with flying colors, and none of their dealers failed to get what they wanted. The S. B. Davega Co. make a point to fill every dealer's orders, not partially, but completely, and it is this reputation, combined with the rapid sellers which they specialize, that has contributed largely to the esteem in which the firm are held by the trade. Their interesting announcement elsewhere is well worth reading carefully.

### MACDONALD ENTERTAINED.

Thomas H. Macdonald was the guest of honor at a dinner given by President Easton, of the American Graphophone Co., at his home at Arcola, N. J., Monday, December 13. The chief officers of the organization were invited to celebrate Mr. Macdonald's twenty years with the company and the progress of the art in that time. It was a most enjoyable time.

### EDISON GRAND OPERA CATALOG.

The First Supplement Comprises Twenty-Eight Records, Ten by the Distinguished Tenor, Slezak, the New Artist, Are of International Repute—Exclusive Contracts Being Made with Noted Stars—New Catalog One to be Proud of.

At the time that the National Phonograph Co. first announced the Amberola to the jobbers and dealers the promise was made that it would be re-enforced by a catalog of grand opera Amberol records of special merit. That was on December 1 last, and subsequent additions to the catalog prove that the promise is being religiously kept. The first supplement comprised twenty-eight records, ten of them by the incomparable Slezak, whose debut on the stage of the Metropolitan Opera House constitutes a page in the history of that famous temple of art. Slezak is a young man, in physical stature a giant, hardly as yet at the zenith of his vocal powers, and with many years of professional usefulness before him. He has been retained to sing exclusively for Edison records for a number of years. His contract with the National Co. secures them the exclusive right to his entire French and Italian repertory, as well as to any selections he may use on his American tours.

Three more records on this list are by Riccardo Martin, the first American operatic tenor to receive international acclaim, and three more by the marvelous Spanish tenor, Constantino. Mme. Blanche Arral, the gifted coloratura soprano, who, after winning the enthusiastic commendations of Metropolitan press and critics, proceeded on a triumphal tour of the country, contributes four more, as do Adelina Agostinelli, the Milanese soprano, at present singing in Italy, but, who from April 1 to September 1 will be leading soprano of the Colon Theater, Buenos Ayres. The remaining numbers on the list are the offerings of singers who are as yet little known on this side of the water, but who, in the musical circles of the world (and particularly the French capital), are recognized as artists of the highest caliber, M. Duclos, tenor, Louis Nucelly, baritone, and Gaston Dubois, tenor. As regards variety of choice and musical excellence, this list of records represents many of the best and most popular offerings of the world's greatest composers—arias so well known that every lover of the higher grade of music has them on the tip of his tongue.

The catalog will be supplemented by five more records in the March list, and the same quota will be added to it monthly thereafter. At this rate, and with artists of such superior talent and reputation, contributing to it the choicest numbers of their repertories, it will be seen that the Edison four-minute catalog will very soon be of a character to commend it to the music lover.

With characteristic thoughtfulness for the interests of their dealers the company are depleting their two-minute grand opera catalogs to make room for these new Amberol records, twenty-eight of the former having been cut out on November 1. These records may be returned to the factory for credit under the company's liberal continuous-exchange proposition. Recognizing the fact that the musical public demands a choice of artists as well as of selections, the National Co. has for some time been quietly preparing their plans to equip their dealers in this respect, and have now under exclusive contract some of the best talent that the operatic circles of the old and new world offer. Included in the list of singers whose records will shortly grace the Edison catalog, are the names of such famous artists as Mmes. Marguerite Sylvia, Maria Labia and Maria Galvany, and M. M. Ernesto Caronna and Walter Soomer, a brief retrospect of whose careers would not be inappropriate as giving a faint idea of what the National Co. have accomplished.

Mme. Marguerite Sylvia, the great American prima donna, is known all over the United States by her former light opera successes. Not

Many of the most prominent Edison Jobbers and Dealers are not only taking advantage of the handsome profits which the handling of

## The Edison Business Phonograph

affords, but they are using the Edison Business Phonograph with great success for dictation and transcription of their own correspondence.

The Edison Business Phonograph not only saves 50 per cent of actual dictating time and nearly 50 per cent of the typist's actual transcribing time, but it saves all the time in which she is ordinarily occupied in taking dictation. This economy of time results in a reduction in the cost of correspondence, from about eight cents a letter to from two-and-one-half to four cents a letter.

The Edison Business Phonograph is already being used to-day in offices large and small, in all branches of industry throughout the country.

It is only a matter of time before all business correspondence will be carried on through this rapid, direct method.

Get in while the field is young, take your share of the profits and build up your end of this growing industry.

Write us today for full information.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.



content to shine in comic opera, however, Mme. Sylva went to Paris, where, after a few years of careful training by some of the best masters, she successfully appeared in grand opera. She speedily became a favorite at the Opera Comique, whence came to us so many of our great singers in the past. Her appearance at the Manhattan Opera House (Hammerstein's) at once firmly established her in the hearts of her countrymen, who will soon be able to hear her magnificent voice on the Edison phonograph in records which are all excellent examples of good recording, and which will carry her voice into thousands of homes throughout this and other lands.

Maria Labia, of noble Venetian family, was eulogized so frequently by the press on the occasion of her American engagement at the Manhattan Opera House last season that further remarks are unnecessary, for by her charming personality and artistic work, she won the admiration and friendship of all true music lovers. Her voice is a fresh, well-trained lyric soprano, and she always brings a high degree of intelligence into her work. At present Mme. Labia is appearing with great success at Berlin.

Maria Galvany is one of the best known coloratura sopranos of the present day. She is widely known in all the Latin countries and especially in Spain, where she has been a great favorite. She is one of the very few who have thoroughly mastered the art of singing, so much beloved by our present and older theater-goers, and which has brought lasting fame to Patti, Melba and Sembrich.

Ernesto Caronna, baritone, although still a young man, has had a very successful career in Italy, France, Belgium, and in large South American opera houses. Wherever he has appeared the critics were loud in their praises of his fresh, pleasing voice, and have proclaimed him one of the best baritones of the present day. He has recently been very successful in France in the opera "Iris."

Walter Soomer made his greatest success in Leipzig until he came to join the Metropolitan forces last year, where he at once established himself as a conscientious and fine artist. His reappearance within the next few weeks is eagerly awaited.

These are the names and careers of only a few of the noted artists who will hereafter sing exclusively for the National Phonograph Co., and whose records will shortly be in the hands of Edison dealers. The National Co. states: "There are other artists of equal prominence under contract whose names will be announced in the not distant future. The company are sparing no expense in building up their catalog, and in the work of securing singers and deciding upon selections they have the assistance and advice of a well-known grand opera

critic. Moreover, the greatest care is being exercised by the company's experts in the recording of these selections, so that there is no fear of any defect in that respect. With these new records being placed upon the market at the extremely low price of \$1.00 each it will be seen that the National Co., besides giving their jobbers and dealers a grand opera catalog that will be a worthy companion of the Ameberola, are also placing them in a most enviable position to approach the grand opera lover.

### BOSTON DEALERS PLEASSED

With the Manner in Which 1909 Closed and the Present Year Opened—Holiday Trade Never Better—Oliver Ditson Co. Report Phenomenal Victor Business—Commend E. T. M. Co. Employes for Hard Work—The Columbia Co.'s Window Display.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 11, 1910.

The end of the year 1909 and the first weeks of 1910 have proven a great surprise to the dealers in talking machines here in Boston, for the reason that the business has kept up much better and longer than ever before. All the dealers, both wholesale and retail, expected that right after the holidays there would be the usual slump, but up to the 10th of January no slump has made its appearance, and everything seems to be bright for at least a few weeks more of really brisk business.

The holiday trade was never better. More high-grade, costly machines were sold than was expected, and the advance in the business of the hornless machines was phenomenal. In fact, they were in much greater demand than the machines with horns, even though most expensive. The big improvement in the trade on the costly, hornless machines has convinced the dealers that it really pays them to put in a good-sized stock of high-priced machines, as the artistic taste of the general public is much more developed than it was a few years ago, and they have come to realize that the talking machine is no longer a toy but a really artistic musical creation.

The Oliver Ditson Co., who handle the Victor exclusively, report a phenomenal business in this line during the month of December. Mr. Bobzin, the general manager of the store, is not averse to having the figures of this department known. From his books this week he figured out that the entire talking machine business on Victors for the month of December was \$31,811.50, and the retail portion of that amounted to \$14,000. This for one month is not at all bad. "A little better than \$2,500, as it was four years ago," says Mr. Bobzin. The entire year's business was heavier than that of any previous year, and greater things are predicted for 1910.

December also figures out larger than any other month in the history of the Eastern Talking Machine Co. A little slacking up has been noticed here the past few days, but it is a welcome relief after the strenuous days around Christmas. It is only a temporary relief, it is believed, as business is expected to pick right up again after the cold snap is ended.

The E. T. M. Co. Associates, at their last regular meeting, were highly complimented by the management for their hard and efficient work during the holidays. Chairman Fitzgerald of the concert committee was given a hearty vote of thanks for his unusually good work at the last concert, and the same courtesy was extended to the others of his committee. Mr. S. H. Brown of the sales force was made chairman of the committee for the next concert.

The Columbia Phonograph Co. are making a remarkably effective window display this month, running largely to the hornless instruments, and featuring their Library Table style which is having a great vogue here. Their Christmas display was very attractive. The retail business is big and the wholesale business is bigger, so Manager Erisman declares that he is perfectly satisfied. He looks for a big business for the balance of this month.

Manager Sylvester, of the C. E. Osgood Co.'s department, says that, while the holiday business was much greater than he had anticipated, he can hardly account for the constant and persistent business that has continued since then. He says that he had hoped to have a let-up after Christmas, but that he is working even harder than ever now to keep up with the demand for prompt service. The latter point is one that it is well to dwell upon for a little in connection with this company, for it has attained the reputation in town of being about the quickest respond to an order of any firm in the city.

Manager White, of the new Victor department at the Henry F. Miller & Son store, said this week: "We have taken more money out of our Victor department than we have put into it, and we are more than pleased at the results attained. We feel that the department is in a section of the city where the very best class of people will patronize it as soon as it becomes known to them. We look for a most satisfactory year." Mr. White was formerly associated with M. Steintz & Sons as manager of their Boylston street talking machine department.

The Iver Johnson Co. reports that their talking machine business last year, especially during the Christmas holidays, was far greater in volume than at any other similar period in its history.

The talking machine business in the large department stores is booming especially at Houghton & Dutton's, where Mr. Howes has charge of the department. Manager Holmes, at the Jordan, Marsh Co. department, is greatly pleased with the new quarters assigned him and the additional space afforded. He reports a large increase in the volume of business.

### BUSINESS FOR SALE

Edison Jobbing proposition in a city of 400,000. Good field for live man. Am in poor health and wish to retire from business. Capital required about \$3,000. For particulars, address E. U. care Talking Machine World, 1 Madison avenue, New York, N. Y.

### OPPORTUNITY KNOCKS!

Here's a chance to get a good, snappy, thoroughly-posted retail manager or both. Has both selling and executive ability. Has made good and can produce the proofs. Address G. M., Room 806, No. 156 Wabash avenue, Chicago.

### SALESMEN WANTED.

Salesmen wanted to carry our cylinder and disc cabinets on commission for the Middle West and West. Address E. Schloss & Co., Foot of East Grand street, New York City.

### MR. JOBBER!

Have you a business with a future? Could a competent wholesale and retail man make himself worth a percentage of the profits? No objection to traveling a portion of the time. Make me a proposition and look up my references. Address "EXPERIENCE," care Talking Machine World, 1 Madison Ave., New York.

### \$ WANTED FOR SPOT CASH \$

Will pay spot cash for large lots of Talking Machines, records and supplies of any description. Must be very cheap. Send full particulars to

**BUYER**

care Talking Machine World, 1 Madison Avenue, New York City

### Manager Desires Position

Position desired as manager of Wholesale Talking Machine Department, either Edison, Columbia or Victor. At present in charge of one of the largest Wholesale Talking Machine Businesses in the West. Desires a change as soon as possible. Best of references from present employers.

Address "MANAGER"

Care of Talking Machine World, 1 Madison Avenue, New York

**Big opportunity to buy a stock of machines and records.**

**Dealer who owns paying business is closing out same on account of outside enterprises. Has in stock nice line of Edison records and machines. Stock would inventory about \$1,200. Any parties interested in purchasing this stock**

Write at once to

**O. B. W.**

Care Talking Machine World

No. 1 Madison Avenue NEW YORK

**VICTOR CO.'S GREAT BUSINESS.**

December the Largest of Any Month in the Point of Sales—Enormous Record Business—Louis F. Geissler's Remarks on the Situation.

One of the best proofs that prosperity is becoming broadly diffused throughout the country, and that we are approaching stable conditions, is to be found in the tremendous business done by the Victor Talking Machine Co., of Camden, N. J., during the year which so recently closed. The Victor is an instrument that goes into the homes of the wealthy and the working classes alike, and the demand for these creations tells its own story.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in discussing conditions said:

"I do not remember a year which enters so auspiciously as does 1910. At our factory we are exceedingly gratified at the high percentage of trade that we were blessed with during the panic, and at the enormous recovery that the summer months of 1909 brought to us, and at the record breaking fall and winter months that we have had.

"The month of December was the largest of any month in the Victor Talking Machine Co.'s business in the point of sales. Our factory will be unable to complete the orders upon which it is now working, if it does not receive an order for a single machine, in three months' time.

"We worked up on January 1 our record capacity 50 per cent. in order to take care of the large record orders which always follow after the holidays.

"Our record business has been exceedingly satisfactory for the past three or four months, showing a steady growth each month, and I regret to report the prospect of a record famine within six weeks. We are doing our utmost to prepare for the trade, but it takes a long time to train people to whom we can entrust even the smallest detail of the manufacture of Victor quality of records."

**"TALKER" A CAMPAIGN FACTOR.**

Being Used in the General Election in Great Britain with Good Results.

In the general election, which is now under way in Great Britain and Ireland, and in which the future of the House of Lords so largely figures, the talking machine is being used to a very large extent in promulgating the speeches of Prime Minister Asquith, Lloyd George—the strenuous fighter for the tax on idle land instead of foods—Winston Churchill, on the liberal side, and by a number of other prominent representatives of the Conservative party. In the towns where the voters have little chance to hear these gentlemen in person, the records of their speeches are being splendidly utilized in the campaign of political education.

In Belfast T. Edens Osborne has been bringing these records into quite some prominence, ergo his establishment and his progressive methods. The leading papers of that city have had representatives call upon him and listen not only to the speeches of the great celebrities of the Liberal Party, but also comment on Mr. Osborne's versatility both as a merchant and speaker. In all the prominent lectures and important affairs held in Belfast and locality Mr. Osborne makes it a point to introduce the gramophone with good results for those who attend, and naturally for himself in a business way.

**CHINESE ACTOR KILLED.**

Chinese Actor Who Recently Made a Number of Records for the National Phonograph Co. Murdered in New York's Chinatown.

Ah Hoong, a Chinese comedian who recently assisted the National Phonograph Co. in making forty-eight Chinese records, fell a victim on December 29 to the war of the Tongs that is at

present raging in New York's Chinatown. Hoong, who had deserted the Say Sing, or "Four Brothers," in San Francisco and joined the On Leong Tong, had been commanded under threat of death to desert the latter organization. This he refused to do and the threat was quickly put into execution despite the extraordinary police precautions. Hoong, who was thirty-five years old, was one of the best known Chinese actors in the country, and a special favorite in San Francisco. He made his appearance in New York about five months ago in the Chinese theater in Doyer street in "Daughters of the Thousands Dragons of the Sun." The play, which has since been stopped by the closing of the theater, would have been finished in only six more months.

**MUSIC MASTER WOODEN HORN.**

McMenimen's Successful Trip to the West on Behalf of This Product—Enthusiastic Over Conditions.

H. N. McMenimen, manager of Sheip & Vandegrift, manufacturers of the "Music Master" wooden horn, Philadelphia, Pa., after returning from a trip to the Middle West, said: "Business west of Chicago done my heart good—nothing like it East. Lyon & Healy, Harger & Blish and other concerns have been doing a great trade. and I predict that before the close of 1910 business in the talking machine line will be a tremendous surprise in point of volume—best in the history of the country. I feel like a different man since meeting the western trade. The farmers out there are buying liberally and you will see the people in the East loosen up also. They have the money, but they have been holding fast

to it. We are turning out 175 horns daily and disposing of the entire output."

**WANAMAKER ENTERPRISE.**

"The Opera News," appearing intermittently during the season, and published by John Wanamaker, New York and Philadelphia, with L. J. Gerson, manager of the talking machine departments in the mammoth establishments, editor, has for its mission the exploitation of Victor records in connection with the performance of the different operas during the season. The cast and story of the opera is given, followed by a list of the record selections, accompanied by the catalog number. It is a clever idea, and Editor Gerson is not only fostering the growth of Victor record sales, but with his special Victrola numbers on the daily concert programs of each of the Wanamaker stores, in connection with the regular orchestra, affords concrete means for the cultivation and appreciation of the best in music.

The Victor department of the Wanamaker store, New York, secured a great amount of publicity through the lectures of H. E. Krehbiel, for thirty years musical critic of the New York Tribune. Mr. Krehbiel has exemplified his musical talks on grand opera in the auditorium by the use of the Victrola, grand organ and piano. as well as by Marie Stoddart, soprano, and Grace Hornby, contralto. The Universal Glee, Banjo and Mandolin Combined Clubs have been engaged by L. Jay Gerson, manager of the departments, for the concert in the auditorium February 5, at 2.30 p. m. This club constitutes fifty men, and, of course, records will figure in the excellent program.

**COLUMBIA HONORS AT THE ALASKA-YUKON-PACIFIC EXPOSITION.**

In connection with the highest grand award secured by the Columbia Phonograph Co. at the Alaska-Yukon-Pacific Exposition, the chairman of the Jury of Awards has sent the following letter

to the Director of Exhibits, in which he emphasizes special Columbia features. Enlarged reproductions of this letter have been sent out to Columbia agents

J. E. CHILBERG, PRESIDENT  
JOHN H. MCGRAW, VICE PRESIDENT  
R. A. BALLINGER, VICE PRESIDENT  
A. S. KERRY, VICE PRESIDENT



I. A. NADEAU, DIRECTOR GENERAL  
W. M. SHEFFIELD, SECRETARY  
C. R. COLLINS, TREASURER  
JOHN W. ROBERTS, COUNSEL

OPENS JUNE FIRST

CLOSES OCTOBER FIFTEENTH

**ALASKA-YUKON-PACIFIC EXPOSITION**

DIVISION OF EXHIBITS AND PRIVILEGES  
HENRY E. DOSCH, DIRECTOR

SEATTLE 1909

August 27, 1909.

Col. Henry E. Dosch,

Director of Exhibits, A.-Y.-P. Exposition,

Seattle, Wash.

Sir:-

The Columbia Phonograph Co. are justly entitled to the Grand Highest Award for Disc Talking Machines and Records and also the highest praise for the superlative merit of their product.

Special mention should be made of the marvelous reproducer used on this make, its Automatic Needle Clamp and the remarkable superiority and smoothness of its motor.

It is the unanimous opinion of your Jury that this firm has attained the highest standard in the manufacture of Disc Machines and Records.

Respectfully submitted,

*[Signature]*  
Chairman,  
International Jury of Awards.



**TWIN CITY GLEANINGS.**

Recent Victor Emissaries—Minnesota Phonograph Co.'s New Catalog—Holiday Demands Cleaned Out Dyer & Bro.—Columbia Co.'s Great Christmas Trade.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Jan. 8, 1910.

Three big men from the sales department of the Victor Talking Machine Co. were in the Twin Cities this week to get acquainted with the dealers who are giving them such excellent business, and incidentally to arrange for still bigger trade in the Northwest. The Victor emissaries are Messrs. Goldsmith, Lowy and Baish, almost direct from Camden, N. J. They declared themselves to be highly satisfied with the run on their goods in the Twin Cities.

The Minnesota Phonograph Co., general distributors for talking machines in the Northwest, have issued a general catalog, in which the Victor goods have a prominent place. It has been widely distributed and is bringing in the business. Laurence H. Lucker, manager of the house, says that trade has been up to all anticipations, and every feature—machines, records, collections—leave no room for criticism.

"The holiday trade has ruined our stock," is the complaint of David M. Dyer, manager of the small goods department of W. J. Dyer & Bro., "but we will try to bear up. Our sales of talking machines have been extremely satisfactory. The Victor and Edison machines, of course, are the favorites, at least with our customers. There has been a fair trade in Zonophones, particularly with their line of records, which is most popular.

According to J. H. Wheeler, manager for the Twin City headquarters of the Columbia Phonograph Co., the holiday trade was the greatest in the nine years the branch has been established. "The only trouble is that we can't get the goods fast enough to meet the demand. We are all out of the four-minute records, which are extremely popular. We are more than a month behind in the delivery of orders for Grafonolas, simply because we have been unable to get them from the factory."

**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., Jan. 10, 1910.

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

DECEMBER 15.

Belfast, 25 pkgs., \$168; Berlin, 62 pkgs., \$1,425; Buenos Ayres, 9 pkgs., \$162; 38 pkgs., \$4,785; Callao, 7 pkgs., \$230; Cardiff, 75 pkgs., \$487; 25 pkgs., \$162; Colon, 3 pkgs., \$222; Hamburg, 2 pkgs., \$272; Havre, 11 pkgs., \$251; Iquique, 5 pkgs., \$340; Leicester, 20 pkgs., \$130; Limon, 3 pkgs., \$500; London, 551 pkgs., \$8,949; 18 pkgs., \$1,500; Melbourne, 23 pkgs., \$810; Montevideo, 3 pkgs., \$260; Newcastle, 24 pkgs., \$156; Rio de Janeiro, 71 pkgs., \$1,468; Sydney, 1,166 pkgs., \$10,128; Vera Cruz, 142 pkgs., \$2,623.

DECEMBER 22.

Buenos Ayres, 221 pkgs., \$9,127; Cape Town, 5 pkgs., \$200; Colon, 2 pkgs., \$100; 29 pkgs., \$217; Guaymas, 6 pkgs., \$251; Halifax, 6 pkgs., \$170; Hamilton, 6 pkgs., \$248; Havana, 4 pkgs., \$375; 2 pkgs., \$229; Jamaica, 10 pkgs., \$173; Liverpool, 3 pkgs., \$105; London, 482 pkgs., \$7,453; 18 pkgs., \$1,016; Manchester, 9 pkgs., \$900; Meritas, 3 pkgs., \$140; Para, 11 pkgs., \$478; Porta Plata, 5 pkgs., \$133; Progreso, 138 pkgs., \$4,913; Puerto Barrios, 35 pkgs., \$737; Rio de Janeiro, 11 pkgs., \$1,385; Tampico, 22 pkgs., \$529; 10 pkgs., \$396; Trinidad, 16 pkgs., \$439.

DECEMBER 29.

Amsterdam, 2 pkgs., \$175; Berlin, 36 pkgs., \$796; Bilbao, 11 pkgs., \$125; Bremen, 5 pkgs., \$145; Guayaquil, 9 pkgs., \$255; Havana, 4 pkgs.,

\$292; Liverpool, 2 pkgs., \$111; London, 1,112 pkgs., \$16,117; 20 pkgs., \$1,644; 9 pkgs., \$765; Manila, 79 pkgs., \$4,305; Vera Cruz, 114 pkgs., \$5,635; Yokohama, 14 pkgs., \$980.

JANUARY 4.

Berlin, 219 pkgs., \$1,344; Buenos Ayres, 92 pkgs., \$9,834; 9 pkgs., \$206; Colon, 7 pkgs., \$209; 4 pkgs., \$298; 11 pkgs., \$209; Guayaquil, 3 pkgs., \$130; Hong Kong, 40 pkgs., \$912; Kingston, 11 pkgs., \$665; Kobe, 2 pkgs., \$126; Limon, 2 pkgs., \$135; 2 pkgs., \$101; London, 17 pkgs., \$1,623; Manzanilla, 7 pkgs., \$212; Montevideo, 1 pkg., \$393; St. Johns, 6 pkgs., \$137; Sidney, 81 pkgs., \$844; Vera Cruz, 12 pkgs., \$693.

**TALKING MACHINE MAN DEAD.**

Frank D. Coyle First Used Phonograph as Amusement Device.

Frank Dawson Coyle, long connected with the theatrical business and probably the best known of dime museum lecturers, died at St. Francis' Home, 609 Fifth avenue, two weeks ago. Mr.

Coyle was born in Washington fifty-seven years ago. His father, John F. Coyle, was proprietor of The National Intelligencer of that city.

Mr. Coyle saw the value of the phonograph when it first became a nine days' wonder. He started out exhibiting the machine in the east, and became a pioneer in the field of mechanical amusement devices.

**JOURNET HERE TO MAKE RECORDS.**

Marcel Journet, the Belgian basso, arrived Sunday last on La Savoie and will sail again on the Lusitania on January 19, for the purpose of making records for the Victor Talking Machine Co. The singer, who in the spring of 1908 threw up his contract with the Metropolitan Opera House, shows no symptoms of the melancholia and heart trouble that caused his departure then. Journet, who tells of many triumphs in Europe, says his brief stay caused him to refuse an invitation to sing with Caruso and Geraldine Farrar at the Metropolitan.

**A WORD TO DEALERS**

Our Stocks of EDISON and VICTOR Goods are Complete.

GIVE US A TRIAL

WRITE FOR OUR Special Lists OF EDISON RECORDS

Published by us Exclusively

**"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

OUR MODERATE PRICE

Continuation Top Cabinets

HAVE MADE A BIG HIT

They Match the Victor Machines

They Match Your Customer's Pocketbook



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

**VICTROLA PROTECTORS**

Keep Your Victrolas in Good Condition

FOR VICTROLA XII, \$1.50 FOR VICTROLA XVI, \$2.00

SEND FOR SAMPLES

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK

**SPECIAL BIG SALE OF HIGH-GRADE CYLINDER CABINETS**

Write for Prices and Description at Once

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

**SPECIAL GENUINE, \$2.50**  
"MEGA" Flower Horns Assorted COLORS  
→ .35 ←  
EACH

VICTOR

EDISON

## TRADE NEWS FROM CLEVELAND.

Good Business During Closing Months of Year Makes Up for Early Months of Depression—Wholesale Merchants Entertain Salesmen—Music by Columbia Graphophone—Dressmaker Gets Talker to Entertain Customers—How the Experiment Worked—The Bailey Co.'s Fine Department—What Various Houses Have to Say Regarding Business Conditions in That Progressive City.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 8, 1910.

A review of the talking machine business in Cleveland during the past year brings to mind many weeks of inactivity, not to say depression in trade, especially in the first months of the year. At the beginning everyone was happy at the increasing evidences of prosperity, anticipating an immediate return to profitable, normal conditions. In this they were disappointed. The year was one of steady but slow recovery from the effects of the industrial difficulties of two years before. The restoration had well begun the year previous, and there were some who could foresee a time in the near future when former usual business conditions would be resumed. But it took time, more than was expected, to set industry in full swing again. Progress of recovery was delayed by the long consideration of the tariff law, which, taking effect in August, brought an end to doubts and gave to business the opportunity to again start ahead. The situation changed in the last three months of the old year and wound up most auspiciously. The jobbers were busy with about all the orders they could handle, while the retail dealers were busy from early morning till late into the night during the holiday season, and what is quite as satisfactory, a large volume of trade has continued since the beginning of the new year.

The wholesale merchants of the Chamber of Commerce gave their annual beefsteak dinner to the traveling salesmen represented by its members December 27. The entertainment was varied—plenty to eat, a little vaudeville, music, chorus singing, speeches, etc. The most popular feature was the chorus singing. At each plate were sheets on which were printed the words of thirty-four songs, some up-to-date and others very ancient. It is somewhat difficult to sing when one has a plethora of beefsteak and other good things, but aided by music from a New Imperial Columbia Graphophone, the diners readily overcame the difficulty. "America" and the "Star Spangled Banner" were patriotically rendered. The most enthusiastic singing, however, was heard when "Take Me Out to the Ball Game" was sprung. Such fervor and pathos! It had to be repeated several times before everybody was appeased. Other songs that echoed the approval of the 500 present were "School Days," "Old Black Joe," "Down Where the Wurzburger Flows" and "Yip-I-Addy-I-Ay."

G. J. Probeck, local manager of the Dictaphone Co., reports that their business for December ran into four figures and gives promise of big things for 1910.

Some of the jobbers who had ordered goods shipped by freight were compelled to telegraph shipments by express, and at that, receipts were delayed beyond Christmas Day.

A beautiful mahogany Victrola XII sits on a stand at one side of the room of a fashionable Euclid avenue dressmaking establishment. "I see you're fond of music," observed a customer, as she noted the beautiful instrument. "On the contrary," replied the dressmaker, "I am not. Oh, I like to hear a record once in a while, but I haven't much of an ear for music. I have that machine here for customers."

"And are your customers admirers of talking machine music?" inquired the lady.

"Most of them, if not all, I think are. At any rate it keeps them from growing irritable. You know when there are four or five gowns to be fitted and people are sometimes obliged to stand still for an hour or so they are likely to become uneasy and peevish. I used to try to get along

by keeping up a running line of small talk. A lot of nonsense is an excellent preventative of bad humor. But my business grew to such dimensions that I couldn't do all the fitting myself, and my assistants aren't all good at interesting customers with their talk, so I purchased the machine. With a few select records, the effect is really wonderful. I am able to place my mind exclusively on my work and make the necessary alterations before they notice what's wrong themselves, which is often an important matter, for if the customer sees too many alterations are being made she thinks her gown was wrong in the first place. I've noted the effect of different records, and those by Caruso, Farrar and Melba seem to please the women, or at least they keep them in a passive state of mind until I have finished the fitting."

No one takes more pride in the arrangement and equipment of a talking machine department than does E. A. Friedlander, of the Bailey Co. Separate and tastefully furnished demonstration rooms are provided for the Victor, Edison and Zonophone machines and records, and visitors are delighted with the attention they receive. "We made sales of a large number of Victrolas and Amberolas," said Mr. Friedlander, "and with five assistants we were kept busy as bees during the holiday season. Our record trade was fine, and was continued right up to date. The new year has started in most encouragingly, and I expect 1910 will prove the best we have ever had."

"Business in both our wholesale and retail departments during the past month was good," said Mr. Probeck, of the G. J. Probeck Co., "and was especially good during the holiday season. We made sales of several Grafonolas, a number of the higher priced Graphophones, and our sales of both the double disc and indestructible two and four-minute records were the largest of any time in our history. The most pleasing feature of our business is the satisfactory way in which the new year has started out. Trade has continued to improve right along since the 1st, and we expect it to continue doing so."

Collister & Sayles were kept busy during the holiday season in both the wholesale and retail departments. "We made sales of a large number of Victrolas," said Phil Dorn, manager, "and records in bunches of two and three, and one and two dozen. The demand was largely for red seal and the double-faced records, most of the selections being made from the December and January lists."

The Eclipse Musical Co. had an excellent trade throughout the month of December, and which has continued in substantial volume into the new year.

"We were never busier than we were during the holidays," said Mr. Biesinger, of the W. J. Roberts, Jr., Co. "Our store was open evenings three weeks before Christmas, and we had a nice evening trade, catching the early buyers, who followed the advice of the Merchants' Board, to do their shopping early. We had a large space filled with outfits wrapped for delivery the day before Christmas, and disposed of our entire stock of Victrolas, the accumulation of several months. Our sales in both Victor and Edison goods were large, and the year's business closed most satisfactorily. Since the beginning of the year business, especially in records, has been very good, much better than in the last two years. The outlook is promising."

W. H. Buescher & Sons, with a large stock of both Victor and Edison goods, were prepared for a large holiday trade and were not disappointed in the big volume of business which came their way. Trade has continued good with them right up to date, and they expect 1910 to prove the most prosperous in their history.

B. L. Robbins & Co. report the past month's business the best they have ever had, largely exceeding that of a year ago.

C. F. Foote, manager of the phonograph department of the Goodman Piano Co., said business was good, and that they were rushed during the holiday season, having made sales of a number of Victor and Edison machines, together with

Reginaphones, for which the company have the exclusive agency.

John Reiling, the West Side Columbia dealer, reports business has been fine during the past month, which has continued into the new year.

At the music and novelty shop of Charles I. Davis, Miss Elsie Wicks said business in the talking machine department was good, and their holiday trade had been fine.

Business was reported satisfactory, and especially good during the holiday season, at Brown Bros. and Aldrich, Howey & Co.'s, who handle the Columbia goods; at Flesheim & Smith's, Victor and Zonophone machines and records, and at the stores of the Gottdinor & Wicht Co. and the Cabolitz Bros., who carry full lines of Victor and Edison goods.

## MOVING PICTURE MEN DINE EDISON.

Amply Repaid When He Breaks His Long Established Rule and Speaks—Tells His Own Version of the Sale of His First Telegraphic Invention—Gives Good Advice.

Thoms Alva Edison, the "wizard" of latter-day science and invention, holder of a thousand patents, whose everyday experiments in his laboratories at West Orange, N. J., surpass the alleged magic of any old "wiz" known to fact or fiction, accepted an invitation recently to dine with the moving picture men. They had come from various cities of the United States and Europe to honor the creator of the business which is making fortunes for its operators all over the world. When the dinner date came around the absent-minded inventor had forgotten it, but the committee found him in his working clothes and dragged him to the banquet, where he bore his honors modestly, and amply repaid them with a little autobiographical record from memory's phonograph. He told how he had first made the acquaintance of money.

It was back in the seventies, when Edison had but recently come from the west as an itinerant telegraph operator who had in his head some wild scheme of sending duplex messages over the wires. He tried to find a backer in Wall street, but the financiers impatiently "broke" his timid line of talk. He was standing disconsolately watching the ticker in the office of Gen. Eckert, the then head of the service, when the mechanism broke down, and there was an incipient panic as the brokers failed to receive their quotations. Young Edison reckoned that possibly he might be able to fix the thing up—and he reckoned right. The next day Gen. Eckert offered him a job at \$400 a month—a staggering sum to the poor telegrapher whose top-notch wages up to that time had scarcely reached \$100 a month. After awhile the General asked Edison what he would take for his patents in telegraphy. Edison lay awake all one night over the proposition, and had rash thoughts of \$5,000—but no! such a figure was preposterous, and he dared not mention it at the next interview. Finally Eckert broke the ice by asking how \$40,000 would do. Edison, dazed, signed a contract without reading it, and received a check which he did not know enough to go to a bank with until some one told him. He even thought for a moment that he had been buncoed, and had signed away all his work for a worthless piece of paper. But the cashier handed him out a huge wad of money, which caused him the loss of another night's sleep. "And then," concludes Mr. Edison, telling the reminiscence, "I started in buying a lot of machinery that I thought I wanted—and in six weeks I was down and out again, without a cent."

Compare this with the life story of any millionaire or billionaire of your acquaintance, and draw your own moral, if you desire one.

It is not necessary, of course, to begin as a kindergartner in finance to succeed before you die. Get on speaking terms with money at the first decent opportunity, but don't let it become too familiar, or it will press the advantage and finally get you.—The Evening World.



## ST. LOUIS TRADE HAPPENINGS.

Business Decidedly Brisk During December, and Outlook for 1910 Excellent—St. Louis Talking Machine Co.'s Good Report—Their Attractive Window Display—Some Recent Visitors—News of the Travelers—Columbia Co. Enjoy Record Holiday Trade—Interesting Personalities—Other News of the Month.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 8, 1910.

The talking machine trade for December among the retail trade was decidedly brisk, and all report having had a large business. The best kind of machines were strongly in demand, and the record trade was particularly good. The year closed with a feeling among all that the indications are excellent for a good trade during 1910.

The St. Louis Talking Machine Co. experienced the greatest December business in the history of this firm. More Victrola instruments were sold than any other type, the demand for the Red Seal records was so great that tremendous inroads were made on the large stock carried. Returns from their dealers were slow in coming in during the first part of the month, but the last two weeks found them in such a hurry for stock that they were making use of the long distance telephone and telegraph.

The very attractive ready made window display which was in the window of the St. Louis Talking Machine Co. not only attracted the attention of the holiday shoppers, but quite a number of the merchants took particular note of it, and frequent inquiries were made as to who the window dresser was. S. H. Johnson, of this firm, late Christmas Eve sold a Victrola style XVI to a prominent merchant who had been so busy during the week as to entirely overlook the purchase of a Christmas present for his family. His mind was set on a Victrola and the purchase depended on its being delivered that evening. As no drayman could be secured at that late hour, Mr. Gressing phoned for a touring car and in the back seat of which the Victrola and records were placed and delivered to the purchaser's home in perfect safety shortly before midnight.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., will start out on his first trip shortly after the first of the year and will confine himself to the immediate territory surrounding St. Louis. Visiting dealers at this establishment were Henry Hoch, Bellefontaine, Mo.; J. T. Welling, Germantown, Ill.; Otto Funk, Hillsboro, Ill.; T. J. Price, Belleville, Ill.; Wm. Mosby, Newport, Ark.; Lyle P. Conner, White Hall, Ill.; H. F. Harrison, Louisville, Ill.; F. Meyer, Carlinville, Ill.

O. A. Gressing, manager of the St. Louis Talking Machine Co., spent New Years with his sisters in Milwaukee.

E. B. Walthall, manager of the Columbia Phonograph Co., reports one of the best retail months in December in the history of the company. The De Luxe \$200 and \$225 machines and the Regent \$200 proving the best sellers ever put out by the company. More sales would have

been made had it not been for the inability of the factory to furnish the goods. The local store of this company is mailing 6 to 8,000 folders announcing the engagement of the Boston and Metropolitan Opera Co. at the Olympia Theater here for the week beginning January 24 to their customers. A number of the artists with this company furnish selections exclusively for the Columbia Phonograph Co.

W. C. Fuhri, district manager for the Columbia Phonograph Co. with headquarters in Chicago, accompanied by his wife, spent several days here during the holidays visiting relatives and friends.

F. G. Cook, traveling salesman for the Columbia Phonograph Co., spent the holidays at his home in Chicago.

W. S. Byrd, formerly with the St. Louis store of the Columbia Phonograph Co., but now traveling out of Des Moines, Ia., for the company, spent the holidays here.

Marks Silverstone, of the Silverstone Talking Machine Co., reports having had a big business during December.

D. K. Myers, the well known Zonophone jobber, reports having had a fair month's business during December.

The Thiebes-Stierlin Music Co. report having had an excellent trade during December, and especially so on records.

Edw. Reeves, well known here in talking machine circles, has been appointed manager of the talking machine department of May, Stern & Co.

The Koerber-Brenner Music Co. report that they had a big month's trade on talking machines and records during December. W. A. Brenner, secretary of this company, spent holiday week in Chicago on business.

J. H. Buettner & Co. report having had a good business during December.

## DEALER MUST HAVE FAITH IN GOODS.

If He Doesn't He Is Wasting Time in Business—The Enthusiast as a Trade Builder.

Once in a while in the talking machine industry one will come in contact with a man who has but an indifferent interest in the goods which he is handling. He somehow lacks the "faith that moves mountains"—he is merely handling his line of goods as a convenience.

Now, to our way of thinking, it is best for the man who cannot believe in his line of goods to find another job, or make a change so that he can believe in them. Lack of faith in the goods which one sells will undermine any person, whether he be jobber, dealer, or salesman. Success is impossible without faith in one's products, but of course the goods must be of the quality to inspire faith and confidence. Thus, having the goods in which you believe, stand by them. Learn all you can about them—about their manufacture, their quality, lasting nature and pleasing possession. Having this pride in those things which you sell, you can't help showing it both to the customer in your handling of them, replacing them neatly and keeping things

ship-shape. Your manner in speaking of them will carry conviction to the extent that you know about them.

Out of this condition you will hear your customer asking: "Now, what do you think as between this and this?" When you hear that question, it is a tribute to your salesmanship. Store these things in your recollections—they are invaluable as a stimulus to confidence.

Cultivate the ability to remember faces and to call the customer by his right name. Remember his address if you can. These may seem small things, but they are vital—human nature never will be above the implied compliment.

Your tactfulness will come of your own education of yourself in dealing with all kinds of people. You will have learned more when you can send the cranky person home satisfied than you could have learned of scores of easily pleased customers.

## MORE POLAR TROUBLE.

Cook's Faking Gets I. B. Wilson in Deep—An Ohio Man Is Madder Than the Danes.

Prof. I. B. Wilson's enterprise in keeping right up to the big cities in furnishing the latest in music has put him into mighty hot water this cold snap, and it's all over the warm fight about the discovery of the inverted icicle at the top of the globe. Read this, which we clip from a Moundsville, W. Va., paper:

Wilson's Music Store,

Moundsville, W. Va.

I take my pep in han, and I want you to tell me rite of whot your goin to do about the dam lien Cook record you sole mi sun Hen fur a dolar. I node it wa a li as sun as herd it. Hen sed you had a big, white ship in your winder or he woodent had bot an as the papers al say it aint true, I want my dolar back, an you kin keep the record, a nuther man has a columbi fonograf here an he tole Hen they node it was a lie and wodent put it in that machin, so I want my mony back or il swop for on like hiseu and never darkin your dor, write soon as you git this.

Jim Blank, Monro Co., Ohio.

Of course, Prof. Wilson didn't guarantee Cook's claims when he sold the canned speech of the Prince of Humbugs, but as he didn't submit a written waiver of responsibility to the Monroe county man he is in a geographic and scientific tangle, and maybe a legal tangle, for the record crossed the State line and therefore comes under the jurisdiction of the Interstate Commerce Commission unless that body crawls out of the mess by saying that the Danish Wise Ones have the case entirely in their own hands.

If Prof. Wilson should be seen hiking over the hills and making a pretense of hunting bear it will be a good guess that the door has been darkened.

L. S. Payne, formerly with the Hollenberg Music Co., Little Rock, Ark., is manager of Payne & Co.'s new talking machine store in that city.

## Your Chance

with your talking machine business and entails no increase in your sales force.

It will line you up for the sale of more "talkers," especially the largest and most expensive machines—those particularly adapted for public use.

Full details next issue, but in the meantime we would advise you to get in on the ground floor by writing us to-day.

J. P. SEEBURG PIANO COMPANY

209 STATE STREET, CHICAGO, ILL.

We can show you how to increase your business wonderfully this year on a plan which possesses unlimited opportunities for profit.

Our specialty and system work right in

## WIRELESS OPERA THE LATEST.

Combination of Dictograph and Wireless Telephone Makes Possible the Hearing of the Voice of Caruso or Any Other Noted Artist at Long Distances—Some Interesting Information Upon How This Great Feat Is Accomplished.

Two new wireless marvels must be chronicled. One was a demonstration in the editorial rooms of The World by E. N. Pickerill, manager of the Waldorf-Astoria station, in which he successfully picked up a message from the ether by the aid of a diminutive "tuner" and a typewriter. The other is the announcement of a season of "wireless opera" by means of a combination of the wireless telephone and the dictograph, an instrument which picks up the smallest sounds.

In the case of the demonstration in The World office, experiments which have been carried on by Pickerill over several years have proved that the high "aerials"—the towers which catch the Hertzian waves and carry them to the recording instruments in the wireless stations—are not necessary adjuncts of the receiving apparatus. It was to prove this that Pickerill conducted his demonstration.

The "tuner," or receiving apparatus, which Pickerill displayed, was so small that it was contained in a leather receptacle about the size of an ordinary lunch box, yet it included all the mechanism necessary to pick messages from the air. The aerial was a typewriter and the "ground" was a steam radiator.

### Used Telephone Receiver.

After "hitching up" his tuner to the typewriter and to the radiator, Pickerill placed an ordinary telephone receiver to his ear and after a moment of two's wait announced that he was ready for the test. One of the editors of The World went to another room and thence telephoned a message to the headquarters of the United Wireless Company at No. 42 Broadway, with instructions to send it out at once. The message was "Tomorrow's weather—storms and blizzards."

In a few minutes Mr. Pickerill smiled, touched a key or two on his "tuner," to get the note distinctly, and began working on the typewriter. The line he typed out was the test message. It had come through half a mile of steel-framed skyscrapers. Yet it had been caught out of the air by the steel frame of the typewriter.

"Almost anything will do," Mr. Pickerill declared. "At home I use the frame of my bed. Out of doors I use an umbrella hanging over my arm. I purpose putting a coil in my hat, and affixing the phone receivers so that they will hardly be noticeable, and I will get messages just as effectively as if I had the highest-priced apparatus in the world.

### Useful in Warfare.

"In warfare all a detachment needs to do is to send up a kite with a fine aluminum wire in place of a string and with the portable apparatus the men would always be under the general's command."

Asked over how great a distance he had tested his new receiver, Mr. Pickerill said he had spoken through it with Vera Cruz, Mexico, and Colon, Panama, both more than two thousand miles away; and, as to obstructions he had messages from Colorado Springs to Cripple Creek, which had the great Pike's Peak, 14,147 feet high, between them.

The "wireless opera" season is announced to begin next week at the Metropolitan Opera House. The magic key to this ethereal melody will be a wireless receiver. Any wireless receiver, properly attuned and connected to a single upright wire and to a telephone earpiece, will catch the ether pulsations and translate them into the familiar airs of grand opera.

### How It Is Done.

The performance is made possible by improvements in the wireless telephone by Dr. Lee De Forrest and by the invention of the dictograph by Kelly Turner. The dictograph instruments

were recently installed on the stage of the opera house and wires run from them up to the large rehearsal room in the top of the building. There the long distance radio telephone transmitter, combined with a special device whereby the music, as brought up from the stage dictograph, can be retransmitted and sent out broadcast from the antennae wires set up. Two special masts are erected on the roof of the Metropolitan Opera House, near the Broadway side, and from the top of these the antennae wires lead down to the radiophone.

There are hundreds of wireless receiving stations in Greater New York, and as each receiving station can accommodate as many listeners as there are telephone receivers at hand it is estimated that many more people will hear the opera by the new method than the large auditorium of the Metropolitan could possibly accommodate.

The masts on the Metropolitan Opera House are not tall, and the range of transmission is therefore limited to perhaps fifty or twenty-five miles, but the passengers on the Atlantic liners near New York will be able to recognize the voice of their operatic favorite in some familiar passage.

## SOME FINE SPANISH RECORDS

Recently Put Out by the National Phonograph Co.—Instrumental Pieces by Famous Organizations—Music Peculiar to Various Sections of the Country—Some of the Well Known Spanish Singers Whose Voices Have Been Recorded.

Probably no class of music has a stronger appeal to the general American public than that of Spain, yet little of it is known here, notwithstanding its effect whenever heard. All of us have heard snatches of it, know the type, and have longed to hear more, yet so far we have been favored with but little of this music. A great number of selections of this class are included in the Spanish catalog of the National Phonograph Co., and if forcibly brought to the attention of the buying public, they would no doubt be well received. We have already called attention to the many band and orchestra selections recently made by the National Co. in Mexico, and we repeat that these records are interesting and the selections delightful. These musical organizations are world-famous, and one of them captured the first prize at the St. Louis Exposition. Among their selections are many well known classical pieces, but the Spanish selections are of more than usual charm, and while none but the Spanish can do them justice, their appeal is universal.

Although the instrumental selections would undoubtedly find a broader sale, yet the vocal numbers, while sung in Spanish, should appeal to a large discriminating public here. In our last issue we spoke of the records by a number of well known Spanish sopranos and contraltos, and we now wish to do the same by the men.

Supreme among Spanish tenors of all countries, and ranking among many on the operatic stage in New York City, is Rafael Bezares. He has a pure tenor voice, which is very rich and expressive, and although he has never appeared in this country, he is well known throughout Europe and Spanish America. He is an artist of great ability and versatility, and his large repertory includes many famous operatic and classical selections. He is particularly known as a "Flamenco" singer, as the music of Andalusia, the region of the south of Spain, is known.

The various regions of Spain each possess their own peculiar music, and the "Flamenco" music is typical of Andalusia. It was from Andalusia that Bizet drew the inspiration for his famous opera "Carmen," and Carmen herself is a type of Seville, the largest city of this region. The early history of this portion of Spain is very interesting, and something of its nature may be gleaned from its name. It was originally called Vandalusia, from Vandal, and the wild and passionate strains so dear to the heart of the gypsy

still predominate in this music. Their songs are full of love and fire and their dance music is irresistible.

Another "Flamenco" singer of note is Francisco Cascales, called "El Sevillano," who has a fine tenor voice and is very widely known.

Manuel Romero Maipica is a first class baritone, with a voice of extraordinary range and splendid quality. He is well known throughout Europe and South America and has appeared with great success on the concert stage of this country.

Other tenors of the very first rank are Pablo Garcia Bofill and Ismael Magana, who are well known opera singers. Their voices are of excellent quality and well suited for high class music.

Jesús Abrego, Adolfo Jiménez, Maximiano Rosales and Felix de la Sierra, tenors, and Leo-



RAFAEL BEZARES.

poldo Picazo and Rafael H. Robinson, baritones, are popular singers of a very high order. Many of their songs are original and all possess a delightful swing and quaint harmony. The several duets by Jesús Abrego and Leopoldo Picazo, as well as those by Maximiano Rosales and Rafael H. Robinson are very interesting. Their voices blend very well together, and many of their songs, accompanied by guitar, are very beautiful.

## NEW YEAR OPENS AUSPICIOUSLY

For the Victor Co.—Orders Amounting to \$116,000 Received First Mail Monday—January Will Make Great Record.

January has opened up auspiciously for the Victor Talking Machine Co., and their orders for the opening of the new year show no diminution. It now looks as if January will be as great a month as December, which was the best and biggest in the company's history. Louis F. Geissler, general manager of the company, informed The World this week that in the first mail on Monday, Jan. 3, orders were received amounting to \$116,000; better than this, not a single countermand was received. This certainly is a magnificent showing, and gives an idea of the present prosperous condition of the talking machine business in the United States.

## GOOD REPORTS FROM OHIO.

Business in all parts of the country is looking up. Here is a letter from the mining section, dated from Corning, Ohio.

D. M. Rodgers says: "The talking machine business has been very dull with me these hard times, but I find your paper interesting and beneficial to any one in this business, and, as long as I handle talking machines, I hope to be a reader of your journal.

"Things are slowly on the mend in this mining section, and I hope during the New Year to sell lots of phonographs and Victors again."

Steve Porter, the monologist and author, exclusive with the "talent" of the Victor Talking Machine Co., is in New York for the winter. In the spring he removes to his farm at Martinsville, N. J.



# FROM OUR CHICAGO HEADQUARTERS

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

Closing Months of 1909 Record Breakers Say Talking Machine Men—Greatest Volume of Business from Larger Towns and Cities—Country Trade Expected to Improve This Year—Lyon & Healy's Big Victrola Sales—General Increase Noted—Talking Machine Co.'s Fine Report—Grand Opera Season at Hand—Amberola "Makes Good"—Trade in Iowa—"Tiz-It" Popularity—Live Columbia Co. Items—"B. & H." Fibre Needles Gaining Ground—Among the Visitors—Some Kansas City Notes—Compartment Filing Cabinet Co.'s Plant Destroyed by Fire.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 8, 1910.

Hooray! 1909 made a g-glorious ff-finish. With all the big talking machine houses in Chicago November and December were reported as record breakers. It is hard to analyze the returns and to determine whether the two months made as big increase in wholesale as in retail business. The former certainly made a strong gain as compared with the corresponding month of last year. As could have been prophesied from the tendency apparent in the early fall a very large percentage of the business has been in the concealed-horn machines—a greater proportion than at any time since their introduction. It is interesting to note that the greater volume of business in the aggregate came from the larger towns and cities. There is reason to hope that the country districts will make a better showing in 1910 than in 1909, but that is another story and will be told to some extent in next month's Chicago correspondence.

#### Lyon & Healy's Fine Retail Business.

The retail holiday business at Lyon & Healy's is the talk of the trade. The Victrola sales were something simply phenomenal. On one day there were sold twenty-four Victrolas, twenty-two 16s and two 12s off the retail floor. There were other days that nearly equalled this. The delivery wagons were kept busy for a week or so before Christmas, and the day before the holiday forty Victrolas were delivered to city purchasers. Marquette Healy, treasurer of Lyon & Healy, gave your correspondent these statistics regarding the talking machine business of the house, wholesale and retail combined. November, 1909, showed an increase of 57 per cent. over the same month in 1908, and 22 per cent. over the corresponding month of 1906, which is the largest November they had ever had up to that time. December, 1909, showed a gain of 44 per cent. over 1908 and 23 per cent. over 1906, which was their largest previous December. Manager L. C. Wiswell inaugurated some decidedly ingenious plans of procedure and they panned out big.

#### The Talking Machine Co.'s Big Trade.

The Talking Machine Co., have closed the books on a remarkable year. It showed a big, round increase over 1908 and November and December were heavier than any previous similar months in the history of the house. December was a hummer and strained the resources of the house force to the utmost. The Victrola sales were immense, but all types except the lowest priced Victors were in excellent demand. Manager Geissler and Sales Manager Roy Keith opened up some mighty fine accounts last year, and they came to the fore in the holiday trade with a rush. The Talking Machine Co.'s creed, which was printed in the July issue of The World, has evidently been adhered to faithfully and the logical results are in evidence.

#### The Ad. Man's Chance.

There is going to be an opportunity for some mighty strong exploitation of grand opera records between now and May 1. The Boston Opera Company comes to the Auditorium Theater January 10 for two weeks' engagement. The list of principals numbers quite a few artists whose

names appear on record labels. On April comes the Metropolitan Opera Company with Caruso and a lot of stars, new and old. The advertising man and the window trimmer ought to fairly revel in this chance for effective exploitation. Next season we are going to have a solid twenty-week season of grand opera. The player-piano people are preparing to get into the game with a rush and the professional talker advocates will, no doubt, be right up to the minute.

#### The Amberola's Debut.

Quietly and unobtrusively the Edison Amberola, the latest of concealed-horn machines, has shied its castor into the trade ring, and the result is prophetic of big things to come. The National Phonograph Co. were evidently not in position to make deliveries to any great extent, but the few which arrived here went a-scooting out on previous wholesale and retail orders. Aside from the new and colorful tone, the automatic stop and other valuable features attract a great deal of admiring attention.

#### About Iowa Trade.

F. H. Hird has been in Chicago for a day or two on his return from his home town, Boston, where he spent the holidays, to the State of Iowa, where he ably represents the National Phonograph Co. He said that business in "Golden Iowa" had been of very fair dimensions the past year. Such distributors as Harger & Blish at Dubuque and Des Moines, Early music house, of Fort Dodge, and Hopkins Bros. Co., Des Moines, all report an increase somewhere in the neighborhood of 40 per cent. for 1909 as compared with 1908. Everywhere jobbers and dealers are confident of the mighty good trade for 1910 and basic conditions appear to amply support such optimistic expectations.

#### The "Tiz-It" Is It.

Mr. Kreiling, of Kreiling & Co., manufacturers of the "Tiz-it" all metal, ball joint, horn connection for cylinder machines, reports that the year was a very good one for his specialty. The jobbers everywhere are sending in repeat orders, and the future is O. K. Mr. Kreiling is working his inventive genius overtime and a couple of fine new children of his fertile brain will shortly make their appearance.

#### Some Columbia Items.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is well pleased with what the past year brought in a business way, and all of the important southern and western cities comprised in the extensive territory over which he has jurisdiction. The Columbia branches or dealers had a fine trade in December, surpassing by an important figure that of the corresponding month of 1908. The various types of Columbia Grafonolas (concealed-horn machines) were greatly in vogue. The only difficulty was in getting enough of the handsome instruments from the factory to supply the demand.

Local Manager C. F. Baer has taken out the partition between two of the record rooms and has converted it into a handsome redecorated and rerugged Grafonola room. The library type is proving an especially fine seller.

F. G. Cook, formerly of the Chicago office, and who for some months past has covered southwestern territory for the St. Louis branch, has returned to this city and has become assistant to Retail Floor Manager Herriman.

H. H. Myers who travels Iowa, Michigan and Indiana, and Earl Zerkle, whose usual stamping ground is Wisconsin and Upper Michigan, have swapped territories for a single trip in order, of course, that they may have a mutual back-patting seance when they return.

E. C. Plume, western wholesale manager, is advertising in the daily papers for a dozen able-bodied, strong-tongued tom cats and a carload of A number 1, specially inspected, pure cow cream. He shaved his luxuriant mustache recently, but

his wife and sturdy young son have failed to recognize him. Plume is trying his best to raise another hirsute adornment, but he finds it necessary to secure the cats and cream in order that the law of capillary attraction may do its perfect work.

#### The "B. & H." Fibre Needle.

Dealers who have taken the pains to explain the use of the "B. & H." fibre needle and have shown customers how to make the bamboo pin go through the record, if it shows any hesitancy at the first trial, are not only having excellent "B. & H." sales but find their machine and high-grade record business benefited greatly. One firm of distributors who has taken the pains to study the "B. & H." and give the results of this study to their retail and wholesale customers placed an order for 200,000 needles with the "B. & H." Fibre Mfg. Co. in September and followed it up with a purchase of 300,000 the latter part of November. One concern on the Pacific Coast is buying 100,000 every three or four months. Telegraph orders for 25,000 at a clip are a frequent occurrence. Considering the fact that the retail price of the "B. & H." fibre needle is \$1 for 250, this is certainly "going some."

#### Some Recent Visitors.

Two Victor travelers, Mr. Hippel, South Dakota, and Mr. Fitzpatrick, Michigan, were in the city a few days ago on their way from the East to their respective territories.

Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., visited the Chicago branch house Christmas week. He said that November and December of the local branch broke all previous records. The remodeled store is very beautiful, one of the very finest to be found anywhere.

T. C. Berg, of the Berg Piano Co., La Crosse, Wis., and Guy Conklin, Fort Wayne, Ind., two distinctly Twentieth Century and enterprising dealers recently called on the local trade.

B. Blumberg, general manager of the Regina Co., Rahway, N. J., has been in the city several days this week looking over the past year's records with Chicago Manager M. J. Faber and planning his campaign for the new year. Mr. Blumberg was manager of the Chicago office until he went up higher, but the eastern ozone must be agreeing with him as he is a sight for sore eyes. He wears the same beautiful smile as of yore, but it covers a larger territory.

#### Kansas City Humming.

Your representative had the pleasure of spending a couple of hours among the Kansas City trade recently. There is a fine bunch of jobbers and dealers in the city on the Kaw and the former are certainly making things whoop in the several States they do business notwithstanding a certain apathy which exists in the very small towns.

J. W. Jenkins' Sons Co. were found doing a nice business which showed up in marked contrast with those of the previous years. Burton Pierce, manager of the talking machine department, was very optimistic regarding the coming year. Furthermore, he said that the thorn needle for which the house are the exclusive distributors, is steadily gaining in strength.

The Schmelzer Arms Co. have one of the finest retail talking machine warerooms in their recently occupied building at 1216-18 Grand avenue that the writer remembers having seen. Manager A. A. Trostle said that they had had a big year in a wholesale as well as a retail way. They deserve it because they have worked hard for it and have a larger force of salesmen on the territory than ever before.

At the Columbia Phonograph Co.'s branch manager Smith was getting a full share of the holiday business with the aid of a coterie of able and loyal assistants. He was well pleased with the way wholesale business was showing up.



Grafonolas, especially the library-table type, were in big demand.

#### Cabinet Plant Burns.

The plant of the Compartment Filing Cabinet Co., manufacturers of disc and cylinder record cabinets, 316-20 W. 29th street, was destroyed by fire Christmas Eve. Plans for resumption of business in another location are under way, and the company will probably be in a position to make shipments very shortly.

#### Pointer for Dealers.

The J. P. Seeburg Piano Co., 209 State street, manufacture a profit-making specialty which is especially adapted for talking machine dealers who wish to enlarge their field of operations. Cuts and full particulars will appear in their advertisement in the February issue of The World. In the meantime dealers who would like to investigate with a view of getting in on the ground floor are invited to communicate with the company at once.

#### Personals.

Arthur D. Geissler, general manager of the Talking Machine Co., has been very ill with a severe attack of inflammatory rheumatism, but expects to again appear at his office next week.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, left this week for a week's visit to the factories at Camden and Orange and to New York City.

A. Grunwald, representing the Salter Mfg. Co., Chicago, makers of talking machine record cabinets and furniture specialties, left yesterday for the West, going as far as Salt Lake City. On his return he will take in the Northwest, and from thence will visit the leading eastern centers. It has been an exceedingly prosperous year with the Salter Co., particularly in the cabinet department and some fine new styles will shortly make their appearance on the market.

#### J. W. JONES INVENTS ROAD RECORD.

Joseph W. Jones, who gained prominence in the talking machine trade through his connection with the invention of the disc record, and who is also responsible for the Jones speedometer for vehicles, has again come to the fore as the inventor of a new live map meter. The Jones live map meter is a sort of phonograph of the road. You insert the record of the trip you want to make, and the live map plays it. When you come to a cross road the map tells you, and the hand on the instrument points the way.

According to the Bureau of Manufactures the Chamber of Commerce in a large European city is very anxious to get in touch with manufacturers of phonographs for taking office dictation. In the type of machine desired a letter is dictated to a record, which is later placed on a phonograph operated by electricity and controlled by a pedal, thus enabling the typewriter to regulate the speed. Those desiring to make further inquiry should refer to file number 4,349.

#### SLEZAK'S TRIUMPHANT SUCCESS.

The Great Viennese Tenor Adding to His Reputation with Every Appearance—Records of His Famous Arias Being Put on the Market by the National Phonograph Co.

Not in many years has an operatic artist scored such a triumphant success as Leo Slezak, the great Viennese tenor, who has been heard in his magnificent interpretation of "Otello" in Verdi's opera of that title, and in a number of other well-known roles at the Metropolitan Opera House this season. Every appearance has been followed by the highest tributes from the critics of the New York papers who entol him as a



LEO SLEZAK.

great artist and remarkable man. In fact, he is proclaimed to be one of the greatest tenors of the day.

It must be a matter of general interest and gratification to members of the talking machine trade that records of this famous artist have been put on the market by the National Phonograph Co., and which include all the songs in his American repertoire.

At large expense the National Phonograph Co. made a special contract with Mr. Slezak by which these numbers will be made exclusively for the Edison phonograph. The possession of a record of a voice such as Slezak's is indeed a source of extreme pleasure and lasting benefit, and it is safe to say that there will be a tremendous de-

mand for these records wherever they are properly introduced, and the importance of the man emphasized.

Readers of The World will be interested in the opinions of the critics of the local papers following the debut of Slezak in Verdi's great opera, "Otello." Here are a few criticisms from the leading papers which reflect the tenor of the entire press of New York on this occasion:

*From the New York Herald*—"Otello, revived at the Metropolitan Opera House after years of neglect and the advent of a new tenor, were the features that attracted a large audience last evening and aroused it to enthusiasm. The tenor is Leo Slezak, a Czech, who has won fame in Germany and London. He is a giant, being six feet four inches in height. And he is a giant artistically, too. His fame had preceded him, but his nervousness accompanied him. The latter was evident in the first act. Later, when he threw aside the cloak of fear of singing in a strange auditorium before a strange audience, he made his listeners sit up and applaud and even cheer. His voice is tremendous in its dramatic moments, and when he employs it lyrically it is fresh and beautiful in quality. He has been compared to Tamagno, and his voice has some of the brutal dramatic strength of that famous tenor, but it is far more beautiful in moments of tenderness, and he is a capital actor. After the third act he was singled out for an ovation. Wreaths were thrust upon him by the pages and the house rose at him in applause. Mr. Slezak was welcomed in a night, and there were no 'buts' and 'ifs.'"

*From the New York Tribune*—"Verdi's all-too-much neglected Otello was the opera last night at the Metropolitan Opera House, and, judging from its reception, the New Theatre will not have a monopoly of Shakespeare this season. It is said that the opera was revived to introduce the Metropolitan's new heroic tenor, Leo Slezak, who sang last season at Covent Garden, and whose achievements have been pictured to New York in brilliant colors. Whatever the reason, however, New York can only be grateful. It was a splendid production of a splendid opera.

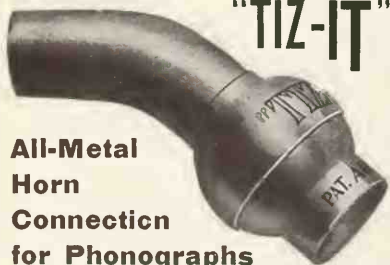
"Much has been written of the gigantic physical proportions of the Czech tenor, but it is doubtful if any one expected the colossus that appeared. The audience fairly gasped when Herr Slezak made his entrance. It seemed as if a section of the proscenium arch had suddenly stepped upon the stage. Yet, despite his great size, his was no mountain of flesh, but such a figure as would have delighted the audience that once applauded the heroics of Tommaso Salvini.

"With it all, Herr Slezak showed himself a splendid actor, tender in the opening scenes with Desdemona, depicting admirably his growing suspicions of his wife's fidelity, and superb in his wrath and final broken-hearted despair. It was an impersonation not soon to be forgotten. There was a certain huskiness at times in his voice, due, perhaps, to nervousness, but it is a voice of fine power and one used with more than ordinary discretion."

*From the New York Sun*—"After an absence of nearly seven years from the stage of the Metropolitan Opera House Verdi's Otello was revived there last evening with a cast including Leo Slezak, the new Czechish tenor. Mr. Slezak, who hails from the Vienna opera, proved to be a tenor of prodigious physical height and of lofty artistic stature. His voice is robust and of much beauty throughout its range. While its middle register was somewhat veiled last evening, there was always correctness of intonation and a hint of reserve power. "When, for example, he uttered the pealing cry of 'Sangue! Sangue! Sangue!' there was no sense of strain or exaggeration. Tense as was the pitch to which he carried the auditors here and at other climatic moments, Mr. Slezak did not lose his sense of artistic proportion or his command over his vocal resources. In short the new tenor showed himself to be a singer of high rank. His acting, from his delightful enunciation of the Italian text to the commanding sweep of his gestures, the distinguished poise of his head and the variety and range of his means of expression, helped to make this Otello revival noteworthy."

Kindly disposed, as the American audiences are, toward artists, appreciative of any honest effort, they are yet the most unfathomable when it comes to guessing whether or not a new voice, a new artist will please them. No small credit is due, therefore, to an artist who at once achieves success; but to arouse enthusiasm, to hold an audience spellbound at the first appearance, belongs to very few. It is safe to say that not for many years has such a personal vocal and histrionic success as that of Leo Slezak, in "Otello," been made by any other debutant and aspirant for honors at the Metropolitan Opera House. Splendidly equipped physically, weighing nearly three hundred pounds with a height of 6 feet 4 inches, Mr. Slezak heightened the impression by a very judicious choice of costume. In a long flowing robe richly embroidered, he looked the embodiment of manly splendor, as will be noticed in the accompanying illustration.

### THIS IS THE FAMOUS "TIZ-IT"



All-Metal  
Horn  
Connection  
for Phonographs

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE.

Regular Discount to the Trade.

Send for printed List of Jobbers who keep "TIZ-IT" in stock. If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers Manufactured by

**KREILING & COMPANY**

1504 North 40th Avenue

Cragin Station

Chicago, Ill.





## LOOKING INTO THE FUTURE!

What does the year 1910 hold in store for you Mr. Dealer?  
Do you want to increase your profits during  
the next twelve months?

**Y**OU *should* make your 1910 business eclipse that of any previous year. January transactions should exceed those of a year ago, and the same condition should exist every month throughout the succeeding eleven.

Such a satisfactory increase is only possible through improvement in your facilities for getting and properly handling the business; your ability to get the goods when you want them will prove an important factor in establishing these conditions.

As an example of our ability to give service—to send the goods when you want them—we had on hand during the month of December, a good stock of both Victor and Edison machines and equipments, while other jobbers were almost entirely out—further, we were filling orders complete (with the exception of Victor O's which we were unable to get from the factory) and promptly the same day received all during the month. Doesn't this kind of service merit your patronage? We think it does.

### NOW A PERSONAL WORD OF THANKS.

We enjoyed a splendid business during 1909. December was the banner month in our history as handlers of the two best known products in the talking machine field, the Victor and the Edison; we thank, most cordially, those who so loyally assisted in making our success.

Abundant prosperity in 1910 is our wish to you and yours.

*Lyon & Healy*

CHICAGO



### WITH THE MEMPHIS TRADE.

1909 Best Year in History of the City—Only Drawback Shortage of Cotton Crop, but High Prices Even Matters—What Various Talking Machine Men Report Anent Conditions—News of the Travelers—A Progressive Mississippi House—Some Recent Trade Visitors—Other News Worth Recording.

(Special to The Talking Machine World.)

Memphis, Tenn., Dec. 21, 1909.

Bells tolling the death of the departing year of 1909 mark the end of the best and most successful twelve-month period in the history of Memphis, from a business and commercial standpoint, and usher in a new one which promises to yield bigger and better things.

This statement is advisedly made after observation and careful investigation, and carries with it no mental reservation whatever. Facts and figures are available with which to verify it, and they are known to all who have kept up with occurrences as they have transpired.

The most serious drawback to the unimpeded progress of prosperity in Memphis for the year has been the shortage in the yield of cotton and other crops, but compensation has been had in the prices higher than since the period just after the civil war. Quotations have ranged from about 12½ cents to 15½ cents, being at the latter figure as the year passes. These prices of \$65.00 to \$80.00 per bale have compared with about \$40.00 to \$50.00 during the last few months of the previous year. That the producer has been able to get the benefit of such high prices more than ever before has gone far toward bringing good times swooping down on everybody.

With extremely cold and dry weather prevailing, the month just past has been one of the most successful in the talking machine business in this territory. All of the dealers report having done a nice business with the call for the best types of machines.

When interviewed by The World representa-

tive, A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co., expressed himself as being entirely satisfied with his department's showing for the month. This firm reports an unusually heavy demand for the best Victor and Edison machines and records, with a tendency running toward grand opera selections.

With the visit of the Lambard Grand Opera Co. this month a special series of grand opera concerts will be given, at which the records from the different operas presented will be played, and the history and the argument of the opera will be explained by C. D. Johnston, librarian of the Cossitt Library, who is a genuine "dyed in the wool" Victor enthusiast.

O. K. Houck, president of the O. K. Houck Piano Co., was a Christmas visitor at Little Rock. S. M. Fields, who has been in the retail business on his own account for the past two years, has accepted the position of manager of the O. K. Houck Piano Co.'s talking machine department at Little Rock, and will assume his new duties next week.

On a recent trip in the interest of the O. K. Houck Piano Co., O. C. Stegmair, their genial ambassador, booked a number of opening orders in Arkansas. In all of the towns he visited the dealers were especially optimistic, and there is no question but what the high price cotton is bringing and the big advertising campaigns being carried out by the Edison and Victor companies has had a tendency to enthuse them.

A. L. Owen recently visited Jackson, Hattiesburg, Meridian, West Point and Greenwood, Miss., and, from the size of the orders sent in, the dealers must be doing a nice business in those cities.

One of the most progressive dealers in the south is the A. Gressett Music House, of Meridian, Miss. Their success in the talking machine business, especially in the mail order business, is easily accounted for after a few minutes talk with W. A. Gressett, assistant manager in charge of their talking machine business, who is a most

agreeable and energetic gentleman, and we predict a bright future for them in this field.

J. R. Phillips, dealer at Tupelo, Miss.; Dr. Berger, of the Artesia Drug Co., dealers at Artesia, Miss.; Frank E. Gage, representing the National Phonograph Co., were Memphis visitors this month. O. C. Stegmair, of the O. K. Houck Piano Co., spent Christmas with relatives in Brinkley, Ark.

### "NVOIL" DOES THE TRICK.

The oil made by William F. Nye, of New Bedford, Mass., has long enjoyed the highest reputation for all kinds of delicate machinery such as watches, clocks, talking machines, sewing machines, in fact, wherever an oil is needed that will not clog. The following unsolicited letter received by Mr. Nye from Ben Budd, 531 Ray street, Camden, N. J., tells its own story of the prestige which this oil enjoys:

"My Dear Sir:—You will see by reading the enclosed circular, that I have quite a number of old-fashioned 'Grandfather' clocks in my care—now over 500 of them to keep in order, and these are scattered over three counties, and a great number of these are in large farm houses and are kept in the hall, where there is no heat in the winter time; therefore, it requires the best of oil in order to keep them running several years after being cleaned and put in good order.

"For over twenty years I have been using your oil. Before that, I used Kelley's, but yours was recommended to me, so I tried it and found it satisfactory for the twenty years.

"Yours used to stay on clocks from three to five years, and gave the best of satisfaction. For eighteen months past I have been using Cuypers and Ranlett & Lowell oils, but while these oils do not gum up, they dry up within a year and cause the clocks to run bad.

"Now, I want some of your oil at once, if it is as good as it was years ago, for I have orders now on my hands from 54 families. Please send me some of your new oil at once."

## 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.



## CLEAN UP IN SAN FRANCISCO.

Dealers and Jobbers Cleaned Out of Goods Owning to Holiday Demand—Greatest Call Was for High Priced Machines—Pacific Phonograph Co. in New Quarters—Hauschildt's Department—Bacigalupi Preparing for Lauder—Sherman, Clay & Co.'s Greatest Sales Day—Kohler & Chase and the Columbia—Grafonolas in Favor—Other Items of News.

(Special to The Talking Machine World.)

San Francisco, Jan. 4, 1910.

Probably never before in the history of San Francisco has there been such a close clean-up of all sorts of talking machines, records and others goods, as at the close of the present holiday season. Not one dealer, but all, report a demand that has never been equaled. Notwithstanding the larger number of dealers, and the fact that all of them made what they considered ample provision for all requirements, there is scarcely any surplus left over, and the sales in some lines might have been much larger if the goods had been available. Some stock has arrived since Christmas, and most of it has been delivered immediately on back orders. Wholesale business lasted almost up to Christmas, both local and outside dealers being very large purchasers. Many outside retailers ran short of stock, and were unable to secure more, while there has been considerable complaint from those in San Francisco and Oakland over the inability of wholesale houses to furnish adequate supplies of the machines most in demand. Expensive machines and records have been the leading feature, but this class of goods seems to be developing a new trade, without interfering with the sale of the cheaper lines in any way. Sales of the most expensive Victor and Columbia machines have been beyond all expectations, while there has been a great deal of inquiry for the Edison Amberola.

Mr. Jones, manager of the Pacific Phonograph Co., is now very busy getting into his new offices in the new Kohler & Chase Building. Owing to a change in the plans, it seems likely that the wholesale stock will be kept in the Oakland warehouse. Mr. Jones says the holiday business was ahead of all former records, and that considerable ordering has been done in the past week. While he looks for a lull during January, he is confident that with the following month orders will begin to come in on almost as large a scale as during the fall.

The H. Hauschildt Music Co. are now established in their new store on Grant avenue, and are devoting one floor to a well-equipped talking machine department. Notwithstanding their recent arrival in the city, this house has enjoyed a remarkable run in this department.

Harry Lauder is to make an appearance in this city for a week in January, and Peter Bacigalupi & Sons, the live dealers, are taking the opportunity to start an advertising campaign on the Lauder records. The work has hardly started yet, but a large demand is expected. A large stock of these records has been taken on, quite a lot being purchased from other dealers. Mr. Bacigalupi reports a big demand for the Edison Cygnet goods, and states that in the last week of the season above \$5,000 worth of orders had to be turned down for lack of stock. He cleaned out his stock of Victrolas entirely, and says he could have placed a large number of Amberolas if he had had them on hand.

The Wiley B. Allen Co.'s talking machine department has gone far ahead of its November record, and while this is the first holiday season at the local store, it has been satisfactory in every way. With a large stock secured in advance, this was about the only house in the city able to sell all Victor machines without interruption. Mr. Anrys states that the department in Los Angeles just doubled its record for last Christmas.

Benj. Curtaz & Son have also had a fine run in talking machines, especially on the higher priced goods, and have very little stock on hand this week.

Clark Wise & Co. report the largest talking machine season they ever had, cleaning up the last of their Victrolas early in Christmas week. They say, in fact, that they lost several sales through lack of stock in this line, getting in a number of machines about the first of this week.

J. H. Wales of the talking machine department of the Heine Piano Co., was away at Christmas on account of the death of his father, his place being taken by Mr. Kempton, formerly with Kohler & Chase. Mr. Kempton will probably remain permanently with the house. The department is now in good order, and considering the fact that it is a new departure business is all that could be expected.

Andrew G. McCarthy, of Sherman, Clay & Co., says that in all his experience in the talking machine business he has never seen anything like the season just past. Wednesday, December 22, he says, was the biggest day for cash sales he ever saw, and on Christmas Eve there was hardly a Victor machine of any description left in the house. The wholesale department was entirely cleaned out in most lines several days before Christmas, and there was great difficulty in keeping the retail department supplied. Records as well as machines have had an enormous sale, the new Caruso records being especially in demand.

Kohler & Chase have moved all their talking machine stock from the Moore building, and have the department in the new structure completely fitted up. The stock will be placed on sale within a few days. It has not yet been announced just what arrangement has been made by this company with the Columbia Phonograph Co. It was supposed at first that other lines would be handled as in the past, but from present indications it looks as if the Columbia branch would take complete charge of the department and handle their goods only. If so, the company will be provided with a downtown store, giving excellent facilities for handling the local retail trade.

A number of the new Grafonola de luxe machines have been received by the Columbia office in San Francisco, but the holiday demand has cleaned up all the machines available, and it will be some time before the demand can be fully supplied. The company report an excellent outside business all through December. W. S. Storms, the traveling man, returned about two weeks ago from a visit to the dealers north

## 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

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.



of the Bay, and says it was one of the best trips he ever had. Mr. Storms has been urging customers in the smaller towns to keep in closer touch with the latest developments in the trade by the regular perusal of the leading trade magazines.

McNeill & Co. have placed a very large order for Columbia machines to supply their stores at Fresno and Stockton, Cal. They report a larger business in the San Joaquin valley than ever before.

The Madsen Furniture Co., of San Jose, Cal., have been making a specialty of the Grafonola De Luxe, in which they have done a great business, selling more, in fact, than can be furnished promptly.

### STEVENS TO SOUTH AMERICA.

Manager of the Export Department of the National Phonograph Co. Leaves for a Three-Months' Tour of South America January 20.

On January 20 Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J., with headquarters in the Edison building at 10 Fifth avenue, New York, sails for a journey of three months in South American countries. He will visit all the chief cities on the east coast, including Para, Rio de Janeiro, and other ports in Brazil, Montevideo, Paraguay, but will devote the most of his time to the company's interests in Buenos Ayres, Argentine. Then he will go through the Straits of Magellan and stop at Punta Arenas, Chile, the southernmost city in the world. This will be the turning point. Mr. Stevens has never been to South America before, and therefore his first trip, in which he expects to make many valuable connections for the company, will be clothed with the additional charm of novelty.

### TO MAKE FLEXIBLE RECORDS.

The Goodale Phonograph Co., Tacoma, Wash., have incorporated with capital stock of \$5,000,000, divided into 100,000 shares of \$50 each, to manufacture and market a flexible talking machine record or ribbon record, the invention of Dr. E. C. Goodale, of Tacoma.

The incorporators are E. C. Goodale, Pearl Goodale, A. H. Garretson, A. M. Garretson, C. R. Coombs and George Trust.

### TALKING MACHINE AT FUNERAL.

The phonograph was used for the first time in a funeral service in Vineland, N. J., at the funeral of the wife of Councilman A. F. Gutterson on December 7. Mrs. Gutterson in life always said the phonograph could render "Beulah Land" and "The Home Over There" in sweeter tones than any singers of her acquaintance and requested that one be used at her funeral.



RECORD BULLETINS FOR FEBRUARY, 1910

NEW VICTOR RECORDS.

No.	ARTHUR PHOXS BAND.	Size.
3757	The Cavalier March.....Sidney Harris	10
31764	Love's Dream After the Ball.....Czibulka	12
	CELLO AND FLUTE DUET BY HEINEK AND LYONS, ACCOMP. BY VICTOR ORCH.	
31763	Serenade.....Tiel	12
	THE VIENNA QUARTET.	
31762	Badinage.....Victor Herbert	12
31767	Artist's Life Waltz.....Strauss	12
	BARITONE SOLO BY PEACEY HEMUS, WITH ORCH.	
5760	Face to Face.....Herbert Johnson	10
	SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH.	
5759	Happy Lil' Sol.....Outenult Band	10
	COMIC SONG BY JOSIE SADLER, WITH ORCH.	
5762	I'd Like to Make a Smash Mit You.....Fischer	10
	DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.	
5761	Emmaluce.....Jerome Schwartz	10
	VICTOR LIGHT OPERA COMPANY, WITH ORCH.	
31768	Gems from "Robin Hood"—"Hey for the Merry Greenwood," "Brown October Ale," "Come Dream So Bright," "Thinkers' Chorus," "O Promise Me," "Come Along to the Woods," "De Koven"	12
31766	Gems from "Algeria"—"Twilight in Brakkeesh," "Rose of the World," "Little Bird of Paradise," "Ask Her While the Band Is Playing," "The Same Old Two," "Love Is Like a Cigarette," "The Old Boule Miche," Grand Finale.....Herbert	12

NEW RED SEAL RECORDS.

No.	GERALDINE FARRAR, SOPRANO.	Size.
88211	Twelve-inch, with Orch.—In French. Mignon—Connais tu le pays? (Dost Thou Know That Fair Land?).....Thomas Ernestine Schumann-Heink, Contralto.	
88212	Twelve-inch, with Orch.—In French. Sapho—O ma lyre immortelle (Ob. My Immortal Lyre).....Gounod	
	NICOLA ZEROLA, TENOR.	
87045	Ten-inch, with Orch.—In Italian. Trovatore—Di quella pira (Tremble, Ye Tyrants).....Verdi	
87046	Otello—Addio sante memorie (Forever Farewell).....Verdi	
	EMILIO DE GOGORZA, BARITONE.	
64110	Ten-inch, with Orch.—In Spanish. Taveria de La Romaña (Fortzco) (The Feast at the Hermitage).....de Evrcilla	
74149	Twelve-inch, with Orch.—In Spanish. Mi Niña.....Guetary	
	BLANCHE ARRAL, SOPRANO.	
74147	Twelve-inch, with Orch.—In French. Faust—Air des bijoux (Jewel Song).....Gounod	
	EVAN WILLIAMS, TENOR.	
74148	Twelve-inch, with Orch.—In English. African—Ob. Paradise (L'Africana—Paradise).....Meyerheer	
74150	Ellixir of Love—A Furtive Tear (Elisir d'amor—Eua furtiva lagrima).....Donizetti	

VICTOR DOUBLE-FACED RECORDS.

No.	Size.
16444 (a)	The African 400—An Educated Rag.....Pryor's Band
(b)	The Portly Major March (Rofe).....Victor Orch.
16439 (a)	Dreaming (Heiser-Dally).....Metropolitan Trio
(b)	I'm Tired of Living Without You.....Will Oakland
16443 (a)	Autumn Leaves Barn Dance (de Ville).....Pryor's Band
(b)	March ala Turca—From Sonata in A major (Mozart).....Victor String Quar.

16438 (a)	Medley of Clogs.....John Kimmel	10
(b)	The Waterfall Polka.....William H. Reltz	10
16440 (a)	Genevieve.....John B. Wells and Haydn Quartet	10
(b)	Where the River Shannon Flows.....Harry Macdonough	10
16441 (a)	Jesus Saviour, Pilot Me.....Whitney Brothers Quartet	10
(b)	Light of Life (Whitson).....Whitney Brothers Quartet	10
16442 (a)	Lulu Mine (Andrews).....Hamilton Hill	10
(b)	Won't You Be My Playmate—From "Little Nemo" (Smith-Herbert).....Metropolitan Trio	10
16445 (a)	Nobody Knows Where John Brown Went (Langbrake).....Arthur Collins	10
(b)	Please Don't Tell My Wife (Eddie Morton).....Murray K. Hill	10
16446 (a)	A Bunch of Nonsense (Hill).....Wesley-Barnow, Collins and Harlan	10
(b)	Down Where the Big Bananas Grow (Wesley-Barnow, Collins and Harlan).....Walter Anderson	10
16449 (a)	Sing Me to Sleep (Greene).....Walter Anderson	10
(b)	Bonnie Sweet Bessie (Gilbert).....Walter Anderson	10
16448 (a)	1—Little David, Play on Yo' Harp; 2—Shout All Over God's Heaven.....Fisk University Jubilee Quartet	10
(b)	I Couldn't Hear Nobody Pray.....Fisk University Jubilee Quartet	10
35097 (a)	Old Black Joe.....Fisk Univ. Jub. Quar.	12
(b)	When Malindy Sings—Dialect Recitation (Daubar).....Rev. J. A. Myers	12
35096 (a)	Elizabeth's Prayer—From "Famhause" (Wagner).....Elizabeth Wheeler	12
(h)	A Night in Venice, Mr. and Mrs. Wheeler	12
35094 (a)	La Source Ballet—No. 1, "Scarf Danse" (Delibes); No. 2, "Scene d'Amour".....Victor Orch.	12
(b)	La Source Ballet—No. 3, "Variation"; No. 4, "Dause Circassienne".....Victor Orch.	12
35095 (a)	Medley of Poster Songs—"My Old Kentucky Home," "Old Folks at Home," "Old Black Joe," "I've Gwine Back to Dixie," "Harry Me Back to Ole Virginia," "Massa's in the Cold, Cold Ground".....Peerless Quartet	12
(b)	Virginia Minstrel—Opening Chorus: "Virginia," "Gentlemen, Be Seated! Some old and new jokes; Darkey song, "The Humbug Coon"; some more jokes; grand closing shout, "Climb Up Ye Little Chillum".....Victor Minstrel Company	12

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A777	Lyna Oh! Oh! Miss Lyna (Leouard), Baritone and Tenor Duet, orch. accomp.	
	You Ain't Talking to Me (Marshall and Brooks), Baritone Solo, orch. accomp.	
A778	Put on Your Old Gray Bounet (Weurich), Tenor Solo, orch. accomp.	
	The Moon Has His Eyes on You (Albert von Tilzer), Baritone and Contralto Duet, orch. accomp.	
A779	It Is Well With My Soul (Bliss), Baritone and Tenor Duet, orch. accomp.	
	Give Aims of Thy Goods (P. A. Schaecker), Vocal Trio, Mixed Voices, orch. accomp.	
A780	Dollar Princess—Intermezzo (Leo Fall), Orch. Valse Mauve.....Hungarian Gypsy Band	
A781	The Chocolate Soldier—Selections (Oscar Strauss).....Prince's Orchestra	
	The Chocolate Soldier—That Would Be Lovely (Oscar Strauss), Soprano and Baritone Duet, orch. accomp.	
	Miss Elise Stevenson and Frank C. Stauley	

A782	Irish Blood (Andrew Mack), Soprano Solo, orch. accomp.	
	I'm Glad I'm a Boy (Byes and Norworb), Soprano and Tenor Duet, orch. accomp.	
	Miss Ada Jones and Walter Van Brunt (One side copyrighted, additional price, 2c.)	
A783	Once Had a Sweet Little Doll, Bears (Nevin), Contralto Solo, violin, flute and piano accomp.	
	When All Was Young (Gounod), Contralto Solo, orch. accomp.	
A784	The Dear Little Shamrock (Jackson), Baritone Solo, orch. accomp.	
	Sweet Elbeue (Greene), Baritone Solo, orch. accomp.	
A785	Thrills of Love (Alfred Barbrolli).....Prince's Military Band	
	Spirituale Waltz (Raf. Gascon).....Prince's Military Band	
A786	The German Band (Gilbert Wells), Tenor Solo, orch. accomp.	
	McGinley's Symphony Rehearsal (Original), Descriptive Talking, orch. accomp.	
A787	The Moose—March (Flash), Banjo Solo, orch. accomp.	
	Vess L. Ossman High School Cadets March (Souza).....Columbia Band	

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5142	Oh! Promise Me (De Koven), Contralto Solo, orch. accomp.	
	Mrs. A. Stewart Holt I'll Sing Three Songs of Araby (Clay), Tenor Solo, orch. accomp.	
A5143	I Can Say "Truly Rural" (George Arturus), Tenor Solo, orch. accomp.	
	Albert Whelan The Musical Yankee—Monologue with Musical Interpolations.....Len Spencer	
A5144	Carmen—Selection, Part 1 (Bizet), Prince's Band	
	Carmen—Selection, Part 2 (Bizet), Prince's Band	
A5145	Les Patineurs Waltz (Waldteufel).....Prince's Orchestra	
	Acclamations Waltz (Waldteufel).....Prince's Orchestra	

COLUMBIA 10 1/4-INCH FONOTIPIA DOUBLE-DISC RECORDS.

F130	I Sent My Love Two Roses (H. F. Simson), Tenor Solo, orch. accomp.	
	John McCormack Absent (John W. Metcalf), Tenor Solo, orch. accomp.	
F131	I Know of Two Bright Eyes (Clutsam), Tenor Solo, orch. accomp.	
	John McCormack A Farewell (Samuel Liddle), Tenor Solo, orch. accomp.	
	John McCormack	

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

1262	American Aerial Triumph March (Lacalle).....Band
1263	Silver Threads Among the Gold (Danks), Tenor Solo.....Harry A. Ellis
1264	I Love You (Andrew Mack), Soprano and Tenor Duet.....Jones and Van Brunt
1265	How Can They Tell That I'm Irish? (Murray), Tenor Solo.....Ed. M. Favor
1266	Medley of Hornpipes (Arranged by Fischer), Accordion Solo.....J. Kimmel
1267	Auld Lang Syne (Burns), Baritone Solo.....Frank C. Stanley
1268	Some Day Malinda (Fitzgibbon), Baritone and Tenor Duet.....Collins and Harlan
1269	Intermezzo Elegante (Offenbach).....Orchestra
1270	The Star, the Rose and the Dream (Snyder), Baritone and Tenor Duet.....Stanley and Burr
1271	In the Sunshine and the Shadow I'll Be True (Friedman), Tenor Solo.....Byron G. Harlan
1272	The Prophet—Coronation March (Meyerheer), Band
1273	I'll Go Where You Want Me to Go (Rounsefell), Tenor Solo.....Henry Burr
1274	Farmyard Medley (Original), Vocal Quartet, Male Voices.....Quartet
1275	Nobody Knows Where John Brown Went (Longbrake), Baritone Solo.....Arthur Collins
1276	Irish Blood (Andrew Mack), Soprano Solo.....Ada Jones
1277	In the Lives of Famous Men (Furth), Baritone Solo.....Bob Roberts
1278	Sleepy Lou (Giblin), Xylophone Solo.....A. Schmehl
1279	Good Night, Dear (Anderson), Soprano Solo.....Elizabeth Wheeler
1280	Norah McNamara (Fiske O'Hara), Tenor Solo.....Walter Van Brunt
1281	March Indienne (Schlenick).....Band

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

3030	In Soudsland—Medley of Marches (Arranged by Lacalle).....Lacalle's Band
3031 (a)	Old Black Joe (Foster), Vocal Quartet, Male Voices.....Quartet
(b)	Old Folks at Home, or Suwanne River (Foster), Vocal Quartet, Male Voices.....Quartet
3032	Summer Reminds Me of You (Meyer), Tenor Solo.....Walter Van Brunt
3033	I Used to Believe in Fairies (Spink), Tenor Solo.....Albert Campbell
3034	Stephanie Gavotte (Czibulka).....Lacalle's Orch.
3035	The Rub and the Country Doctor (Stanley), Baritone and Tenor Duet, Stanley and Harlan
3036 (a)	Cloud Chief (Phille), Banjo Solo.....Vess L. Ossman
(b)	Medley of Jigs and Reels (Arranged by D'Almaine and Varela) Violin Solo.....Charles D'Almaine
3037	Marriage Is Suhlime (Morse), Baritone Solo.....Bob Roberts
3038	Bonnie Sweet Bessie, the Maid of Dundee (Gilbert), Soprano Solo.....Elizabeth Wheeler
3039 (a)	The Dream of the Rarebit Fiend (Thurman).....Lacalle's Band
(b)	Yumuri (Lacalle).....Lacalle's Band

EDISON AMBEROL RECORDS.

345	Rose of the World, Victor Herbert and His Orch.
346	My Pretty Little Piece of Dresden China.....Bessie Wynn
347	Amoureuse Waltz.....Frosini
348	Hello, Mr. Moonman, Hello!.....Harvey Hindermeier

Just One (1) Udell Value

The Cabinet illustrated lists at \$223.501 in our Cabinet Catalog. You drop the first and last numbers and 50% of what is left gives you the price \$11.75. You can have the Cabinet in Quartered Oak all over or Mahogany Top, Front and Back. Swell Door. Every stock order has one (1) of these. We have Cabinets higher and lower in price.

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INDIANAPOLIS, IND.



436 Cabinet with a capacity of 190 12-inch Disc Records. Height 34 inches. Width 24 inches. Depth 20 inches.



- 340 The Homeland.....Anthony and Harrison
- 350 Benediction of the Poignards.....Souza's Band
- 351 If I Had the World to Give You.....Reed Miller
- 352 Juanita.....Metropolitan Quartet
- 353 When the Bloom Is on the Cotton, Dixie Lee.....Manuel Romain
- 354 Ireland Isn't Ireland Any More.....Edward M. Favor
- 355 I Will Sing the Wondrous Story.....New York Military Band
- 360 That's the Doctor, Bill.....Edison Mixed Quartet
- 356 Forosetta-Tarantella.....American Symphony Orch.
- 357 Prologue from Pagliacci.....Thomas Chalmers
- 358 Slip on Your Gingham Gown.....Arthur Collins and Byron G. Harlan
- 359 In Cairo—Oriental Patrol.....New York Military Band
- 360 That's the Doctor, Bill.....Billy Murray
- 361 The Darkies' Jubilee.....American Symphony Orch.
- 362 I'm Glad I'm a Boy and I'm Glad I'm a Girl.....Ada Jones and Billy Murray
- 363 Medley of Emmett's Yodel Songs.....George P. Watson
- 364 The Rifle Regiment March.....U. S. Marine Band

**EDISON STANDARD RECORDS.**

- 10297 Venetian Love Song.....Victor Herbert and His Orch.
- 10298 I'm Looking for Something to Eat.....Billy Murray
- 10299 The Star, the Rose and the Dream.....Stella Mayhew
- 10300 The Dancing Girl.....Souza's Band
- 10301 Nobody Knows Where John Brown Went.....Arthur Collins
- 10302 Sweet Bunch of Baisies.....Elizabeth Wheeler and Harry Anthony
- 10303 It's Moonlight all the Time on Broadway.....Billy Murray
- 10304 The Tin Soldier.....Vienna Instrumental Quartet
- 10305 My Dad's Dinner Pail.....Ada Jones
- 10306 When I Dream in the Gloaming of You.....Manuel Romain
- 10307 Dixie Land, I Love You.....Edward Meeker
- 10308 A Bushel o' Kisses.....Edison Concert Band
- 10309 In the Sunshine and the Shadow I'll be True.....Byron G. Harlan
- 10310 Jerusalem the Golden.....Edison Mixed Quartet
- 10311 A Creole Lullaby.....Arthur C. Clough
- 10312 Cibiribin Waltz.....American Symphony Orch.

**FROM PRODUCER TO CUSTOMER.**

Interesting Facts Bearing Upon the Production of the Edison Business Phonograph—System for Reaching Customers—Historic Patent Showing Origin of Edison Business Phonograph—A Strong Organization.

The Christmas number of "Tips," the bright little volume issued at intervals by the Edison Business Phonograph Co., Orange, N. J., strictly in the interest of dealers, and only sent to them, is notable for the appearance of seasonable and helpful remarks in autograph form from the officers and managers of the various departments, commencing with Thomas A. Edison and President Frank L. Dyer.

Among other interesting features is a clearly designed diagram, illustrating the Edison business organization, as it stretches from factory to

- 10313 I Think I Hear a Woodpecker Knocking at My Family Tree.....Edward M. Favor
- 10314 Telling Lies.....Ada Jones and Billy Murray
- 10315 Long, Long Ago.....Manhattan Mixed Trio
- 10316 Two Thomas Cats.....New York Military Band

**ZON-C-PHONE 10-INCH DOUBLE RECORD DISCS.**

- ZONOPHONE CONCERT BAND.
- 5588 (a) Berlin Echoes.....Lineke
- (b) After Sunset—Intermezzo.....Arthur Pryor
- 5589 (a) Entry of the Gladiators—March.....De Witt
- (b) New Amsterdam—March and Two Step.....De Witt
- ZONOPHONE ORCHESTRA.
- 5590 (a) Tesoro Mio—Waltzes.....Beucci
- (b) Mascarita Waltzes—Espagnole.....Trinkauss
- 5591 (a) La Lissonjera—The Flatterer.....Chaminade
- (b) Pride of the Desert—An Arabian Incident.....Bennett
- VOCAL SOLOS WITH ORCH. ACCOMP.
- BYRON G. HARLAN.
- 5592 (a) I'd Like to Be a Soldier Boy in Blue.....Newton Durand
- (b) Little Miss Golden Curls.....Meyer
- BILLY MURRAY.
- 5593 (a) Foolish Questions.....Sloane
- (b) It's Moonlight All the Time on Broadway.....Wenrich
- FRANK C. STANLEY.
- 5594 (a) Yes, Let Me Like a Soldier Fall—Song from "Maritana".....Wallace
- (b) Bedouin Love Song.....Pinsuti
- ARTHUR COLLINS AND BYRON G. HARLAN.
- 5595 (a) Lyra, Oh, Oh, Miss Lyra.....Leonard
- (b) Some Day, Melinda.....Pitzgibbons
- ADA JONES AND BILLY MURRAY.
- 5596 (a) Emmaline.....Jerome Schwartz
- (b) The Belle of the Barbers' Ball.....Cohan
- FRANK C. STANLEY AND HENRY BURR.
- 5597 (a) Old Folks at Home.....Foster
- (b) I've Gwine Back to Dixie.....White
- ALICE C. STEVENSON AND FRANK C. STANLEY.
- 5598 (a) What Makes the World Go 'Round?.....Van Alstyne
- (b) Ring o' Roses—Duet from "The Dollar Princess".....Fall

customer through the sales and publicity departments to the dealer and then through the medium of his organization to the final purchaser. The diagram which is reproduced herewith is calculated to show exactly just where each special link or department fits into the whole chain of Edison business phonograph distribution.

Another feature of Christmas "Tips" of particular interest is the fac-simile of the original patent drawing of the Edison business phonograph secured by Thomas A. Edison in 1878. Needless to say the original model would not be recognized in the practically perfect machine of

to-day, which is found to be almost indispensable in the business of every progressive business institution. The use of the business phonograph to-day is an evidence of the progressiveness of the concern using it. It is a synonym of success wherever used.

**DO YOU TALK PINK OR GREEN?**

California Professor Allows That Each Inflection of the Voice Has Its Distinctive Color—Tells of Yellows and Reds—"S" Is Yellow, White "I" Is Orange—"O's" and Double "O's" Are Brown, Blue, and Deep Red.

Prof. George M. Stratton, occupying the chair of psychology at the University of California, sees colors in the tones of the voice; or, rather, he knows how the colors are seen, and to the individual letters of the alphabet he describes individual hues.

The psychologist, applying motive power to a lawn-mower, was clicking out all the colors of the rainbow on his aerial lawn on the higher Berkeley Hills when interviewed on the subject yesterday.

"I do not claim any originality for what I have said in this regard," he remarked in what might be described as a thoughtful lavender voice.

"Francis Galton, the English scientist, went over the subject very thoroughly in his 'Human Faculty' many years ago.

"There are persons," he continued, speaking in more of a violet tone, "to whom single words, and even separate parts of a word, have individual hues.

"The S sound to anyone is a yellowish tone.

"The I is orange.

"The Z is reddish.

"Higher pitched letters, such as the short sound of I—the 'i' in 'it'—is apt to be brighter and warmer—say yellow or pink.

"The long O sound and the OO are darker. We might call them blue, brown or deep red."

T. A. EDISON.

Phonograph or Speaking Machine.

No. 200,521.

Patented Feb. 19, 1878.

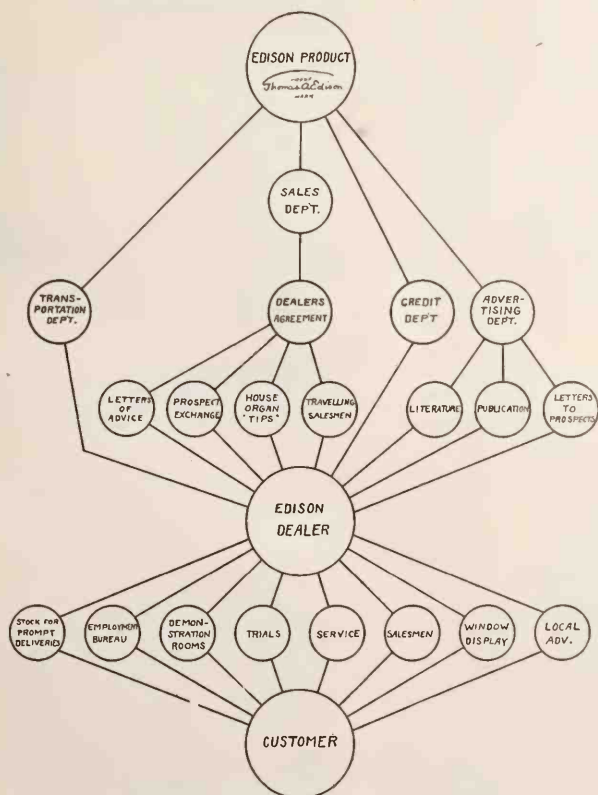
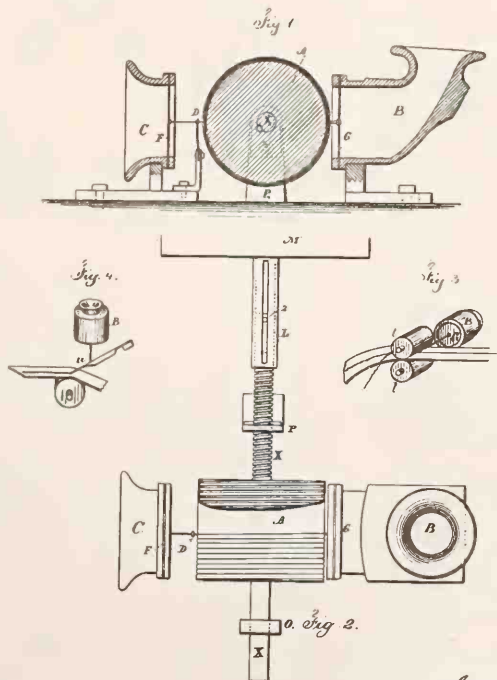


DIAGRAM OF THE EDISON BUSINESS ORGANIZATION SHOWING THE SYSTEM FOR REACHING THE CUSTOMER.



Witnesses  
 Chas. H. Smith  
 Harold Strickland

Inventor  
 Thomas A. Edison.  
 by Samuel W. Merrill

FAC-SIMILE OF THE ORIGINAL PATENT DRAWING EDISON BUSINESS PHONOGRAPH.

### LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Jan. 10, 1910.

**PROCESS OF MAKING PHONOGRAMS.** Frank C. Applegate, Philadelphia, Pa., assignor by mesne assignments to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 939,119.

This invention relates to the manufacture of cylindrical phonograms of celluloid, xylonite or like material, and the object is to cheaply produce such phonograms from sheet material and in which the united edges of the sheet run approximately circumferentially to eliminate the unpleasant knocking sound caused by a stylus striking a longitudinal joint during reproduction. Hitherto such phonograms have been made of seamless tubular material and the cost has been excessive. Neither can tubes be manufactured thin enough to give the desired flexibility. Unsuccessful attempts have been made to use sheet material with a lap joint but such joint struck the stylus squarely at right angles to the line of motion and caused a clicking or knocking sound on each revolution of the record. In addition to this the lapping of the material made a double thickness at the joint which caused the record to run eccentrically with respect to the stylus.

Figure 1 is a view of the improved phonogram on a mandrel. Fig. 2 is a cross sectional view of the structure of Fig. 1; Fig. 3 is a view of a backing for improved phonogram; Fig. 4 is an end view of the structure of Fig. 3; Fig. 5 is a view of the structure of Fig. 3 with the facing ribbon secured thereto; Fig. 6 is an end view of the structure of Fig. 5; Fig. 7 is a view, partly in section, of a modified form of the improved phonogram.

**PHONOGRAM.** Frank C. Applegate, Philadelphia, Pa., assignor by mesne assignments to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 939,120.

This invention relates to cylindrical phonograms of impressible material, such as celluloid, xylonite or the like material, and the object is to cheaply produce such phonograms from sheet material and in which the united edges of the sheet run approximately circumferentially to eliminate the unpleasant knocking sound caused by a stylus striking a longitudinal joint during reproduction.

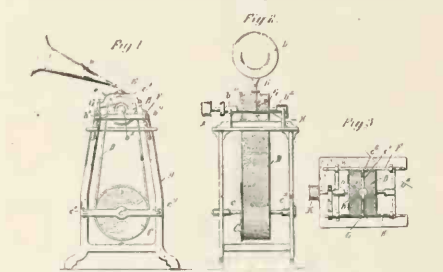
Hitherto such phonograms have been made of seamless tubular material and the cost has been excessive. It has been found impracticable to commercially produce tubes thin enough to give the desired flexibility. Unsuccessful attempts have been made to use sheet material with a lap joint, but such joint struck the stylus squarely at right angles to the line of motion and caused a clicking or knocking sound at each revolution of the record.

Figure 1 is a view of the improved phonogram on a mandrel; Fig. 2 a cross sectional view

of the structure of Fig. 1; Fig. 3 a view of the backing of improved phonogram; Fig. 4 an end view of the structure of Fig. 3; Fig. 5 a view of the structure of Fig. 3 with the facing ribbon secured thereto; Fig. 6 an end view of the structure of Fig. 5; Fig. 7 a view, partly in section, of a modified form of the improved phonogram; and Fig. 8 a view of a lapped joint facing.

**PHONOGRAM.** Frank E. Holman, Silverton, Oreg., assignor of one-half to John E. Linnis, same place. Patent No. 939,692.

This invention relates to improvements in means for increasing the available recording surface in phonographs, and an object of the invention is to provide a phonograph in which the record surface of a flexible nature and having a relatively great length may be inserted or



removed, and in which the bearing members for the cylinder are pivoted to admit the removal or replacement of the record. A further object is to provide a record applicable to a cylinder type, in which the virtual diameter of the record is greatly increased, while the actual diameter is not.

**COMBINED GRAPHOPHONE-HORN AND RECORD-CASE.** Walter Smith, Viropa, W. Va. Patent No. 939,753.

This invention relates to a combined graphophone horn and record case, the object of the invention being to provide a collapsible horn composed of telescopic sections, the outer section carrying means for supporting a series of records, together with a case or receptacle in which the collapsed horn and records are adapted to be stored for ready and convenient transportation.

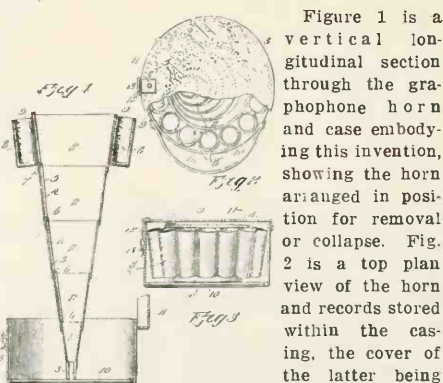
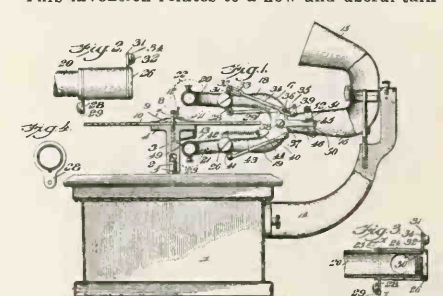


Figure 1 is a vertical longitudinal section through the graphophone horn and case embodying this invention, showing the horn arranged in position for removal or collapse. Fig. 2 is a top plan view of the horn and records stored within the casing, the cover of the latter being partially broken away. Fig. 3 is a sectional view through the closed casing, showing the parts stored therein.

**TALKING MACHINE.** Warren W. Wooster, Berlin, N. J. Patent No. 939,781.

This invention relates to a new and useful talk-



ing machine and consists in providing two sound boxes and stylus holders with means whereby one or the other of said sound boxes and style are caused to contact with a record. It further consists in providing means whereby one of the



sound boxes and styli may be placed into contact with the record upon one side thereof and at the proper time will be thrown out of contact therewith and the other stylus and sound box will be thrown into operative position.

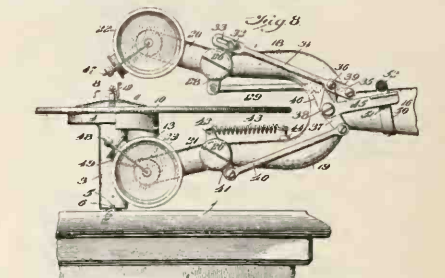
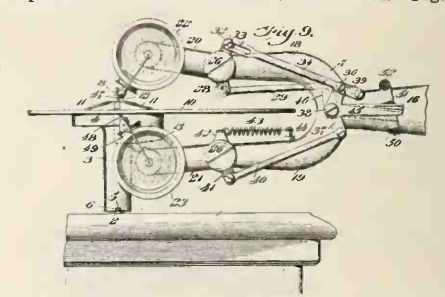
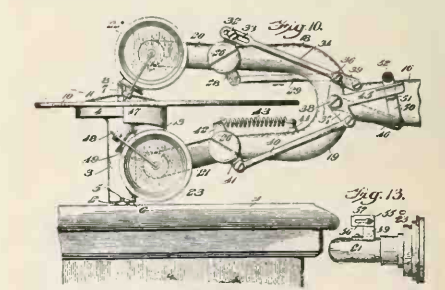


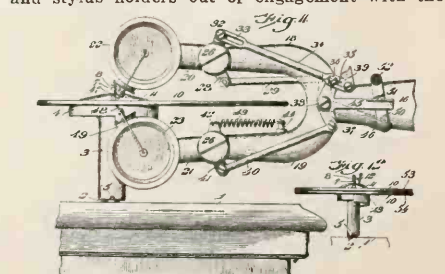
Figure 1 represents a partial elevation and partial sectional view of a talking machine embodying the invention. Fig. 2 represents a front elevation of a portion of the connecting mechanism for the yoke and the sound box holder. Fig. 3 represents a vertical section view thereof. Fig.



4 represents a sectional view on line x-x, Fig. 3. Fig. 5 represents a partial plan view with the horn attachment removed, of the device shown in Fig. 1. Fig. 6 represents in elevation, a view of the lower connecting mechanism for



the yoke and sound box holder. Fig. 7 represents a sectional view showing the catches employed. Fig. 8 represents a side elevation of a portion of the device showing both of the sound boxes and stylus holders out of engagement with the





record. Fig. 9 represents a side elevation showing the lower stylus in operative position with the upper stylus holder out of contact with the record. Fig. 10 represents a side elevation showing the lower sound box and stylus out of contact with the record and the upper sound box and stylus in operative position. Fig. 11 represents a side elevation showing both needles and stylus in engagement with the record on opposite sides thereof. Fig. 12 represents in elevation, a portion of a talking machine showing two records in position. Fig. 13 represents an elevation of a portion of the device.

TALKING MACHINE. L. P. Valiquet, Newark, N. J., assignor to Complex Aural Co., same place. Patent No. 938,185.

This invention relates to talking machines, and particularly comprises an improved form of sound board or sound modifying and amplifying device for application thereto.

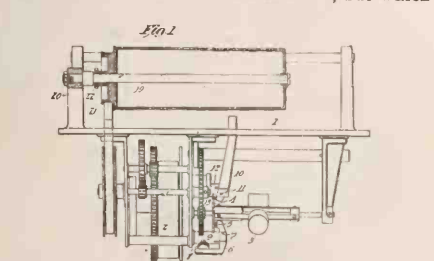
While this invention may be applied to all forms of talking machines, it is particularly adapted in the form shown for use on the ordinary disc record talking machine.

Figure 1 is a side elevation of a portion of a talking machine with one form of invention applied thereto, the sounding board and attached parts being shown partly in section, and partly broken away. Fig. 2 is a front elevation of the particular form of sound receptacle, which takes the place of the usual horn, forming a part of the invention. Fig. 3 is a front elevation of a modified form of sounding board attached to such sound receptacle, and Fig. 4 is a

detail cross-section on line 4-4 of Fig. 3.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 937,905.

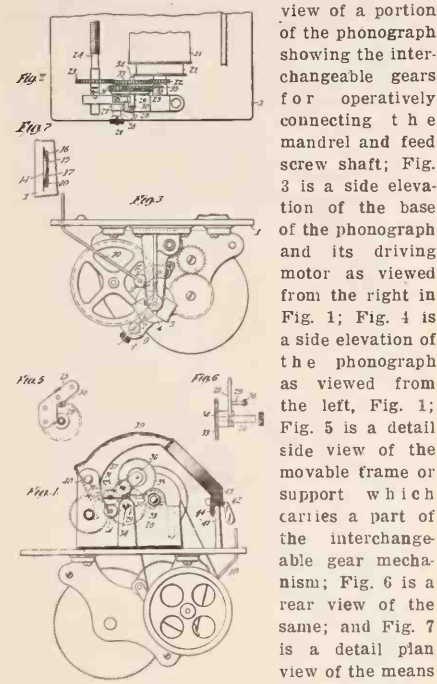
This invention relates to phonographs and has for its object the provision of (1) means applied to the traveling sound box carriage which permits a slight elevation thereof, such as is necessary in order that the sound record may be applied to or removed from the mandrel, but which



prevents the said carriage from being raised more than the slight distance referred to; and (2) an improved form of interchangeable gearing for operatively connecting the mandrel and feed screw shaft, and which can be shifted so as to change the relative speeds of said rotary members, whereby the instrument will be capable of operating upon sound records of different pitch, as for example, sound records having respectively one hundred and two hundred threads per inch.

Figure 1 is a front elevation, partly in sec-

tion, showing a phonograph constructed in accordance with the invention; Fig. 2 is a plan view of a portion of the phonograph showing the interchangeable gears for operatively connecting the mandrel and feed screw shaft; Fig. 3 is a side elevation of the base of the phonograph and its driving motor as viewed from the right in Fig. 1; Fig. 4 is a side elevation of the phonograph as viewed from the left, Fig. 1; Fig. 5 is a detail side view of the movable frame or support which carries a part of the interchangeable gear mechanism; Fig. 6 is a rear view of the same; and Fig. 7 is a detail plan view of the means



for holding the starting and stopping lever.

SOUND-REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 940,051.

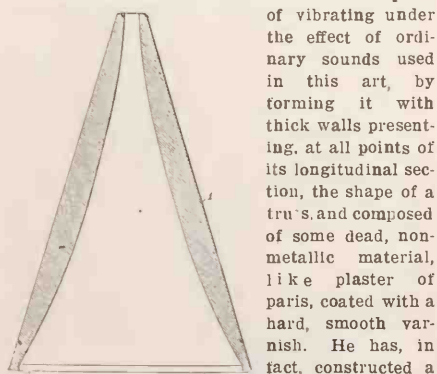
This invention relates to sound reproducers of the type wherein the rate of flow of elastic fluid through the ports of a valve situated between chambers in a sound box is varied in accordance with the movements of the reproducing stylus tracking a sound record, whereby the current of the fluid is thrown into vibrations corresponding in form to those which were originally caused by the production of sound in the formation of the original record, but which are of greater amplitude than the original vibrations causing an amplified reproduction of the said sounds.

The object of the invention is to provide a device of this character in which an even greater amplification of the sounds in the reproduction thereof is attained by the combination with the above described means for varying the rate of flow of the elastic fluid through the valve, of cooperating friction means and lever means.

HORN FOR TALKING MACHINE. Thomas A. Edison, Orange, N. J. Patent No. 943,663.

This invention relates to improvements in horns adapted for use with phonographs or other talking machines, and the object is to produce a horn adapted particularly for recording purposes and by which superior results will be secured.

In carrying the invention into effect, the inventor makes use of a funnel that is incapable

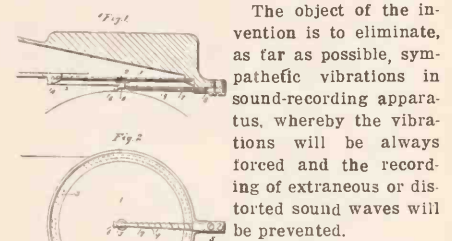


of vibrating under the effect of ordinary sounds used in this art, by forming it with thick walls presenting, at all points of its longitudinal section, the shape of a truss, and composed of some dead, non-metallic material, like plaster of paris, coated with a hard, smooth varnish. He has, in fact, constructed a funnel for the purpose, weighing as much as a ton, and whose mouth is several feet in diameter, and which gives no sympathetic tones, due to its walls vibrating, and which absorbs any energy from the sound waves by having its mass set in vibration.

Reference is hereby made to the accompanying drawing, which shows in axial section a funnel constructed in accordance with the invention. It will be observed that the wall or walls 1 of the funnel are of maximum thickness at a point between its ends and that the thickness decreases gradually toward each end, so that a section thereof is in outline the form of an ordinary truss.

SOUND-RECORDING APPARATUS. Thomas A. Edison, Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 943,664.

This invention relates to an improved apparatus for recording sounds, preferably of the phonograph type, wherein the record is of varying depth and width, but it may be utilized in connection with gramophonic apparatus wherein the record is of the same depth and width, but of sinuous formation.



The object of the invention is to eliminate, as far as possible, sympathetic vibrations in sound-recording apparatus, whereby the vibrations will be always forced and the recording of extraneous or distorted sound waves will be prevented. Figure 1 is a longitudinal view on an enlarged scale of a phonographic recording apparatus embodying the invention in its preferred form; Fig. 2 a plan view of the same, and Fig. 3 an enlarged sectional view of a part of the diaphragm.

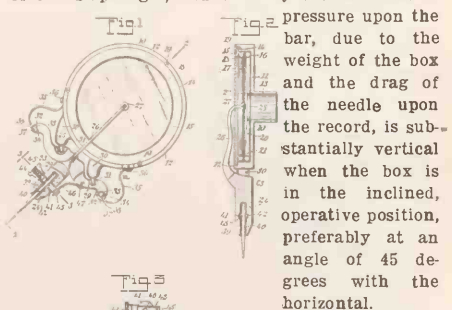
PHONOGRAPH. Herbert S. Mills, Chicago, Ill. Patent No. 943,313.

This invention relates to improvements in phonographs, and particularly to that class which is intended for use in coin-controlled machines in which it is desired to repeat the record each time a coin is inserted in the machine.

The object is to provide a phonograph, of this class, of novel and improved construction, and the invention constitutes an improvement on that described in application No. 352,672, filed Jan. 17, 1907.

SOUND-BOX. William A. Chapman, Smithville, Ark. Patent No. 943,339.

This invention relates to sound-boxes for phonographs, talking machines and the like, and more particularly to devices of this class which include a casing, a diaphragm suitably mounted within the casing, a stylus bar controlling the diaphragm and having a yoke, means for resiliently holding the yoke with respect to the casing and means for mounting the stylus bar, whereby the same can swing transversely of the plane of the diaphragm, and whereby the direction of



pressure upon the bar, due to the weight of the box and the drag of the needle upon the record, is substantially vertical when the box is in the inclined, operative position, preferably at an angle of 45 degrees with the horizontal.

The invention

also includes means for removably attaching the needle point to the stylus bar and for mounting the diaphragm in the casing.

An object of the invention is to provide a simple, inexpensive and efficient sound-box for reproducing or recording the sounds by means of records employed in phonographs, talking machines and similar apparatus, by means of which the sounds can be reproduced with clearness and distinctness, and with all their original tonal qualities, and in which the relatively movable parts are not subjected to excessive wear.

Fig. 1 is a front elevation of an embodiment of the invention having parts broken away and in cross-section and showing the same in the normal, inclined and operative position; Fig. 2 is a longitudinal section on the line 2-2 of Fig. 1, and Fig. 3 is a cross-section on the line 3-3 of Fig. 1.

**MANDREL FOR PHONOGRAPH RECORDS.** Walter C. Runge, Camden, N. J., assignor to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 943,568.

Some phonographs are provided with tubular mandrels which may be slipped on and off the arbor of a phonograph and have phonograph records tubularly engaged with them. This invention relates to such a mandrel made capable of expanding and contracting for the purpose of respectively securing and releasing a phonograph record.

In the accompanying drawings Fig. 1 is a side view of a mandrel embodying the improvement.

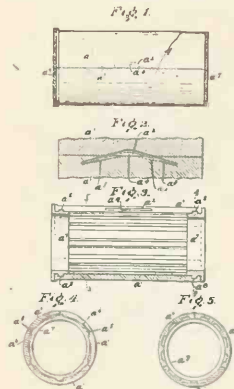


Fig. 2 is a section through a portion of the circumference of the mandrel to illustrate the means of connecting segments which are comprised in the mandrel. Fig. 3 is a central longitudinal section of the mandrel. Fig. 4 is a transverse section of a mandrel taken at the plane of the line 4-4 in Fig. 3. Fig. 5 is a transverse section of a mandrel taken at the plane of the line 5-5 in Fig. 3.

**MANUFACTURE OF RECORDS FOR SOUND-REPRODUCING MACHINES.** Robert L. Gibson, Philadelphia, Pa. Patent No. 943,631.

This invention has reference to the manufacture of records for sound-reproducing machines, and consists of certain improvements which are fully set forth in the following specification and shown in the accompanying drawings, which form a part thereof:

Fig. 1 is an elevation illustrating diagrammatically the manner of allowing the spirals of the deposited material in the operation of a recording instrument; Fig. 2 is a cross-section of a portion of the prepared master pattern; Fig. 3 is a similar cross-section after the deposition of the copper preliminary to stripping; Fig. 4 is a cross-section of the stripped matrix suitably

backed; Fig. 5 is a cross-section corresponding to Fig. 2, but in which the deposited material is in rope-like form; Fig. 6 is a similar cross-section showing the manner of depositing the copper thereon in the production of the metal record; Fig. 7 is a plan view of a portion of the master

record before electroplating, and Fig. 8 is a cross-section of a portion of a die produced from the metal record.

**PHONIC APPARATUS.** Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 942,089.

This invention relates to machines for recording and reproducing sounds, and particularly to machines of the type wherein frictional force is employed to actuate a diaphragm or other secondary vibrating means, the sonorous vibrations being employed to modify such frictional force and to mold it, so to speak, into the form of sound waves. Apparatus of this type is de-

scribed in U. S. Patent No. 678,566, granted July 16, 1901, to Daniel Higham.

The object of the present invention is to furnish mechanism for carrying out, in a practical way, the invention of said patent and other improvements invented by said Higham which have not yet been made public.

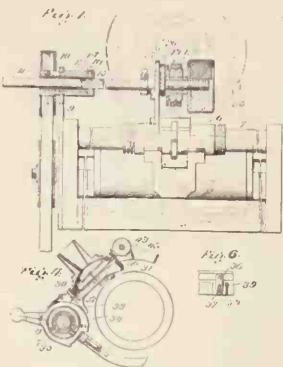


Fig. 1 is a front elevation and Fig. 2 is a cross-section of a graphophone, which is or may be of any known or suitable type; Fig. 3 is a plan view of a detail; Fig. 4

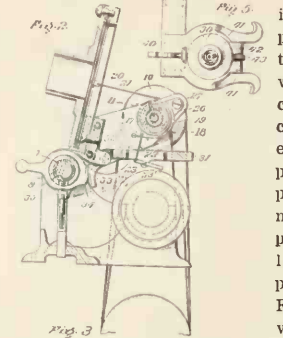


Fig. 6 is a detail of a reproducer embodying part of the invention.

**PHONOGRAPH.** Peter Weber, Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 942,475.

This invention relates to phonographs and has for its object the provision of interchangeable means for feeding the traveling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by it comprise a hollow rotary feed screw mounted concentrically with respect to an inner shaft and capable of being locked to said shaft so as to rotate therewith, or of being unlocked therefrom and driven through interposed gearing so as to rotate at a different rate of speed.

Fig. 1 is a plan view, partly in section of a phonograph constructed in accordance with the invention, the parts being arranged for feeding

the sound-box carriage at a suitable speed for operating upon records having 200 threads per inch; Fig. 2 is a similar view showing the parts arranged for feeding the carriage at a suitable speed for operating upon records having threads per inch; Fig. 3 is a section on line 3-3 of Fig. 1; Fig. 4 is an end view of the feed screw shaft, and Fig. 5 is a face view of the sleeve which engages the end of the said shaft.

**SOUND-BOX FOR TALKING MACHINES.** Alex. Fischer, Kensington, London, Eng. Patent No. 942,816.

This invention relates to improvements in the construction of sound-boxes for talking machines of the disc type and refers to certain details forming part of former application for sound-boxes filed February 3, 1908, Serial No. 411,070, of which the present application is a division.

The present application refers particularly to the construction of the backs of sound-boxes and to means for connecting the sound-box to the tone arm or trumpet.

Figure 1 shows a side elevation of a sound-box partly in section; Fig. 2 shows plan of same; Fig. 3 shows a modified form of the invention.

**PRODUCTION OF DOUBLE-FACED SOUND RECORDS.** Frank L. Capps, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 941,975.

This invention relates to the production of the so-called "double-faced" disc sound records, which are commonly of the zigzag variety, although they may also be of the vertically undulating type.

In the drawings Figure 1 represents a steam table on which matrices are being heated; Fig. 2 represents a work table, containing (shown in cross-section) two dies, and certain other articles indicated as not quite in final position; Fig. 3 is a similar view of the same at a later stage; Fig. 4 represents the dies with their contents in position in a press, and Fig. 5 is a cross-section of the final article. The thickness of the parts constituting the record is exaggerated in drawings for the sake of clearness.

**SOUND-BOX FOR TALKING MACHINES.** John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 940,795.

This invention relates to improvements in sound-boxes, and the objects of the invention are to provide an improved mounting for a stylus bar, in which an adjustable tension is exerted upon the bar to restrain the oscillation thereof, and to provide other improvements.

In the drawing Figure 1 is an elevation of the sound-box, showing a part of the casing and stylus bar mounting mechanism in section; Fig. 2 is a sectional elevation thereof taken on lines 2-2 of Fig. 1; Fig. 3 is a bottom plan view of the sound-box, showing a transverse section of the stylus bar mounting taken on line 3-3 of Fig. 2; Fig. 4 shows perspective views of several parts of the stylus bar mounting detached, and Fig. 5 is a sectional elevation of the sound-box, showing a modified form of the stylus bar mounting.

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## WU TING FANG CALLS ON EDISON.

Visits National Phonograph Co. Factory for the Purpose and While There Makes Record—How He Was Impressed with the Great Plant—Wu a Man of Quick Wit.

On the day before Christmas Dr. Wu Ting-Fang, the retiring minister plenipotentiary from China to the United States, visited the factory of the National Phonograph Co., Orange, N. J., for the purpose specifically of meeting Thomas A. Edison, and looking over the wonderful laboratory and plant. While there Mr. Edison invited the distinguished Chinese diplomat to record his voice, which was accepted with amiability and alacrity. The record follows:

"December 24, 1909. Mr. Edison has just shown me a great many wonderful things that he has invented. He is a great man. I have heard about him for many years and have always wanted to meet him. He also heard of me, and I think we are both glad that we met. He is a remarkable inventor, but this is the twentieth century, the age of great things. Mr. Edison is still a young man, and he will do still more wonderful things.  
WU TING-FANG."

Dr. Wu laughed heartily when the fraction of a second later his own words were repeated through the recording horn. It will not go on sale, but will be distributed probably. He arose,

shook hands with Mr. Edison and asked, "Have you ever visited China?"

"No," replied Mr. Edison.

"Well, I want you to come over to see me. I'll treat you to some fine bird's nest soup."

"All right, I'll call on you some day," said Mr. Edison.

"Do so," said Dr. Wu. "I'll come back and see you again twenty or thirty years from now, and you'll show me some more wonderful things. We can live that long because we know the right way to live."

Charles R. Flint, of Flint, Eddy & Co., New York, American financier, who is largely interested in Chinese enterprises, and who was host to Dr. Wu on the trip to the National Phonograph Co.'s plant, observed: "Mr. Edison, Dr. Wu is the quickest man at repartee that I have ever met. The other day when we were in Philadelphia he delivered an address on Chinese customs. He expatiated on the habit of Chinese women binding their feet, and told what suffering it caused and what a foolish thing it was altogether, and just added incidentally: 'I wonder if it is as bad as wearing tightly laced corsets.'"

"Ha, ha," laughed Mr. Edison, "he's on to the white man, all right."

Dr. Wu, who expressed his great satisfaction in meeting Mr. Edison and the wonders of the Edison works, has been in this country for about thirteen years. He is now on the eve of

returning to his own country, to give to his countrymen the advantage of his observations. He will leave here on Wednesday for England, and will go to Paris, Hamburg, Berlin, Vienna, Naples, leaving for a Mediterranean port for his own country via the Suez Canal.

## VICTOR CO. DISTRIBUTE TURKEYS.

The Victor Talking Machine Co., Camden, N. J., following out their usual custom, distributed more than 2,000 turkeys, each accompanied by a quart of cranberries, to their employes on Christmas eve. It is said that the contract price for the poultry was more than \$7,000.

## TEXAS DEALERS ADD TALKERS.

The John J. Winter store, Fort Worth, Tex., which opened some months ago, handling several lines of pianos, recently took in the Victor line of talking machines, and did a very satisfactory business with them during the holidays.

Edmond F. Sause, assistant to Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, who made a trip to Cuba, returning last week, said: "I found business very good, but the political affairs of the island are not ideal. The sugar crop, however, will be the largest ever gathered, and this will go far toward making conditions more satisfactory."



# The TALKING MACHINE AND NOVELTY NEWS SECTION

NEW YORK, JANUARY 15, 1910

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Developments in Growth of Talking Machine Business Create Actual Necessity for the Carrying of Other Goods—A New and Fertile Field for Agencies in Certain Lines.

Many talking machine dealers have written to *The Talking Machine World* for advice as to what are promising goods to carry as side lines. We have received hundreds of such letters, written by dealers in every State in the country. These dealers, having received carefully considered replies from us, know what we have to say on this subject. To the dealers who have not written, but who, of course, are confronted with the same problems as those who have, we would say that we shall at any time gladly give our earnest attention to each letter written us regarding side lines. As a matter of fact, the mail each morning never fails to contain requests for information as to this or that possibility as a side line, as to its selling qualities, the standing of its sponsors, and so on.

You among the talking machine dealers who have thus consulted with us are, naturally, but a small proportion of those who are guided more or less by our advice as to side lines which we publish from time to time in these columns. For each man who takes the trouble to sit down and write a personal letter to a magazine there are undoubtedly twenty or thirty who have had the same thoughts, but who have not reached the point of putting them on paper. Now, that so many have written of their own volition, we want all dealers to feel as free to consult us on the subject of side lines as they do in regard to talking machine matters.

Here in New York City there are so many large dealers who handle talking machines and allied lines exclusively that knowledge among some of them is, after all, rather limited as to the tremendously wide scope of the side line dealings in talking machine stores throughout the country as a whole. The proprietors of those latter stores are fully aware of the fact, however, and are alive to their opportunities. It is a fresh and fertile field for the manufacturers or distributors, who have already obtained splendid results from this source. There are a number of talking machine dealers in Manhattan, nevertheless, who have fine stocks of side lines. Their stores are large, well-arranged and prosperous. The number of lines they carry is simply amazing, and these are in stock for the very good reason that there is demand for them from customers. Out in the other States, however, the number of talking machine dealers who carry side lines runs well above 8,000.

The reason is obvious. For one thing, whoever buys a talking machine outright is usually a man or woman so situated financially that he or she can buy anything desired. Then, too, the dealer wants to keep his customers interested in what he has to offer, and to obtain as much as possible of their business. Consequently, he keeps in stock various lines of goods. These he presents to his customer's notice at times when the latter is looking at things other than talking

machines. And when the talking machine business is dull the dealer has a good variety of goods with which to attract trade. Especially, however, the dealer finds side lines valuable after he has sold a talking machine to a customer. In these days when talking machines are sold on the instalment plan, in cases numbered by the thousand, the dealer and his customers maintain their relations for months at a time—until the machines are paid for, and then while new records, needles, etc., are purchased. In the course of these weeks and months it is an actual absurdity to suppose that the customers would not buy of the dealers on whom they are calling regularly their sporting goods, souvenir post cards, safety razors, popular-priced watches, toys, fountain pens, electrical novelties, cameras, vacuum bottles, fine stationery, toilet articles, and so on in infinite variety. The dealers, knowing this, are for the most part careful to keep such goods attractively displayed.

Recent letters to this office prove that talking machine dealers are on the alert for agencies for goods which, although too expensive for them to carry in stock, are established sellers. A dealer, for instance, can sell a man a standard typewriter or a famous make of gun or revolver of which he has only a sample on hand. In fact, this is being done on all sides, and this opportunity is being taken advantage of by the dealers to a greater and greater extent. On investigation we have come across some interesting facts in this connection—more of which later.

It all means that the thousands of dealers who have entered the retail talking machine business have done so because they are men who recognize the signs of the times; who are alert to hear the knocking of opportunity at their doors, and who, for these very reasons, are proved to be live, progressive men who put energy and ability into making a success of whatever they undertake in the way of goods or agencies.

## AN IMPORTANT FEATURE.

Good Field and Fine Line Both Lose Much Value Unless an Attractive Display Is Made.

The chief object of the business man in every line of merchandise is to find the buyer, and, having corralled him, to sell. This object is always before him, and upon its solution hangs the alternative of success and non-success. Between the buyer and seller there is always an interval, more or less lengthy and arduous, to be traveled, before the final interview takes place and the bargain is struck.

The merchant who would sell to the buyer must have the right goods to dispose of, to begin with. Having these, the next step is to interest the public. If this is done in the proper way, an irresistible desire to possess is created. When that stage is reached, the rest is comparatively easy sailing, for the man who cherishes an eager longing for anything is sure to gratify his desire, sooner or later, by purchasing, if he can afford the price. It is the special province of the show window to attract the public attention,

with a special regard to securing this end. The display that makes the passerby pause on his way, and look in, has achieved its first purpose—though not its last.

To interest is one thing; to stir up an active desire to purchase is something quite different. A thing out of place—a litter of pups in a bookseller's window, for instance—may draw a crowd and excite much comment, but it does not bring custom on that account. Displays of this kind are known as grotesque, and, though a few of them are still to be seen, experience proves that they are not money-getters. The dealer who sets out to do things should see that he does them with due regard to their logical sequence. Everything in a process should be related. One thing should lead up to the next in order. The absence of connection has ruined the effectiveness, from the viewpoint of sales, of many displays otherwise commendable.

## SAFETY RAZORS BIG SELLERS.

Talking Machine Men Enthusiastic Over This Line as Custom Makers.

During some extensive trips the past month *The World* has had an opportunity of getting into close physical touch with a large number of talking machine men, and we have taken the trouble to investigate how safety razors and accessories are "panning out" as a side line with those who have handled them for some time. In view of what we learned we can unhesitatingly recommend this line to anyone desiring a live seller which has at the same time that added feature—a good profit. Of course, like in other lines, there are good and bad razors, and while we cannot, of course, be specific we would certainly recommend those that have stood the test of constant use and are well known to the public, for there is no question about the selling value of a name or trade-mark that is well and favorably known.

## AMERICAN PICTURE CARDS POPULAR.

The picture post cards of American manufacture are increasing in popularity with discriminating buyers, and in many instances are being preferred to imported European cards. This is due, of course, to a high standard of workmanship, and one firm in particular, the National Colortype Co., of Cincinnati, O., have made rapid strides in improving this great American industry. They have devoted many years experimenting and improving hand colored cards, and are now in a position to deliver orders in two to three weeks, whereas four to six months are required to procure foreign cards. They will gladly send you a set of sample post cards if you mention *The Talking Machine World*.

The assets of the Vitak Co., bankrupts, were sold at public auction on Thursday, January 6, by order of the courts. The articles consisted of dies, tools used to manufacture parts for Home moving picture machines and also the patents.





### THE SIDE LINE SECTION

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## A GOOD YEAR'S BUSINESS

Enjoyed by Those Dealers Handling Sporting Goods—Little Damage Done by New Laws—A Summary of Conditions.

Talking machine dealers who have handled sporting goods as a side line during the past year and those who are thinking of embarking in such a venture this year, should be interested in the rosy report on the happenings of the sporting goods trade of 1909 as published in the Sporting Goods Dealer.

The past year rendered three material services—times services let us call them, by way of emphasizing the point as we would here make it—to the sporting goods trade. In the first place, 1909 took care of itself in a very admirable way. This is really all that can be fairly asked of any period of time. The man, the business or the season that holds an even course, showing normal development, gives a good account of himself—of itself—by that fact alone. But 1909 did more than that. It enabled the trade to get rid of many accumulations carried over from the depressed period that preceded it. Finally, 1909 witnessed the shaping of things in such a way as to serve as an excellent introduction to 1910. In this way it rendered the three-fold service above spoken of. Nothing better can be said of any year than that it maintains itself, settles the troubles of the past, and paves the way for a smooth future. This is what 1909 did for the sporting goods business of the United States, and for which it deserves a word of special mention.

The gloomy vaticinations indulged in by many as to what would result from the passing by some of the States of sundry State laws, in respect to firearms, have not been fulfilled. These restraining laws have no doubt hurt, in spots, the local dealers, but they have not injured to any appreciable extent the firearm industry of the country. The nervous, fussing States have injured their own citizens for the benefit of the non-resident trades; and that is about all that these draconian laws have accomplished. If a farmer can not buy a pistol for the defense of his household within his own State without paying two prices for it, he can get it easily enough elsewhere. He can cross the boundary line and buy in person; or he can order by mail, and Uncle Sam will see that under the interstate commerce law he gets what he wants. So much for these foolish restraining laws, which hurt the local merchants but no one else, fortunately for general prosperity.

The changes enacted by the new tariff laws were not great, and did not interfere with the sporting goods trade of the United States. The American manufacturer continues to enjoy the benefits of protection, and, up to the present, no foreign country is threatening the sporting goods trade of this country in the direction of its exports.

Manufacturers along all lines of sporting goods were kept busy during the past twelve-month. Many succeeded in getting rid of such surplus stock as had accumulated during the preceding slack spell. Prices were well maintained, and the average was quite satisfactory. Dealers were careful in placing orders, but as the aggregates were well up to the healthy normal no complaint is to be made upon that score. Upon

the whole, 1909 was a year of nice adjustments; manufacturers and dealers felt their way as they proceeded. There was little or no speculation, either in the direction of over-building and over-production or in placing orders of an excessive size. This was nothing more than a prudent line to pursue under the circumstances, and the trade is to be congratulated upon it. As a result, conditions were never more sound and healthy than at present.

During the past year the National Sporting Goods Dealers' Association was placed upon a permanent basis. This good work, for which the trade has long been looking, was accomplished at the second annual meeting of the association, which took place at the Hotel Astor, February 24, 25, 26. The trade was canvassed at this meeting in a very thorough way. A broad policy was outlined, and met with general approval. The membership includes practically all the largest and most important exclusive sporting goods distributors throughout the United States. Much benefit has already resulted from the formation of the National Association.

## SATISFYING THE CUSTOMER.

Willingness to Exchange or Take Back Goods Does Much to Create Confidence in Customers—Perfect Frankness the Best Policy to Pursue in Selling Goods.

Nothing is more powerful in the doing of business than being above suspicion. While with a portion of the public that is somewhat impossible because they are given to the inclination to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squarely at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell his customers exactly what is what, he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.

The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made the victim of an error. If a customer considers he has fair cause for complaint concerning goods and the retailer fails to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the viper that stings trade hardest and most seriously.

Infinite care should be taken that a customer should have what he asks for or be made acquainted with a difference in the brand or quality, if anything else is offered and sold him. To reach home and discover the thing received to be different than the thing supposed to be purchased always puts the store and the clerk on the list of suspected dishonesty. The customer who asks for anything specific usually has reason for so doing. It may be possible to argue him from the position and sell him something else, but it is the height of foolishness to substitute without his knowledge and full understanding. If he brings the article back and has his money refunded, he remains of the opinion that he has been unfairly dealt with and that he can not safely trust the store and the clerk again.

Such impressions are almost impossible to eradicate and their effect upon trade, especially in small communities, is more than the retailer is able to estimate or successfully counteract. He is constantly placed on the defensive and it is impossible for him to ever clear himself of the scent of suspicion.

Is there anything of compensation in such conduct? It matters not whether the offense be against the rich family up on the hill or the poor

family down by the river bed—the effect on general trade is the same. No man will contend that it pays him to allow such things to be done in his store, but there are stores that still permit the small and petty tricks of retailing under the impression that the public never finds it out. What a fool idea! What rot to think that one's neighbor possesses less intelligence and discernment than one's self.

There is nothing whatever in the selling of goods and the making of profits that can not be done on the square, and if we admit this as a fact there is no reason why he should fail to practice it as a common-sense matter of business conduct. To be frank, open and above suspicion in trade is as easy as to attempt questionable methods in any degree and is always ultimately more profitable.

## WEEKLY MEETINGS WITH CLERKS.

There is no retail store in the country that can not afford one half-hour each week to a discussion of store subjects and to instruction to the entire sales force. Such a period of discussion and instruction will bring out the latent qualities in many clerks and will impress upon all of them the fact that to sell goods is more than to be able to know what is on hand and offer it to the customer who asks for it. Not only can the force of clerks understand by such common meetings that instruction is not individual, but for the common use of all, and thereby avoid a misunderstanding, but also the power of team work that can be infused into the understanding of the whole force. To raise the power of the selling force of the store is one of the necessities of store-keeping now.

## BICYCLE MEN GET AVIATION FEVER.

The traveler for a well-known sporting goods house declares that the craze for aviation will ruin some bicycle dealers and repair men if they don't look out. He states that the small dealer with plenty of time to spare, sees the plans of a new aeroplane in one of the popular magazines and is impressed with its apparent simplicity. Before he knows it the dealer is building a flyer of his own, and, more than that, likely wasting time and money on it that can ill be spared from his business.

## NOTHING NEW UNDER THE SUN.

"We have an idea that we are pretty original and up to date," remarked a business man who is interested in vending machines. He was speaking to his lawyer. "I have taken out patent rights in America and England for my various inventions in the penny in the slot machines, but when I went to Germany to get the rights there for my water machine—the one in which you drop a penny for a glass of water—I found myself up against it. Those Germans are so thorough in their search for anything of the kind that has previously been in existence and on which a new patent might be an infringement that they go back for centuries in the records of history. And would you believe it?—a machine in which holy water was once dispensed to the public in Palestine was found to be the only thing that would interfere with my clear right to patent my machine in Germany. I call that going too far."

## WRIGHT & DITSON EXPAND.

Wright & Ditson, the well-known sporting goods house of Boston, have opened a retail store in Chicago in connection with their wholesale branch at 84 Wabash avenue. Upon his recent trip to the Pacific Coast John F. Morrill, of that concern, established a permanent branch at 326 Market street, San Francisco, Cal. They have recently removed their sporting department for tennis rackets from the Wakefield, Mass., plant to the factory in Chicopee, Mass.

Remember, a genial smile is a weapon which a buyer often falls under.



**OPEN AIR THEATRICALS.**

Some Scenes in the Making of Moving Pictures That Never Come Before the Public—How the Citizens of Historic Fort Lee Often Enjoy Impromptu Performances.

The fields and woods about historic Fort Lee, just across the Hudson, are the scene nowadays of a continuous performance of extremely animated open-air theatricals. On almost any fine day one may enjoy historic pageants, sham battles, tragedies, comedies, and the bill is changed daily. A few motorists are attracted to this region and they, with the native population, form the only audience.

The manager of all these one-night, or, rather, one-day, stands is the moving picture man. Here one may see the premier performance of scores of dramas which later will be repeated in thousands of darkened halls all over the country. The delights of a first night at the theater are nothing, however, to those of a real, living, moving picture show.

To watch the staging and rehearsals of one of these open-air dramas is to go behind the scenes with a vengeance. A wide assortment of properties is kept on hand in a nearby barn. The stage is shifted from place to place to take advantage of the natural setting. The actors and actresses dress and make up in tents which are pitched near the stage selected for the day's performance.

The native population has become accustomed to bands of Indians yelling and dashing about the roads and by-paths, to troops landing on the river bank, to dancing villagers, and every variety of battle, murder, and sudden death at their very doors. It sometimes happens, however, that a stranger chances upon the shows, to his unbounded astonishment, and complications follow.

The moving picture impresario has not alone all the troubles of his craft to encounter, but he must guard against interference as well. The performances rarely go off smoothly, despite every precaution.

Within a few days an animated scene from the French Revolution was enacted, for instance, beside the River Road. A guillotine had been erected and a howling mob assembled about it. The "execution" was going forward in the most lifelike manner. The long film was speeding smoothly through the camera. The dramatic moment arrived. The condemned man, with the

priest beside him, ascended the scaffold. The chorus waved their arms, swaying to and fro.

Just at this most inopportune moment an automobile swept around the curve of the road, and several ladies it carried suddenly found themselves face to face with this exceedingly realistic picture. They broke into wild, piercing screams. The automobile stopped. The excitement was too much for the chorus. It stopped its performance then and there, and turned, even to the condemned man and the priest, to look at the automobile. The motorists saw their mistake in a moment and sped away. But the film was ruined.

Another day the entire company met at the picturesque stone church, which crowns the Palisades, for an old-fashioned wedding ceremony. Some one connected with the church had agreed to allow the procession to form in the church and leave it in full costume to the rattle of the moving-picture machine.

After many rehearsals the final performance was commenced. Everything was moving finely. The bride, in all the loveliness of her property bridal veil and paper orange blossoms, was walking with becoming timidity down the steps.

Suddenly, without an instant's warning, several excited figures rushed into the picture. A wild scene of confusion followed. The groomsmen tried to eject the strangers. An unseemly struggle ensued. All this was recorded with pitiless exactness by the moving-picture machine. Another film was ruined past hope.

When the confused crowd of bride and groom, bridesmaids and groomsmen, in eighteenth century costume were separated from the strangers, it was found that they were trustees of the church, who had their own ideas of moving picture shows. Arguments were useless. They pointed out that the stage clergyman, for all his white wig and sanctimonious expression, was of no sect permitted in their church.

Many remarkable films are made from time to time by these chance interruptions, which, needless to say, the public is not allowed to enjoy.

**PICTURES TO BE WAFTED ACROSS OCEAN.**

Lecturing before the Royal Society of Arts in London, Eng., recently, Thorne Baker, a noted photo-telegraphy expert, said he had obtained results with experimental apparatus which show that it is possible to send photographs across the Atlantic by means of wireless telegraphy. He is

now making arrangements for a long-distance test, which will occur at an early date.

**A BRIGHT OUTLOOK.**

Excellent Business Looked for in the Bicycle and Motorcycle Industry—A Summary of Conditions by One in a Position to Know.

"The outlook for the bicycle and motorcycle industry for the year 1910 could not be much brighter," a few days since remarked a man in the trade to a representative of The Bicycling World. "Since the year previous to the financial panic of 1907 manufacturers have not been so busy, or have orders for name-plate machines been so plentiful; in fact, I believe it is a conservative estimate to place the prospective 1910 increase at approximately 100 per cent. over the business of 1908.

"This may sound tall, but there is no reason why it should not be the case, as a glance at conditions throughout the country generally indicates a prosperous season in all lines of industry. In New England, for instance, which is a great manufacturing center, and where there are large producers of all kinds of machinery, of copper and brass goods and of shoes, woolens, silks and kindred lines, we find everywhere sufficient business to warrant all plants running on full time, and with every prospect of doing so until well into spring. The same is true of the entire Eastern and Middle West sections of the country, and buyers from the South and from the Pacific Coast are placing orders sufficiently large to keep the factories from whom they obtain their shipments busy making deliveries, all of which means that all classes of workers are earning money and are circulating it.

"Dealers who have not correctly sized up the situation and placed their orders with specific dates for delivery early in 1910 are sure to come to grief later on. This is especially true in the motorcycle industry, where the manufacturers depend largely on automobile parts factories to supply them with such parts as castings, forgings, machine parts, magnetos, coils, spark plugs, etc. Most of these factories are full up with work—so full that the automobile makers are making life miserable by their demands for quick deliveries.

"As an illustration of the conditions that prevail and of their effect, I can name a prominent parts manufacturer who recently told me that he had that very day received a long distance telephone call from a well-known motorcycle concern, some 500 miles distant, urging the delivery of certain parts which were on order, the motorcycle manufacturer stating that he was being pressed by his customers for immediate shipments.

"The present demand for goods from the Pacific Coast precludes any possibility of an accumulation of stock for spring delivery.

"There has been a gradual stiffening of prices of bicycles for some time past, and the manufacturer who does not make a reasonable profit and do a satisfactory business during the coming season will have only himself to blame for his discontent."

**KEEP YOUR GRIT.**

Hang on! Cling on! No matter what they say; Push on! Sing on! Things will come your way. Sitting down and whining never helps a bit; Best way to get there is by keeping up your grit.

Don't give up hoping when the ship goes down, Grasp a spar or something—just refuse to drown. Don't think you're dying just because you're hit; Smile in face of danger and hang to your grit.

Folks die too easy—they sort of fade away; Make a little error, and give up in dismay. Kind of man that's needed is the man with ready wit,

To laugh at pain and trouble and keep up his grit. —The Booster.

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## MOVING-PICTURE SHOWS IN AFRICA.

The Popular Amusement Successfully Started at Cape Town.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 8, 1910.

The introduction of the popular kinetoscope entertainment business into South Africa is described by Consul-General Julius G. Lay, of Cape Town, in a report to the Department of Commerce and Labor. He says:

"Until last autumn the moving-picture show, as a cheap amusement, such as is found in the cities of the United States, was unknown in this country. It has been used for several years for closing vaudeville theaters and for whole evening entertainments at high prices of admission. Recently two moving-picture shows have been started in Cape Town at which the price of admission has been placed at 12 cents. These shows give four entertainments daily, except Sunday, and are patronized far beyond expectations. The halls occupied are arranged to seat about 300 persons, and the management is reaping handsome returns.

"The success attained by these shows is convincing evidence that there is a good field here for moving-picture machines to be worked on similar lines. An amusement company owning and operating vaudeville theaters in Cape Town and some other large centers in which moving pictures are used to close entertainments, and who own one of the cheap shows in Cape Town, has arranged to open seven of the 12-cent moving-picture shows in other parts of Africa. It is thought that these cheap shows, if introduced in the suburban municipalities of Cape Town and the small country villages throughout South Africa, would be very profitable, providing the class of pictures was carefully selected and kept up to a reasonable standard.

## Difficulties of Procuring Films.

"The chief drawback at present to selling picture machines in this country is the inability of the purchasers to rent films, necessitating their purchase outright. No depot exists in any part of South Africa for the distribution of films on hire. The manufacturer who wishes to sell picture machines in this country should make it possible for purchasers to obtain the loan of films at a moderate price.

"All the moving-picture machines now being used in South Africa are of English or German manufacture, and the individuals or companies owning or operating them have arrangements with suppliers in London, England, for films to be sent regularly on all the most recent subjects. These are purchased outright and not returned to the London depot. It is stated that the depots for films in Europe will only send films to South Africa on the loan system if the person hiring them pays rent from the time the films leave the depot until their return thereto. This, of course, makes the cost of hire prohibitive.

"The demand is principally for a high-grade machine using electricity for power. American-made picture machines are very little known in this country, and there seems to be a good opening at present for some manufacturers to sell their machines here. Intending purchasers of machines will not buy from catalogs, but must be shown the machines and have them demonstrated to them. When once convinced that the American-made machine is equal to the British

and costs no more, manufacturers of the United States can get a share of the business."

## NEW PEERLESS AUTOMATIC PIANO.

Style DX Placed on the Market by F. Engelhardt & Sons—Especially Suitable for Moving Picture Theaters, Arcades, Etc.—Equipped with Cymbals and Drums—Very Powerful—May be Played Manually.

The new Style DX Peerless automatic piano which has been placed on the market by F. Engelhardt & Sons, the enterprising manufacturers, Windsor Arcade, New York City, is especially adapted for moving picture theaters, pavilions, amusement arcades, skating rinks dancing schools; in fact, any place where good loud music is desired. The instrument is equipped with xylophone, genuine Turkish cymbals, bass and snare drums of the best make. The latter can be adjusted to play loud or soft, in fact, all possible effects in music from the most delicate pianissimo to fortissimo can be produced, i. e., powerful enough to fill a large hall, or adjusted as not to seem loud in a small room. Another important feature—the instrument can be played manually. Another very strong feature—the music rolls for this instrument are cut and especially arranged to give full orchestration. In other words, the xylophone playing the solo part of the composition and the piano, cymbals and drums the proper accompaniment. The piano is also fitted with a new magazine slot and is sure to prove a big money-maker wherever introduced.

The driving of the instrument is by electric motor arranged inside the case and can be connected to any ordinary domestic electric light lead. The instrument is truly an artistic conception in every particular, and is sure to meet with popular demand. Although but added to the "Peerless" line within a comparatively recent time, the advance orders would indicate that style DX will be one of the "top-liners" and star sellers.

Talking machine dealers will find the instrument an excellent side line, viz.: to secure orders for the installation of the instruments in places of music. The field is a large one, and one well worth cultivating. Many dealers report to The World that they have had quite some success in placing the Peerless piano in ice cream parlors, skating rinks and dancing schools this fall. This is a pointer for others to follow and do likewise.

## CANNING ANIMALS' VOICES.

Assistant Curator Ditmars, of Bronx Zoo, Has Plan for Utilizing Talking Machine Records in the Teaching of Zoology in the Primary Schools—Possibilities of Proposed Scheme.

Lions will soon be roaring and wolves howling, and possibly the laughing hyena also may chuckle a little in the classrooms of the primary schools of New York City if Assistant Curator Ditmars, of the Zoological Gardens at Bronx Park, is successful in working out the plan he now has under way.

"Nothing interests the youngsters so much as the Zoo and its inhabitants," says Mr. Ditmars, "and I believe a little instructive talk now and then about the animals, with reproductions of their roars and calls, would prove as valuable as interesting."

This novel method of teaching zoology is made

practicable by means of phonographic records of the roars, grunts, bellowings and other vocal demonstrations of the creatures of the wild, which it is a great inaccuracy to call "dumb beasts." Among the records already canned and ready for use, the wolf howls are declared to have met the highest expectations, while at the present moment the lions' roars are giving the phonographic recording needle the most strenuous opportunity it has had since the Roosevelt campaign speeches. There will soon be little left for modern science to do at the Bronx, unless it be to get some moving pictures of the sloth, or show the musk ox in the act of celebrating a blizzard.

So the primary school children, who cannot all get up to the Zoo, especially at this season of the year, may have the Zoo brought down to them, in such a way that they will cheerfully listen to the moral descriptive talk that goes with each animal, for the sake of the fun there is in it. Whenever the schoolroom grows dull and monotonous the teacher can turn on the trusty phonograph and say with Botton in the "Midsummer Night's Dream":

"Let me play the lion, too. I will roar that I will do any man's heart good to hear me. \* \* \* I will aggravate my voice so that I will roar you as gently as any sucking dove—I will roar you as 'twere any nightingale."

What a fine thing it would be if only the vocal energy of human lions could thus be bottled up, to be used at will and discretion!

Labor leaders, suffragettes and Chicago University professors would find their own effectiveness and the patience of the public quadrupled, says the Evening World. Emma Goldman would have comparatively plain sailing. Jeffries and Johnson could fight whenever and wherever they pleased—or just as soon as the purse and the picture privileges should make it worth their while. Polar discoverers could produce, or reproduce, the verbal testimony of their Eskimo witnesses as to latitude, longitude, turpitude and temperature.

And what a boom the lion-roaring phonograph would be to Bwana Tumbo's admiring auditors, when he comes home from the African hunting trip!

According to the International Library of Technology, there are several good solutions for frosting electric globes quickly for the temporary use of decorations. Perhaps the simplest is white shellac thinned with wood alcohol. Dipping the globes in this and allowing them to thoroughly drain produces an excellent imitation of ground or frosted glass. The same solution, by adding aniline dyes, may be used for coloring electric globes. Another simple method for frosting is to dip them in a saturated solution of alum and water. To make a heavier coating, repeat the dipping and drying process. Dipping the globes in a hot solution of sal-ammoniac will give about as good results as the alum solution. All grease and dust should be removed from the globes by polishing them with whiting and tissue paper before applying frosting or coloring. A good frosting effect was recently obtained by brushing mucilage evenly over the globes, dusting them with talcum powder until evenly covered, and then allowing them to dry.

60 YEARS' EXPERIENCE

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