

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED.



"ON SPEAKING TERMS"

ZON-O-PHONE

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

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ARKANSAS

Hot Springs..... Joe Hilliard, 216 Central Ave.
Ft. Smith..... R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

San Francisco... Peter Bacigalupi & Sons, 941 Market St.

CONNECTICUT

Bridgeport..... F. E. Beach, 862 Main St.

FLORIDA

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

ILLINOIS

Chicago..... Benj. Allen & Co., 131-141 Wabash Ave.
Chicago..... B. Olshansky, 615 So. Jefferson St.
Chicago..... W. H. Sajewski, 1011 Milwaukee Ave.
Chicago..... Tresch, Fearn & Co., 73 Fifth Ave.

IOWA

Des Moines..... Harger & Blish, 707 Locust St.
Dubuque..... Harger & Blish, Security Bldg.

KANSAS

Topeka..... Ernabizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis..... Globe House Furn. Co.
Baltimore..... C. S. Smith & Co., 441 W. Baltimore St.
Baltimore..... Louis Maxor, 1432 E. Pratt St.

MINNESOTA

St. Paul..... W. J. Dyer & Bro., 21-23 W. 5th St

MICHIGAN

Detroit..... J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City... Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield... Morton Lines, 325 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 8839 Finney Ave.

NEBRASKA

Omaha..... Piano Player Company, 16th and Douglas Sts.

NEW JERSEY

Hoboken..... Eclipse Phono. Co., 203 Washington St.

NEW YORK

Brooklyn..... F. W. Rous Co., 435 Fifth Ave.
Brooklyn..... B. G. Warner, 1213 Bedford Ave.
New York..... I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

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

OHIO

Akron..... Geo. S. Dales Co., 128 S. Main St.
Cincinnati... J. E. Poorman, Jr., 629 Main St.
Cleveland... The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg... J. H. Troup Music House, 16 So. Market Sq.
Philadelphia... Harmonia Talking Machine Co., 1891 Arch St.
Philadelphia... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh... C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Beaumont..... K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee... G. H. Eichholz, 1340 Fond du Lac Ave.
Milwaukee... Hoefler Mfg. Co., 306 W. Water St.
Superior..... Russell Bros.

CANADA

Toronto..... Whaley, Royce & Co., Ltd., 168 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. 9.

New York, September 15, 1910.

Price Ten Cents

A SAFE CREDIT SYSTEM.

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

Ninety-nine per cent. of the business of this country being done by credit, the importance of this subject becomes at once apparent. When asked by a banker recently whether we were getting much out-of-town business, I replied that the rapid growth of our new local business had kept the credit department too busy up to this time to tap the interurban fields. He asked what our credit department had to do with it, and was told that fully 90 per cent. of the homes are furnished on credit, and that it is a waste of money to cater to the small minority, says C. E. Whitehill, of the Whitehill-Gallier Co., Muncie, Ind.

Yes, our credit department has been kept busy, for if there is any department of the house furnishing store that ought to be kept busy it is this one. We believe thoroughly in the definite contract system. Only a few days since, an ordinary note fell due, on which a responsible party wished to make a partial payment. The credit manager asked whether he should give credit on the back of the note. He was told by all means to take a new note. Do you know why? So there would be a definite term when the balance would fall due—a certain known time to present a note for collection. Has your banker ever asked, "How long do you want it for?" He was looking for a due period, when you are expected to make payment, a time when you would either have to "settle" or give a reason why.

Are you doing business on a banking basis? If not you had better get busy. "But I am not running a bank," some wisacre will say. Maybe not. And the man who makes that reply never will. Another man would ask, "What do you mean by a banking basis?" I mean just that. I mean a house furnishing banking business, in which you loan the legal 70 per cent. of your depositors' money and take therefor commercial paper, with good security, having a definite due period and a sound recourse for recovery on failure to pay.

What do I mean by your depositors' money? I mean the money you have borrowed from your faithful bank or your trusting friends. I mean the merchandise entrusted to you by jobbers and manufacturers, all holding you to account for the faithful discharge of duty.

What do I mean by taking commercial paper with good security? I mean you are not faithful to your trust unless every one with whom you open an account is taken into that little private room, where, after careful inquiry into his ability to liquidate his debt as it falls due, his name is properly affixed to a binding contract calculated to make every stockholder and creditor of your business absolutely secure.

As to the form of this contract, if you are selling to the classes it may be an ordinary note endorsed by a responsible property holder. But if you are dealing with the masses by all means make a lease note, whereby the goods sold become the best security and the terms of payment can be so arranged as to suit every income. Then there will be no loss.

More than 99 per cent. of the people will pay if you will only give them a proper chance, and I can prove it. Our losses for the first three of the past six years aggregate less than two-fifths of one per cent. That means more than 99 per cent. were honest.

But your broker is wise. You ask him for \$10,000, and he shows you how to get along with \$5,000. When this falls due what happens? Do you go to the bank and pay it? Hands up. No, and neither did he expect it. You reduce the loan

\$1,000 and renew. You borrowed the money for 90 days, and pay it all in three years, liquidating a little at definite intervals.

Now, when the next man earning \$10 per week comes in, open an account with him at \$1 per week and he'll pay you if—if you do just what your own banker does with you, and I know you are honest. Every time that note comes due you will have to go to the bank or the bank will come to you. Did you ever know any one to escape it? Nor did you ever know any bank to lose money on a loan except through worthless security. Neither will you. Sell only good goods. Make them stand for the faithful performance of the proper terms of agreement. Then you cannot lose. For the merchandise plus the after payments will be worth more than the actual loan.

THE TALKER AS A TUTOR.

Besides Being a Money Saving Proposition It Does Not Lose Patience with Backward Students.

The talking machine long ago found a decidedly secure place in the field of educational work, proving a drill master that was always perfect and never impatient. From use in the class room the talker has advanced in a number of cases to the position of private tutor for the student who is backward or the man who desires to "cram."

While tutors command as high as \$3 per hour and are kept busy from morning till night, the work is an exhausting strain upon the tutor.

In the old days the tutor would quiz and explain alternately hour by hour, and at the day's end voice and temper would be frayed at the edges. Now, however, phonograph records of a complete series of all the drill questions on a subject are prepared. About ninety questions can be put upon one record, and the tutor will have as many as necessary to cover his subject.

"Give the first person, plural, active, past definite of 'voir,'" demands the phonograph in a cold, impersonal tone, and the youth proceeds to scribble the answer. "Third, singular, future, indicative, active of 'aller,'" comes out from the horn, and so on through the list on which the youth is supposed to be prepared.

As each sheet of answers is completed the tutor corrects it, until at the end of the session both master and pupil know the weak places. The questions are reeled off at a speed which leaves no time for reflection.

"The thing won't let you stop to think," complained one young fellow about to take college entrance examinations for the third time. "There's nothing to do but to have the answers at the tip of your tongue. I call it pretty strenuous."

As the pupil becomes more proficient the machine is set at a faster rate, and when he can go through the questions at top speed, without slips, it is a fair sign he knows the work. Meanwhile papers have been corrected, the next day's work outlined, and the tutor's voice and energy conserved.

Under the old method, at the end of a day's work a tutor frequently could talk hardly above a whisper.

AD. PULLS IN ESPERANTO

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

Portland, Ore., in the process of booming itself inserted an advertisement in the "Amerika Esperantisto," and as a result of that one advertisement, says the Portland Telegram, "communications from practically every country of the globe are reaching the Commercial Club. When Assistant Manager Crissey opened the morning mail to-day he found a batch of communications with the

strangest aggregation of postage stamps he had ever looked upon in one day.

"Upon opening these and getting the substance of the inquiries tabulated, it was found that men in Russia, Germany, Denmark, Belgium, the Philippines, France, Italy, Holland, Sweden, Austria, Canada, Mexico and other American countries are on the list. They all wanted to know of Oregon, of the opportunities here for homes and of the conditions attending immigration.

"This advertisement was an experiment. The management did not know to what extent the new tongue was being spoken in the world; but the remarkable series of inquiries received indicates that the circle of readers and students of Esperanto is large, and covers the globe."

Which one of the great talking machine companies will be first to use Esperanto in advertising matter?

A SYSTEM OF WIRELESS TELEPHONY

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

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

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

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

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

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

When the membrane vibrates the aperture begins to oscillate, and varies the flow of drops so that the fluid on the collector is continually altering in thickness. If this circuit is connected in a suitable way with the spark-gap mentioned above, the intensity of the spark will correspond with the sound waves and will transmit to the receiving station the appropriate words and sounds with force enough to be heard.

TALKING MACHINE RECITALS.

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

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

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

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

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

The attendant at the machine should describe each record before it is played. Tell your audience where the number appears in the opera, or, if it is a ballad, give an outline of the composer; say when and where born, the prominent composi-

tions of the author, and then recite the poem that you are about to demonstrate. Also, mention the artist who renders the selection. This plan is much more effective than merely methodically playing one record after another in a sort of a mechanical manner. As to the attendance—request the presence of the leading musicians and society people, and provide them with reserved seats. You will find a fair percentage of those in attendance, although they may have attended from curiosity, will have developed into good customers.

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

Ascertain the studies in the public schools and search your catalogs for compositions by the authors they are studying, then invite the teachers to demonstrations. By so doing you will receive free announcements in the schools, with the request that the pupils attend. I invited the professor of music of the public schools of Dayton to spend an evening with me hearing grand opera. He grasped the possibilities of the talking machine as an educator and induced the superintendent to secure the purchase of a machine by the school board. Three other schools have since been supplied, and soon all of the schools of that city will possess a Victor.

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

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

WANAMAKER'S ADVERTISING ADVICE.

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

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

TO RECORD INDIAN SONGS.

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

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

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

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

The voice of one of the leading chiefs of the northern Chippewas, Gemi-Urinac, is preserved in a phonograph record at Washington.

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

FOR "THE MAN IN CHARGE."

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

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

NO STANDING STILL.

There is no such thing as standing still. We are either going up the ladder or going down. In which class are you? The man who has not the courage to ask himself this question and to seek a correct answer is on dangerous ground. It is better to know the truth, even though it is against you, than to remain in a rut until it is too late to get out. It is not necessary to be a genius to be going the right way of the road. Patience, diligence, perseverance, regularity and economy of time will always win. These are qualities which all can possess, and the acquiring of them is a small price to pay for success.—Gage E. Tarbell.

JOINING THE COMMERCIAL FAMILY.

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

EASTERN CO. SERVICE

IS THE KIND THAT GETS THE GOODS INTO YOUR HANDS WHEN YOU WANT THEM

Popular Records in the height of their demand, not after your competitor has supplied the demand. Try Eastern Service. Once Tried, Always Used.

Write us for samples, descriptive circular and prices of

Grand Opera Needles

The best needle on the market. Packed in patent boxes, with two compartments in lots of 300, 500 and 1,000, and in boxes of 100. Prices Right, Quality the Best.

YOU SHOULD HAVE "DUST-OFF"

For Edison Records

RECORD CLEANERS

For Victor Records

The largest selling accessory ever put out. Write for circular and price list.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



VICTROLA XII
Mahogany, \$125



VICTROLA XVI
Circassian Walnut, \$250
Mahogany or Quartered Oak, \$200

The popularity of the Victrola means a greater business for you

Victor dealers everywhere are realizing as never before the splendid opportunities the Victrola offers them.

The Victrola is the greatest and most popular of all musical instruments. Music-lovers the country over have greeted it with unbounded enthusiasm and approval—and its popularity is increasing every day.

It is one of the greatest successes we have ever had. There is absolutely no other instrument like it—nothing else to compare with it in any way.

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

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

Victor 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



VICTOR DISTRIBUTORS:

Albany, N. Y. Finch & Hahn.
 Altoona, Pa. W. H. & L. C. Wolfe.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Petmecky Supply Co.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me. M. H. Andrews.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Canton, O. The Klein & Heffelman Co.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Iowa. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Musical Echo Co.
 Walschner-Stewart Music Co.
 Jacksonville, Fla. Carter & Logan Brothers.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Knoxville, Tenn. Knoxville Typewriter & Phono-
 graph Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Richm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Lawrence McGreal.
 Minneapolis, Minn. Lawrence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Canada. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 Newark, O. The Ball-Fintze Co.
 New Haven, Conn. Henry Horton.
 Nat'l Auto. Fire Alarm Co.
 New Orleans, La. Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Slias E. Pearsall Co.
 Benj. Switky.

Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill. Putnam-Page Co., Incorp.
 Philadelphia, Pa. Sol Bloom, Inc.
 Louis Buchn & Brother.
 J. E. Ditson & Co.
 C. J. Hepp & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah. Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

**Don't be an ostrich. Keep your head
out of the sand and make comparisons
for the good of your Accounts Receivable,
as per pages 32 and 33 of this issue.**



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

MILWAUKEE'S NEWS BUDGET.

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

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 8, 1910.

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

The local retail trade is showing more life now that the hot weather is past and people are returning to the city. Dealers say that it is remarkable how the demand for the higher priced machines is maintained in Milwaukee. The September records in all lines are selling well. Wholesalers say that dealers about the state are showing their confidence in the coming fall and winter trade by placing some very satisfactory orders in machines and records.

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

Lawrence McGreal, well-known talking machine jobber, accompanied by his wife and family and Miss Gannon, owner of the McGreal store, has returned from an automobile tour about Wisconsin. Mr. McGreal is well pleased with the prospects of a lively fall business.

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

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

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

L. C. Parker, manager of the talking machine department of Gimbel Bros., one of the Milwaukee representatives of the Victor, is meeting with excellent success in placing the Victor in the public schools of the city, the Twenty-second district

school being only one of the many which have been so equipped. The machines will be used in teaching music, for aid in chorus work and for concerts and other entertainments, which have become a part of the present day school life. Mr. Parker has been successful in placing the Victor in a majority of the seventy-five public schools of the city.

No appropriation has been made for talking machines by the board of school commissioners, but the money is raised by the teachers and pupils, who have come to see the advantage of having a talking machine in the buildings. Various ways were taken in some of the schools for raising the necessary funds for the machine and records. In some cases popular subscriptions were taken up, while in the majority of cases the money was obtained by giving entertainments for which an admission fee ranging from five to twenty-five cents was charged.

Mrs. Frances E. Clark, supervisor of music in the Milwaukee public schools and a prominent member of the music teachers' national organization, is enthusiastic over the results being obtained with the talking machine as an aid in music teaching. She says:

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

"Business is picking up in excellent shape," said L. C. Parker, manager of the talking machine department of Gimbel Bros. "Although the summer months were rather slack, we are now getting all the business we can handle. It has been necessary for us to increase our working force and we will double the size of our stock during the next month."

Plans are being made to have the Milwaukee county board to commence legal proceedings against Joseph M. Carney, court reporter in Judge W. J. Turner's branch of the circuit court, to compel him to return to the county a phonograph and cylinder scraper, which he is using. This action will be taken as a result of a movement recently started to compel the court reporters to furnish their own material, the phonograph and scraper being among the apparatus necessary to carry on the work in that office.

The Charles H. Schefft & Sons Co., recently organized and incorporated, will carry on the talking machine business formerly conducted by Eichholz & Schefft at 839 Third street. The building is being remodeled and redecored throughout and will be enlarged so that a larger stock may be carried. The company is capitalized at \$5,000, with Charles H. Schefft, of the Ross, Schefft & Weinman Piano Co., and his two sons, O. C. and Ernest, as incorporators. The business will be in charge of the two younger members of the concern, both of whom have had considerable experience in this line.

Milwaukee and the larger cities of Wisconsin will prove a good field for the business phonograph during the next few months, according to the statements of W. W. Quantrell, of the Edison

Business Phonograph Co., of New Jersey, and J. H. Becker, Jr., of the Hoeffler Manufacturing Co., of Milwaukee. These men recently started a campaign in behalf of this machine and report excellent results.

A practical demonstration was given before each person that was called upon and as a result, a number of trials and prospects have been secured. "Prospects for the business phonograph are 200 per cent. better at the present time than ever before," said Mr. Becker. "Taking the machine in his office for a direct demonstration is the most satisfactory manner of interesting the busy business man."

Large crowds are being attracted to the store of the Hoeffler Manufacturing Co. every Saturday evening to hear the concerts given on the Victor Auxetophone. The comic mirrors, which have been placed in the display windows of the store, are also attracting attention, with good results.

The September list of Victor records is an exceptionally popular one, according to the statements of the local dealers. Number 31794 is the greatest favorite, but the entire list is selling well.

Roy J. Kietl, of the Talking Machine Co., of Chicago, called upon the Milwaukee trade recently.

The force at A. G. Kunde's Columbia store, 516 Grand avenue, will soon be increased as the result of the recent arrival of Miss Dorothy Kunde at the Kunde home, who will, no doubt, be taking full charge of the business before many years have passed.

The new B Z disc model Columbia will soon appear on the local market and Mr. Kunde is preparing for a good trade on the new design. Many inquiries have been received, but he expects the first shipment to be sufficient for immediate needs.

"The store with the revolving records in the window," is the name that is being applied to the downtown Columbia store as a result of A. G. Kunde's novel window display. Two indestructible records are attached with wires to an upright bar, shaped like a T. This is kept revolving continually and as the records are whirled about they strike against two bricks. The bricks are rapidly worn away, while the records show few signs of their hard usage.

Mr. Gibbs, of the Rudolf Wurlitzer Co., Chicago, visited in Milwaukee recently.

The plant of the New Idea Cabinet Co., recently opened in the McGreal building, is now in full operation. The New Idea disc record cabinet, invented by William Schmidt, traveling representative for Lawrence McGreal, the well-known talking machine jobber of Milwaukee, is finding a ready market, and a steadily increasing flow of orders is being received.

An Irish woman was in the store buying some sheet music for her daughter, and after she had bought what she wanted she started to leave the store, a subscription agent of The Philadelphia Record met her coming out of the store as he was about to enter it, and he said: "I beg your pardon, madam, but do you take the Philadelphia Record. The woman replied: "What the devil would I do with that record when I don't have a phonograph to play it on,"

IMPORTANT COPYRIGHT DECISION

Of Interest to the Talking Machine Trade Throughout the World, Particularly Those Having Relations with Mexico, Recently Handed Down by the Court of Cassation—Suit Brought Against J. Espinosa Who Represented the Columbia Phonograph Co.—Latter Defended Action and Are Entitled to Credit for Sweeping Victory Secured and Which Reverses Ruling of Appellate Court Which Fined Espinosa \$750 and Sentenced Him to 60 Days Imprisonment.

As the leading American manufacturers of records have established business relations of importance in Mexico, and this trade is growing with rapidity every year, the appended decision of the Court of Cassation will be of direct interest. European manufacturers will also be concerned in the opinion. The suit was brought against Joaquin Espinosa, manager of the Espinosa Phonograph Co., of the City of Mexico, who marketed the product and represented the Columbia Phonograph Co., General, New York, the latter really defending the action, and to whom credit is due for the victory gained.

The opinion of the court is very sweeping, reversing the Trial and Appellate Courts, which had fined Espinosa \$750 and sentenced him to sixty days' imprisonment, unless the fine was promptly paid or an appeal taken. There is no appeal from the decision of the Court of Cassation, and thus the criminal proceedings are brought to an end. The matter of whether or not there is any civil responsibility for the sale of copyrighted talking machine records in Mexico, without permission of the owners of the copyright, is now under consideration by the Supreme Court of the Nation, and a decision is looked for any day. The opinion in full follows:

Statement of Facts.

Considering Firstly: That as the appeal is limited to the first chapter of the complaint, and the others have not been legally presented, it is only necessary to examine the judgment of the lower court as far as it condemns Espinosa to a real penalty, on the ground that he is responsible for the piracy of an artistic work under the terms of article 304 of the civil code; and decide whether that sentence made a correct application of the law or not, as affirmed by the appellant in presenting the grievance he complains of in the first chapter of his appeal.

Secondly: That the fourth division undoubtedly based its sentence on Espinosa on the accusation presented by the district attorney, who is charged by the law with criminal prosecutions and, as can be seen, it is conceived in the following terms: "Joaquin Espinosa is guilty of having traded in Mexico in the pirated works 'Machaquito' and 'Blanco y Negro,' property of Rafael Gascon." The division accepted this accusation, and held it proved (as stated in the second consideration) that the impression on the phonograph discs with the music of 'Machaquito' and 'Blanco y Negro' constitutes a real reproduction of those pieces, executed in this case without the consent of the author, and by a different process to that employed by him in the original; also, holding, as proved by the declaration of Espinosa, that he traded in discs and sold them in this city.

It concluded with the statement that the case comes fully within the provisions of article 1,204 of the civil code, and that under article 1,233, it is necessary to apply the penalty specified in article 432 of the penal code. These records of the prosecution, which decided the sentence taken in connection with the pleas presented against them by the appellant in chapter 1 of his complaint, under revision, necessarily lead to a study of these two questions: First—Does the impression on phonograph discs constitute a reproduction of the musical pieces engraved thereon in such manner as to constitute piracy? Second—In such case, does the sale of those discs in itself render the vendor liable to punishment under the Penal Code?

Reproduction of Music Defined.

Thirdly: That the question raised with respect to the extent of the privileges enjoyed by the authors of literary or artistic works, has been much debated by authorities who treat of the subject, and has been the subject of much litigation when the copyright has been taken out; but this diversity of opinion must not call our attention, because it arises from the diversity of legal provisions, and in many cases from the silence or deficiencies in the laws which do not foresee the advance of the arts which might invade those rights; but in order to decide the concrete questions under debate, as studied by the Appeal Court and specified in the first consideration, it is necessary first to state exactly what is understood by reproduction. To begin with, it is to be noted that to reproduce, in the grammatical sense of the word, is to produce again, and this means that the reproduction must be equal to what is produced for the first time; otherwise, if a new or different thing is produced, there will be a new production but not reproduction.

Our law accepts this interpretation, as article 1,182 expressly provides that the proprietor of a literary work has the exclusive right to publish and reproduce, as often as he considers it desirable, the whole or part of the original work; and we at once see that, in such case, the reproduction is understood to be the new publication of the same original work, either wholly or in part. Article 1,145 provides that when an author has assigned his work, and afterwards makes substantial variation in the same, he can publish this corrected work without the proprietor of the original having any right to prevent him; and this proves that in the opinion of the law, there is no reproduction in such case, because the corrected work is not the original. Article 1,199 prohibits the author from producing, by a similar art, the work which he has executed and the ownership of which he assigned to the person who ordered it made; which leads us to understand that the prohibition does not subsist if he executes it by a different art, and doubtless that is because in such case there is not a reproduction of the original work, in the true sense of the word.

A Record Not Strictly a Copy

Some foreign legislatures have adopted this view, as can be seen in volume 38 of the "Digest of Legislation," by Daloz, in treating of literary and artistic copyrights; and where this author treats of the different opinions expressed and decisions given as to whether the translation of a work can be considered as piracy, he concludes, in paragraphs 352 and following, with an expression of his own opinion that, in spite of the fact that the translation is substantially the whole of the original work, from its title, its object, its plan, its doctrine, its style, its expression, that is to say, everything that really constitutes the work, as the language in which it is written is only an accident, it must not be considered a reproduction, and therefore, a piracy, because in the translation there is a new factor, which is the intelligence of the translator.

All this demonstrates that the word reproduction in this matter expresses the idea of a new publication of the original work; and, therefore, it may be fairly concluded that the impression of phonograph discs is not a reproduction of the pieces which are engraved, but, furthermore, it must be borne in mind that the impression is not made by copying the piece, but by fixing the sounds which are produced in the execution of the same. For this reason what the disc reproduces is the execution of the piece as it sounded when the impression was taken, and so true is this that if any note is substituted in the execution, any transposition made or any irregularity, it is recorded on the disc, which for this reason can no longer be said to be an exact copy of the piece, but an exact reproduction of its execution.

Incorrect Application of the Law.

Fourthly: That according to this theory, articles 1,191 sub-clause IV., 1,196 and 1,201 sub-clause IV, of the civil code, as referred to in the second consideration of the sentence appealed from must be held incorrectly applied, because as the impression on the discs is not a reproduction of the pieces, they do not come within the provisions of those articles; but, as under our code and under the interpretation given by commentators to similar laws, every piracy implies a civil liability on the part of the person executing it, which resolves itself in the payment of loss and damages to the author whose rights have been infringed, as well as a criminal liability which is satisfied by the imposition of a real penalty, the lower court could apply those articles in support of the civil liability, which is not the subject of this decision, as well as of the penal liabilities, with which this decision exclusively deals. From this it results that the incorrect application here dealt with is that which has been given in the close connection which is claimed between them and articles 1,204 and 1,233 of the civil code, which are the real basis of the sentence.

Fifthly: That in its third consideration the Appeal Court says: "That by the confession of Joaquin Espinosa, manager of the Espinosa Phonograph Co., which fulfilled all the requisites of article 207 of the code of penal procedure to the effect that he had traded in Mexico and sold phonograph discs which contain the pirated pieces 'Machaquito' and 'Blanco y Negro,' it has been fully proved that he committed the piracy which is referred to under article 1,204 of the civil code"; but as we have seen the engraving of the discs does not constitute piracy, the condition required under that article is wanting in this case, and, therefore, article 1,233 of the civil code and articles 432 and 218 of the penal code cannot be correctly applied to the case.

No Proof of Piracy Furnished.

Sixthly: That if the provisions invoked by the court below in imposing the penalty of a fine could not be correctly applied to the case, the result is that such penalty has been imposed contrary to the provisions of article 182 of the penal code, which, therefore, is violated, and gives a reason for the motion for cassation, in accordance with the

provisions of sub-clause IV of Article 514 of the code of penal procedure which has been invoked by the appellant.

Seventhly: That according to Article 535 of the last cited code when it is considered that cassation will lie, this division must constitute itself into a Court of Second Instance and pronounce the decision which is due; but, in order to comply with this duty in the present case, it is only necessary to take into account the different preceding considerations, by which it has been established: Firstly, that no proof has been furnished that the engraving of phonograph discs does constitute a piracy of the musical pieces so recorded, as there is no real reproduction; and secondly, that consequently the isolated fact of trading in those discs does not imply the liability specified in article 1,204 of the civil code, and still less one of a penal character, thus deciding the second question, but to this we must add that no proof has been given in the prosecution of an indispensable factor which would establish the penal liability of the vendor of the discs, and which is, that in making the sale he proceeded with malice, because besides proving the fact of the sale, it is also necessary to prove that it resulted in injury to the proprietor of the work, and that it was made with a full knowledge that it violated a right.

This requisite is indispensable, if we are to consider the act as punishable in the same way as a fraud is considered an offense, and it requires proof of all its factors. We cannot assume the existence of malice as specified in Article 9, because in the event of any infraction having been committed it would not come under a penal but under a civil law. As to the necessity of demonstrating malice in these cases we can refer to what is said by Daloz in his work, page 495, paragraph 334, and by Carpenter in his work on French law, volume 31, page 891, paragraph 507, and following:

Sentence of Lower Court Reversed.

Eighthly: That if it has not been proved that the discs which were sold constituted, according to legal technicism, a pirated work, or that the sale was made with malice, the confession made by the manager of the Espinosa Phonograph Co. that he traded in such discs, is not enough to impose a penalty; because this, at the utmost, is the proof of an unimportant fact, and places the accused under the protection of Article 5 of the penal code as long as it is not proven that there were circumstances to bring him within the provisions of Article 1,233 of the civil code, and others relating thereto in the penal code, and, therefore, as long as such proofs are not rendered the accused must be acquitted in accordance with Article 203 of the code of penal procedure.

For these considerations, and on the grounds stated, it is declared:

1. That the sentence pronounced by the fourth division of this tribunal on the 14th of April, 1910, is hereby reversed only as to the penal part of that sentence, and to which the first chapter of the motion for cassation refers, or otherwise the first and third portions of that sentence.

2. The sentence of May of last year, pronounced by the second investigating judge, is hereby reversed, only in the penal part, in which Joaquin Espinosa, as manager of the Espinosa Phonograph Co. was condemned for the offense of fraud to the payment of a fine of \$750 and to a reprimand.

3. Joaquin Espinosa is acquitted from the charge made against him of having traded in pirated works, for which reason it was requested that the penalty for the offense of fraud should be applied to him.

Let it be notified and the records passed to the fourth division with a certified copy of this decision, for legal purposes and the present docket be in due time filed. It was so ruled by unanimous vote of the justices who formed the first division of the Superior Tribunal of Justice of the Federal District, and who subscribe.

Ang. Zavala—Julio Garcia—Arcadio Norma—Angel Zimbror.—F. Lopez Romas—M. E. Mercado.



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NEW YORK, SEPTEMBER 15, 1910.

THERE are a good many buyers in New York—buyers who to-day practically fill every hotel in New York, and, by their presence, a new impetus is given to business, and, broadly, there is hardly an unfavorable element in the situation.

There was a time awhile ago when the people were frightened by the bear clamor and were buying only from hand to mouth, but recently there has been a decidedly more optimistic feeling in financial, commercial and agricultural circles.

In spite of reports, it seems that some states will surpass all previous records in wheat raising.

The country is on a sound financial footing and the crops this season will be fully up to those of an average year.

So, it would seem that the business men should feel encouraged to go ahead and make their plans in a large way for early delivery of stock.

Talking machine men should show their confidence in the business future by placing their orders early.

Some of them know what trade they lost last year simply by holding back until a very late period in ordering stock.

Business will be conducted in a good substantial manner during the fall and winter months and the man who is in a state of preparedness is the one who will reap the fullest benefits from such a condition.

The man who waits until the last moment before ordering runs a great risk—a risk that it doesn't pay to take.

MANY piano dealers from time to time are taking on talking machines and some are meeting with splendid results.

A good many, however, do not understand the possibilities of this business and

they seem to feel that the mere securing of an agency for a leading talking machine should send the people to their establishments in throngs.

It is perfectly ridiculous to believe that a special business would be successful without special treatment.

The talking machine business is no different from any other.

It requires intelligent treatment through the application of sound business moves.

Simply to take on talking machines and store them away in the establishment and expect that the business will pay is absurd, to say the least.

Dealers should plan systematic campaigns and they should interest the people.

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

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

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

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

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

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

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

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

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

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

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

To want the luxuries of yesterday—the necessities of to-day—is simply raising the standard of our moral and ethical being, so that intelligent publicity is a good investment

not materially alone, but morally and ethically.

But the average business man, however, does not always view it in this way.

He makes an investment, and publicity is an investment, with the object in view of securing direct returns.

In most cases he gets returns.

If it were not so the enormous avenues of publicity would have been clogged up with the flotsam and jetsam of the business world long ago.

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

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

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

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

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

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

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

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

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

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

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

They combine in the maintenance of a school of salesmanship.

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

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

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

TRADE ON THE PACIFIC COAST.

Business Has Shown a Marked Improvement During the Past Few Weeks, Particularly in San Francisco—Convention of Native Sons Will Bring Quite a Crowd to the City—Dealers Buying Conservatively—Pacific Phonograph Co. Developing Plans—Big Shipments of Victrolas Arrive at Sherman, Clay & Co.—W. S. Gray Visiting with Geo. W. Lyle—The News of the Month in Detail.

(Special to The Talking Machine World.)

San Francisco, Sept. 3, 1910.

Quite an improvement has been noted in the talking machine trade of the Pacific coast territory during the last few weeks, and while business is not exactly booming at the majority of places, there is a very satisfactory movement for so early in the season. The improvement has been especially noticeable in San Francisco, where retail business, which was very quiet for a time, is now fairly active. The prosperity of the outside communities now seems to be having its effect on the city, and local dealers look forward to an extremely busy fall. The convention of the Native Sons, to be held here September 8-10, will probably have an adverse effect in some lines, but it is believed that high-class records will have a large sale at that time. Country people will be here from all parts of the state, and as several local dealers are known to have very complete stocks on hand many will doubtless take the opportunity of getting records not usually carried in the smaller stores. A good many dealers will also be here at that time, and intend to visit the wholesale houses and place large orders for their fall supply. The Native Sons' celebration will probably open the fall season in the local retail trade, and if so the busy season will start considerably earlier than last year.

Outside dealers have been buying on a rather small scale for the last two months or more, but in view of the increasing demand they have felt lately they are now beginning to order on a larger scale. At the same time a few new stores are being started, and altogether the wholesale business is decidedly active. Arrangements for wholesale stocks were completed some time ago, and for the last month arrivals have been extremely large. It is safe to say that supplies of all lines of talking machine goods in the hands of distributors in this territory are now larger and more complete than ever before. While many orders have been received from the trade, deliveries from the jobbers have not yet commenced on a large scale, but shipments will increase rapidly for the next month. Stocks will be kept as complete as possible, and jobbers are prepared to handle an enormous volume of business, but from the way the season is opening stocks are likely to be badly depleted before the end of the year.

The Pacific Phonograph Co. have been extremely busy receiving and arranging their new stock, the shipments including a very large number of Amberolas. The company are having great success with this machine, which Mr. Pommer says is now being placed in many parts of the coast where high-priced machines have never before been salable. It seems likely that it will be very difficult to keep these machines in stock, as most of those recently received were required to fill orders. The company have about decided to take on another floor, as it is becoming evident that the space now occupied will be inadequate during the rush season. The company are keeping up their activity in the northern part of the territory, and have added several new accounts in that district within the last month.

Andrew G. McCarthy, who manages the wholesale Victor business of the coast for Sherman, Clay & Co., has been busy looking after the large arrivals of goods for the last few weeks, and states that the stock of machines is now complete. In view of the amount of goods ordered, and the arrangements made for prompt shipment, Mr. McCarthy believes he will be able to meet all requirements promptly from now until the end of the year, avoiding the delays which occurred at times last fall. Arrivals of Victrolas have been espe-

cially heavy, and for the first time this year there are more of these machines on hand than are needed for immediate delivery. Mr. McCarthy is highly gratified with the manner in which the season is opening, as there has been quite a rush in both wholesale and retail departments most of the month. Sherman, Clay & Co.'s retail department is keeping up its efforts with the Victrola, and is expected to sell more of these machines this fall than ever before.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., left a couple of weeks ago for the North to meet George W. Lyle, general manager of the company. In company with Mr. Lyle he is now making a tour of inspection through Oregon and Washington, but is expected at the San Francisco office in a few days. They will probably continue the trip through southern California. The company's local distributing office is well supplied with goods at the moment, but is not likely to remain so very long, as heavy orders are coming in from the retail agents all over the state.

Wm. Stiedham, who has had charge of the company's business at Los Angeles for some time, made a visit to the San Francisco office last month. He is enthusiastic over the progress which Columbia goods are making in the southern part of the state, and looks for an enormous business in that district for the next few months. He is especially pleased with the growing demand for the new model Grafonola machines, which, notwithstanding the large demand for them here and in the North, are probably in greater demand in southern California than elsewhere.

R. M. Bird, who has been connected with the talking machine business in the East for several years, has taken a position under Mr. McCarthy in the wholesale department of Sherman, Clay & Co.

P. T. Bacigalupi, Jr., of Peter Bacigalupi & Sons, and Mr. Douglas, of the Victor Talking Machine Co., have been on a hunting trip in the mountains of Marin County.

Peter Bacigalupi & Son find their local retail business picking up considerably at present, though they say there is still plenty of room for improvement. They have been holding a special sale of 10-inch records, at which they cleaned out a large amount of old stock. They have so far been unable to dispose of their lease, but hope to do so in the near future, as with the opening of fall there is considerable inquiry for store space.

The Columbia talking machine department of Kohler & Chase is still covering the local retail business in good style, and has had a good run

for the past month. This company's branch at Sacramento has been discontinued. A new member of the selling force at the local store is T. W. Hindley, who was formerly with the Columbia Phonograph Co. in New York.

INFLUENCE OF THE WORLD.

Remarkable What Value Lies in Advertising in a Good Trade Paper

That The World wields a tremendous influence in all countries is well known to advertisers and we have on file many letters which we have received from clients in different parts of the country telling us of the splendid returns which they have received through the exploitation of their specialties in the columns of this publication.

The subjoined shows the way a temporary advertiser has been benefited by this publication:

New York, Sept. 1, 1910.

Edward Lyman Bill, Esq.,
New York City.

Dear Sir:—

Regarding our Ad. in the March issue of the Talking Machine World, we take pleasure to state that the one Ad. has brought us orders from all parts of the world.

Even from New Zealand, from Dunedin we had an order this morning. It is remarkable what value lies in advertising in a good trade paper.

We are going to have again an Ad. on a still bigger scale in the October issue, and trust to receive the same fair treatment as previous.

Wishing you success for your paper, we beg to remain,

Yours respectfully,
(Signed) The Int. Record Program Co.,
Maurice Lange.

ADVERTISING APHORISMS.

Any one can write an advertisement—but will the other fellow read it? That's the test.

Your business story is of interest to no one but yourself until you make it so—by interesting copy.

Not by salesmanship, but by service, will the advertising agent finally win.

Don't chuck your advertising into a hopper. There's a better way.

Good taste does not make advertising cost more—it makes it *worth* more.

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

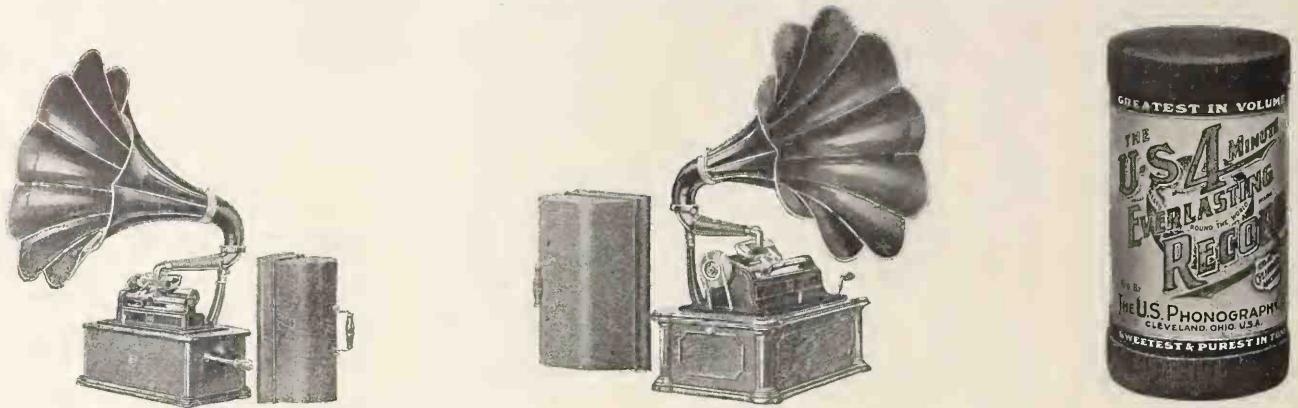
When in need of Talking Machine Needles

go to

FR. REINGRUBER

Schwabach, Bavaria

who manufactures every kind,
without exception, at prices
that will surprise you, and of
the Best Quality only.



A Chance For Every Phonograph Dealer to Grow **BIG**

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

U-S Combination Phonograph

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

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

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

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

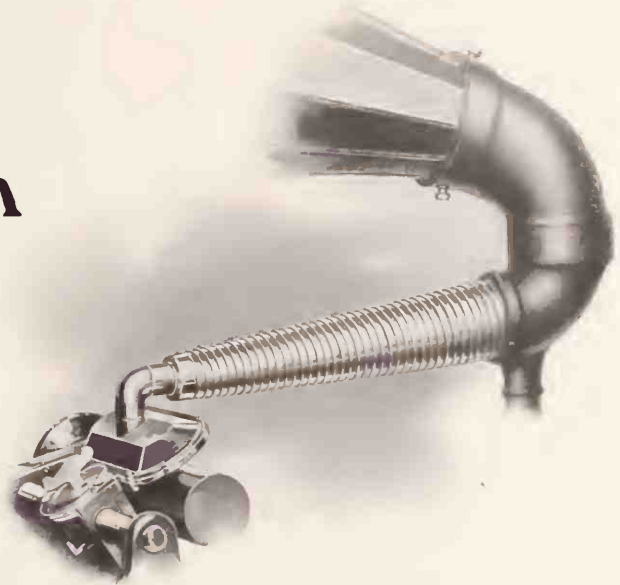
They endorse without qualification our claims for the **enlarged and sensitive diaphragm**, which gives the greatest possible musical detail, and the **Mandrel Pulley Balance-Wheel**, which keeps the reproduction always true to pitch.

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

IMPORTANT ANNOUNCEMENT ON THE NEXT PAGE



The New Flexible Tone-Arm Which Makes the U-S Still Better



The U-S Flexible Tone-Arm

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

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

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

Fill out the coupon and mail to-day.

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

U-S
Phonograph Co.
1013 Oregon Ave.
CLEVELAND, O.

SEPT.
Gentlemen:
Please send full particulars concerning the U-S Line of Phonographs and Records.

Name

Address

City

State

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



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

CLEVELAND'S BUDGET OF NEWS.

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

(Special to The Talking Machine World.)

Cleveland, O., September 8, 1910

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

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

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

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

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

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

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

Activity prevails at the headquarters of the U. S. Phonograph Co., and everybody connected with the concern is optimistic and grows more enthusiastic as time goes on. "We believed that our machines as they stood four months ago were the best on the market," said an officer of the company. "Equipped with the automatic shifting reproducer carriage and the mandrel pulley balance wheel, we got results from them which were astonishing. It seemed that we had reached the goal of perfection in phonograph construction. But now

we have added yet another improvement in the U. S. flexible tone arm, which insures a sound-proof flexible connection from the reproducer to the horn, yet allows the horn bell to be moved at will without interfering in any way with the music. Moreover, we get a greater amplifying radius than is possible with any other connection, and the quality of tone is still further improved. We are going to furnish this flexible tone arm with all styles of U. S. machines, and are confident that it will prove an important feature in our campaign."

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

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

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

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

The past month has been a fairly busy one with W. H. Buescher & Sons. They report sales of a number of Victrolas, including the Victrola XVI and Victrola XX, whose perfection of finish and mellow richness of tone at once captivated the would-be purchaser. They state the call is for the higher priced machines, and that they are having a good, large, steady trade in Red Seal and the

other higher grade records. Mr. Buescher expressed himself well satisfied with present conditions in the trade, and that the steady improvement since the first of September foretells a prosperous fall business.

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

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

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

Anthony Samson, a jeweler at 6209 St. Clair avenue, states he is doing a most satisfactory business in Columbia machines and records.

Charles I. Davis, centrally located on Euclid avenue, is securing a large and increasing business in sheet music and novelties, and is well pleased with the success of his talking machine department. He handles the Victor and Edison goods, and states that sales of both machines and records are good.

J. J. Anderson has accepted the position at McMillin's music store vacated by Mr. Kellogg. Mr. Anderson has been with a local piano company for the past three years, and prior to that was for several years with A. C. Stiner at Johnstown, Pa. He has made many friends in Cleveland who will be glad to greet him in his new position.

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

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

John Relling states that trade is fair and that the Columbia machines and records are growing in favor with West Siders. Robbins & Co., Fleischim & Smith, Gottdiner & Wicht, Aldrich-Harvey Co. and Coblitz Bros. all report trade fair with good prospects.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade in All Sections Shows Up in a Decidedly Satisfactory Form—Cylinder Records Selling Well but Discs Far Surpass Them—Growth in Export Trade—Give Tickets to Exhibition—Much Litigation—Money Paid to Singers—A Sherlock Holmes Advertisement—Gramophone Co.'s Plans—Something of the Latest Record Lists—Pope Pleased with Phonograph—New Hough 10" Double Disc—Hot Air Motor for Talkers—The "Register Office"—Awards at Japan-British Exposition—Columbia Co.'s Unique Offerings—Serious Work for the Talking Machine—Gramophone Causes Suit for Slander—Music by Wireless—Anent Foreign Trade—News from the Provinces—Gramophone Co.'s Plans—All the Live News of the Month.

(Special to The Talking Machine World.)

London, Eng., Sept. 7, 1910.

Optimism and satisfaction are the keynote of my reports from the chief centers of industry this month. Wherever I go, traders report steadily increasing sales of machines and records, principally discs. Cylinder products are, of course, going strong, but there is nevertheless much food for thought in the fact that while disc sales are progressive, cylinders are practically stagnant. I refer, naturally, to both sections of trade as a whole. Considered from the point of view of their relation to each other, and without entering upon the eternal controversy as to which is the most musical, one must admit that the majority of buyers favor the disc, on which a greater variety of titles is offered, not perhaps for that reason so much as the fact that the disc reproduction is more to their liking. Against about twenty disc records, there are only four cylinders on the market to-day, and the only one that really counts is the Edison. Amberol records have bolstered-up the cylinder trade, and will keep it going at a fair pace all the time. It has stemmed the tide, and I venture to predict the result this season will be reflected in the turnover of those enterprising factors and dealers who have not relaxed their efforts to maintain trade by reason of the steady development of the disc business.

Export orders also show great improvement. General trade is increasing to the extent of about £8,000,000 per month, and of this a proportionate share falls to this industry. Several large orders have been executed this month, one instance being the dispatch of 120,000 records to Australia.

Litigation has furnished material for much excitement amongst traders this last month or so, and after storm, a calm. It is a relief. Even the litigants are glad to rest on their oars for a time, and pending the appeals, business should continue

along smoothly and uninterruptedly for the season. It is well. The word "Gramophone" is now freely applied to machines and records, but so far no attempt has been made to use the direct-tapered tone arm, although, of course, the sectional arm remains unaffected pending the decision of the appeal court.

A Generous Little Scheme.

The British Pallas Manufacturing Co. have adopted a generous little scheme in the shape of invitation tickets, which carry entry to the Japan-British Exhibition, and incidentally the pleasure of hearing the Radiophone at the company's pavilion in the grounds, which, by the way, is now quite a rendezvous for talking machine men. Such is the popularity of the Radiophone concerts that they are now separately mentioned in the official guide and daily programmes as one of the attractions. Other exhibitions are merely listed.

How Singers Make Money.

It is well known, says a musical contributor in the Telegraph, that large sums are paid to popular artists, who sing into the gramophone. Indeed, it has been said, with what truth we know not, that there are a few stars in the operatic firmament who derive a bigger income from this source than from their actual appearances in public. It has lately been stated that Selma Kurz, the coloratura singer of the Vienna Court Opera, who was received so warmly by the London public when she appeared at Covent Garden a few seasons since, receives £83 for every song she supplies to the gramophone, with a royalty of 10d for each record sold, and that on an average she contributes ten numbers a year. But, in all probability, the royalties paid to the singer would amount to a very much larger sum than she receives for the records she furnishes. One or two more figures have been quoted; but they are not official, and the Gramophone company's representatives are very naturally unwilling to disclose any particulars relating to their contracts with artists. More than once it has been stated that Caruso derives something like £10,000 a year from this source. Very probably the estimate is not an exaggerated one, while the fees paid for their Gramophone records to artists like Melba and Tetrazzini would, if divulged, similarly make one's mouth water, and be calculated to turn in their graves those operatic celebrities of a past generation who lived before the Gramophone was added to the world's wonders.

New Double Sided Disc.

A new double-sided disc of 14 inches diameter will be placed on the market shortly by Messrs. Pathé Freres.

Another Mystery.

4-5. That is all. The riddle will not be solved until next month, when the Columbia Company promise to relieve our suspense. If this sort of thing goes on much longer we shall feel compelled

to consult Sherlock Holmes. It's really getting too tantalizing, isn't it?

Musical Warfare.

The first legal stage of what is known as the Ealing musical warfare took place at Brentford court the other day, when application was made on behalf of Mr. Knight for a summons for assault against Mr. Jenkins, both of Ealing, and also a summons against the domestic servant of Mr. Jenkins for using language calculated to provoke the ire of Miss M. Knight. The dispute has arisen out of complaints against the crowing of the cockerels of one of the parties and the piano-playing of the other. As a counterblast to the fowls, one side ultimately played an electric gramophone all night. Developments are anticipated!

Murdoch & Co.'s Latest Offer.

Encouraged by the success of their Columbia Indestructible standard-thread record, Messrs. Murdoch & Co. are now offering the trade up-to-date and popular selections on a new four minute or 200 thread cylinder at the price of one shilling and six pence. The standard record will in future be sold at the reduced price of one shilling. A real diamond point reproducer, which will play either record, is another new line from Murdoch's. The new products have created great interest in the trade, whose hearty support is sufficient recognition of the company's enterprise.

Gramophone Co.'s Plans.

Not the least of the Gramophone Co.'s plans for the season will be the establishment of stock rooms in different centers, and this, I am advised, is a particularly important event for the trade, as an entirely new range of machines of the hornless type are to be shown. These will be sold at a lower price than any other machines the company makes, and a big advertising scheme of a liberal nature is contemplated. The Gramophone Co. also announce a special concession to their dealers. Commencing with the September list, each month's records will be sent on approval, carriage paid, providing a minimum of 50 per cent. is retained, an offer which will surely appeal very strongly to business traders. Coming to the September impression, I find therein listed a really fine selection of titles comprising the following: "Lovely Paraphrase" (Josef Nesvadba); "Golden Legend," Evening Hymn (Sullivan); and "Folie Bergere" (Fletcher); The band of H. M. Coldstream Guards. "Phryne Waltz" (Yuleta); and "Dreamlight Waltz" (Benyon); Iff's Orchestra. "Midsummer Night's Dream," Scherzo (Mendelssohn), La Scala Symphony Orchestra. "Ailsa Mine" (Newton), John Harrison; "Son o' Mine" (Wallace), M. Stewart Gardner; "Tommy, Lad" (Margetson), Harry Dearth; "Spring, Her Lovely Charms Unfolding" (Haydn), Miss Perceval Allen and John Harrison; "The Long Day Closes" (Sullivan), Misses Perceval Allen and Edna Thornton, and

The Needle of To-day—The Needle of the Future



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

LOCKWOOD'S

Largest English Talking Machine and Record Factors
43 City Road, LONDON, ENGLAND

SOLE SHIPPERS

CULLUM & BEST 91 Finsbury Pavement
London, E. C.

SAMPLES AS FOLLOWS

(prepaid with order)

15,000 Needles carefully packed by Parcel Post India, Canada all Colonies except	} 18/- Sterling
Australia, Rhodesia South America O. R. Colony and Elsewhere	
	} 20/- Sterling

FROM OUR LONDON HEADQUARTERS—(Continued)

Messrs. John Harrison and Robert Radford; "Gems from The Belle of Brittany" (Howard Talbot), The Light Opera Company; "And His Day's Work Was Done" (T. W. Connor), Harry Carlton; "No News; or, What Killed the Dog?" (Talking), N. M. Wells; "Merry Widow" Waltz (Lehar), (Ocarina), Sig. Mosé Tapiero; and "Air From Concerto" (Goldmark), (Violin), Francis Macmillan and The New Symphony Orchestra.

New Radiophone Catalog.

An effectively printed catalog, containing nice illustrations of the various Radiophone models, reaches me from the British Pallas Manufacturing Co., Ltd., of 33 Goldhawk road, Shepherd's Bush, W. Against each instrument illustrated every particular as to dimensions, style of cabinet, motor and price is tabulated, thus ensuring a convenient and quick means of reference. It will be sent to any reputable dealer for the asking. Another little interesting booklet entitled "Appreciations" contains, as the name implies, a selection of testimonials from all parts of the world. The Radiophone sound box appears to have given universal satisfaction, not only to the regular user, but to many also who have hitherto regarded any kind of talking machine with great prejudice.

The Pope and the Phonograph.

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

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

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

possibilities the V-F undoubtedly offers.

Grenadier Guards Band in Canada.

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

A Most Ingenious Mechanism.

Perhaps the most ingenious mechanism ever put into a talking machine is the hot air motor, a patent controlled by Messrs. Craies & Stavridi, of this city. It is quite as silent as if not more so than the ordinary clockwork pattern, and there appears to be not the slightest risk of damage by fire or heat, since the whole of the case is lined with asbestos, thus ensuring perfect safety. Indeed, so excellently arranged are the works and the position of the spirit reservoir that the introduction of asbestos would almost seem to be but a concession to nervous people. One filling of spirit will keep this motor going continuously for 12 hours. Think of the possibilities and advantages of this time-saving invention for traders who are demonstrating records all the day. No longer will you need to keep customers waiting while you wind up the machine; all that is required to connect the turntable with a clutch on the revolving spindle being simply a touch on the connecting rod, and instantaneously you have the required speed for playing the record. Perhaps next month I shall be in a position to give further particulars of this wonderful instrument, which, undoubtedly, signalizes an upward trend in the development of talking machines.

Favorite Co.'s Latest List.

After a somewhat protracted period, due no doubt to the reorganization which has recently taken place, a list of new and up-to-date titles of the Favorite record will appear in September. In point of quality the old Favorites were always good, but under the new régime, an improvement, we are told, is to be expected. More anon.

An Incident of a Visit.

Upon the occasion of a recent call at the Peckham works of Messrs. G. E. Hough, Ltd., I was regaled with the story of an amusing event which befel a member of the staff while working late one evening recently. Apart from the scurrying of an occasional rat across the floor and the scratching of the pen as he diligently pursued his weary task, not a sound was to be heard in the eerie atmosphere of his den. Suddenly, upon the stillness of the night there arose the sound of a gentle rapping on the outer door; timid at first, it became insistently louder as he at last dragged himself to the window and peered forth. Two little boys! With a mind considerably relieved he opened the door and was greeted with the news that they had come, please sir, to register the baby! Register the baby! whatever do you mean, boys? Well, please sir, mother's just had a baby and she's sent us to register it. But this is not the registering office. Please sir, we've been all up and down the road and we thought that this must be the place when we saw on the door—Register office!

I Don't Know Why

But it reminds me to heartily congratulate W. T. Robbins, so long and honorably connected with the old Edison-Bell Company, and J. E. Hough, Ltd., upon his recent marriage. In the hope that his future may be blessed with great happiness, I raise my glass.

Beka Co.'s Latest Impressions.

Following upon the issue of a splendid list of titles in August, the Beka Co.'s September impressions would appear to be even better, but let it be said right here that there is a noticeable advance

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEEN MOTHERTo T. M. the KING and
QUEEN OF SPAINTo H. H. the KHEDIVE
OF EGYPT

HIS MASTER'S VOICE

To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD,
LONDON

FRANCE . . . Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
GERMANY . . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . . . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen
Appelbergsgatan 52, Stockholm

RUSSIA . . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow
Fontanka 58, Petersburg
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
SPAIN . . . Cie. Francaise du Gramophone, 56 Balme, Barcelona
INDIA . . . The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta

FROM OUR LONDON HEADQUARTERS—(Continued.)

in the all round quality of Beka records all the time. Here are some of the selections: "La Cinquantaine" and "Mosquito Parade," by the Beka London Orchestra; "Meeting of the Waters," Irish song, and "Believe Me If All Those Endearing Young Charms," by Philip Ritte, tenor; "Will o' the Wisp" and "The Yarn of the Fiddler's Ghost," Harry Thornton, baritone; "Beauty's Eyes" and "The Bellringer," Alan Turner; "My Moon" and "Bobby, Dear," Miss Violet Essex; "Archibald! Certainly Not" (Geo. Robey), and "Oh, Joe! I Want to Go to the Picture Show," by Harry Bluff; and last but not least, two lovely violin solos, "Benedictus" and Mendelssohn's "Spring Song," by J. Jacobs.

Awards at Japan-British Exhibition.

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

Will Embody in One Supplement.

From the commencement of October the National Phonograph Co. announce that they will embody their monthly lists of records all in one supplement, instead of separate lists for Standard, Amberol and Grand Opera, as heretofore.

The first of the Amberol records by Mme. Sarah Bernhardt—"L'Aiglon-La Plaine de Wagram"—appears with the October supplement and the balance will be listed one each month so as to extend over the period covered by her coming American tour, which begins in Chicago Oct. 3. This is said to be the divine Sarah's farewell tour.

The advance list of Edison Records for October, just to hand, is as follows: "The Girl in the Train" (Fall), and "Invitation to the Waltz" (Weber), National Military Band; "Out on the Deep" (Lohr), Peter Dawson; "Don't Do Away with All the Peers" (Piers), (Weston, Barnes and Scott), Geo. D'Albert; "My Dear Soul" (Sanderson), Miss Violet Oppenshaw; "Lochaber No More" (arranged by Scott Skinner), J. Scott Skinner; "Private Atkins," Arthur Osmond; "On the Same Place Every Time" (Collins and Murphy), Miss Florrie Forde; "The Green Isle of Erin" (Roeckel), Ernest Pike; "I Shall Sulk" (Murphy and Lipton), Jack Pleasants; "Boy o' Mine" (E. R. Ball), Frank C. Stanley; "When the Daisies Bloom" (Anita Owen), Miss Barbour and Mr. Anthony; "Jere Sanford's Yodling and Whistling Specialty," Jere Sanford; "Cupid's Appeal"—a Bells solo—(H. Engelmann), Charles Daab; "Auld Lang Syne," Miss Marie Narelle; "Hope Beyond" (C. A. White), Anthony and Harrison; "Mandy, How Do You Do?" (P. Wenrich), Miss Ada Jones and Billy Murray and chorus; "The Premier Polka"—cornet solo—(Edward Llewellyn), Arthur S. Whitcomb; "When the Robins Nest Again" (Frank Howard), Will Oakland and chorus, and "Temptation Rag" (Henry Lodge), New York Military Band.

Edison Amberol Grand Opera Records.

"Andrea Chenier—La Mamma Morta" (Giordano)—sung in Italian—Carmen Melis; "Gioconda—Voce do donna" (Ponchielli)—sung in Italian—Marie Delna; "Pescatori di Perle-Aria (Romanza). (Bizet)—sung in Italian—Giovanni Polese; and "Favorita—Una vergine" (Donizetti)—sung in Italian—Florencio Constantino.

Special Sacred List:—Catholic Hymns.—Amberol. "Adeste Fideles" (Novello), Edison Mixed Quartette; "Mother, Dear, O! Pray for Me," Anthony and Harrison; "Gloria From 12th Mass" (Mozart), Edison Mixed Quartette. Christian Science Hymns.—"Shepherd Show Me How to Go" (W. L. Johnson), Anthony and Harrison; "O'er Waiting Harp-strings of the Mind" (W. L. Johnson), Frederick

Günster; "Saw Ye My Saviour?" (Brockett), Edison Mixed Quartette; and—Standard—"Eternal Mind the Potter Is" (Sphor), Edison Mixed Quartette. Edison Standard Records.—"A Sergeant of the Line," March (Squire and Trotire), and "Kisnilt"—Hindoo Intermezzo (Markey), National Military Band; "Do What You Like with Me" (Rule and McGee), George D'Albert; "Long Live the King" (Bowker Andrews), Peter Dawson; "Chanson Trisle" (Tschaikowsky), (Cello Solo), Jean Schwiller; "She's a Braw Lass" (Mills and Scott), Jack Lorimer; "I Wish I Were a Tiny Bird" (Lohr), Miss Amy Evans; "A Little Bit Here and There" (Conner), Ben Albert; "A Girl Who Was Never Used to It" (Harrington and Powell), Miss Florrie Forde; "May I Be Allowed to Suggest?" (St. John and Warwick), Arthur Osmond; "Strenuous Life March" (J. G. Boehme), United States Marine Band; "The Bright Forever" (H. P. Main), Edison Mixed Quartette; "Cameo Polka" (D. Miller), (Xylophone Solo), Charles Daab; "I'll Await My Love" (F. Howard), Will Oakland; "The Mocking Bird" (Harp Solo), Roxy P. La Rocca; and "Oft in the Silly Nil," Snickerbocker Quartette.

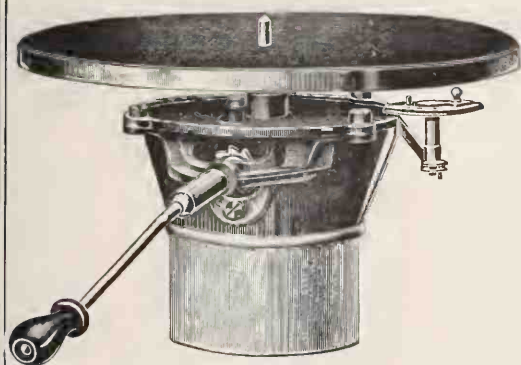
Some Unique Songs.

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

Higher Mission of the Phonograph.

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

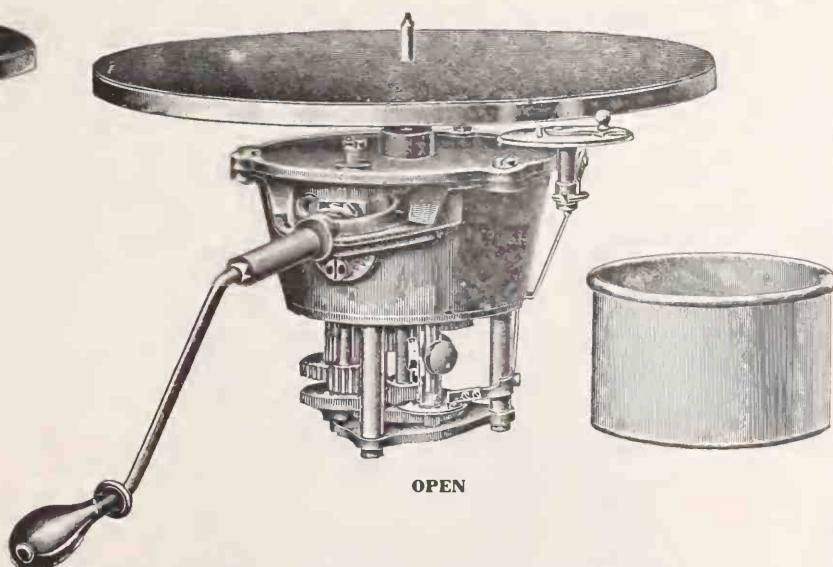
Sensation of the Season The "TRESOR" MOTOR



CLOSED

Size No. 1, Runs 6 Minutes

"	"	2,	"	8	"
"	"	3,	"	12	"
"	"	4,	"	22	"
"	"	5,	"	30	"



OPEN

THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

FROM OUR LONDON HEADQUARTERS—(Continued.)

graph has proved a useful friend to humanity, as no doubt the experiences of some of my readers can testify. I have before me an instance of a somewhat pathetic nature, but which nevertheless is evidence of the power of the phonograph to even span the dark abyss between life and death. The recent destructive fire at the Kelvin Hotel, Belfast, claimed many victims, and among those who succumbed to their injuries were the Rev. W. J. McCaughan and his wife. For many years pastor of the Third Presbyterian Church at Chicago, they returned in the autumn of 1907 to take charge of one of the largest congregations in Belfast. At the time Mr. McCaughan conceived the happy idea of sending a lasting message to his Chicago adherents, and with this object visited Thomas Edens Osborne's salon, at Donegal square, Belfast, where he dictated a suitable message into an Edison phonograph. The pleasure and interest with which the records were received by his old congregation in Chicago needs little imagination to picture. Commenting upon the matter the Chicago "Welcome" says: "It was interesting to note with what eager anticipation the crowds went in to hear the voices of our dear former pastor and his wife, and to see the intense expressions of longing that came over these faces as they left the room. Both records were good, etc." After painstaking experiments, Mr. Osborne has succeeded in successfully duplicating these records, and the editorial announcement in some of the Belfast newspapers has induced many of the late pastor's friends to call and hear again the voice of their beloved minister, so faithfully and humanly reproduced by the Edison phonograph as to bring a tear to many an eye. In response to urgent representations Mr. Osborne has consented to duplicate a limited number of the records at a nominal fee.

The foregoing marks another stage in the development of the phonograph in its usefulness to mankind.

Zonophone Specials.

A record of wonderful purity is the "Marche Hongroise," pianoforte solo by Chas. Goodall. It figures in the September list and is certainly one of the finest and most lifelike piano records yet issued. Madame Edna Thornton gives a superb rendering of "The Promise of Life," while other remarkably fine selections in the current impression are: Selections from "The Country Girl," by the Black Diamond Band; "The Girl in the Train" waltz, Peerless Orchestra; "Mrs. Sandy McIntyre," Jack Lorimer; and "I've Got Rings on My Fingers," by Miss Florrie Ford.

An Amusing Case in Hungary.

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

Right in Line with "Hits."

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

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

Tunes by Wireless.

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

KLINGSOR TALKING MACHINES

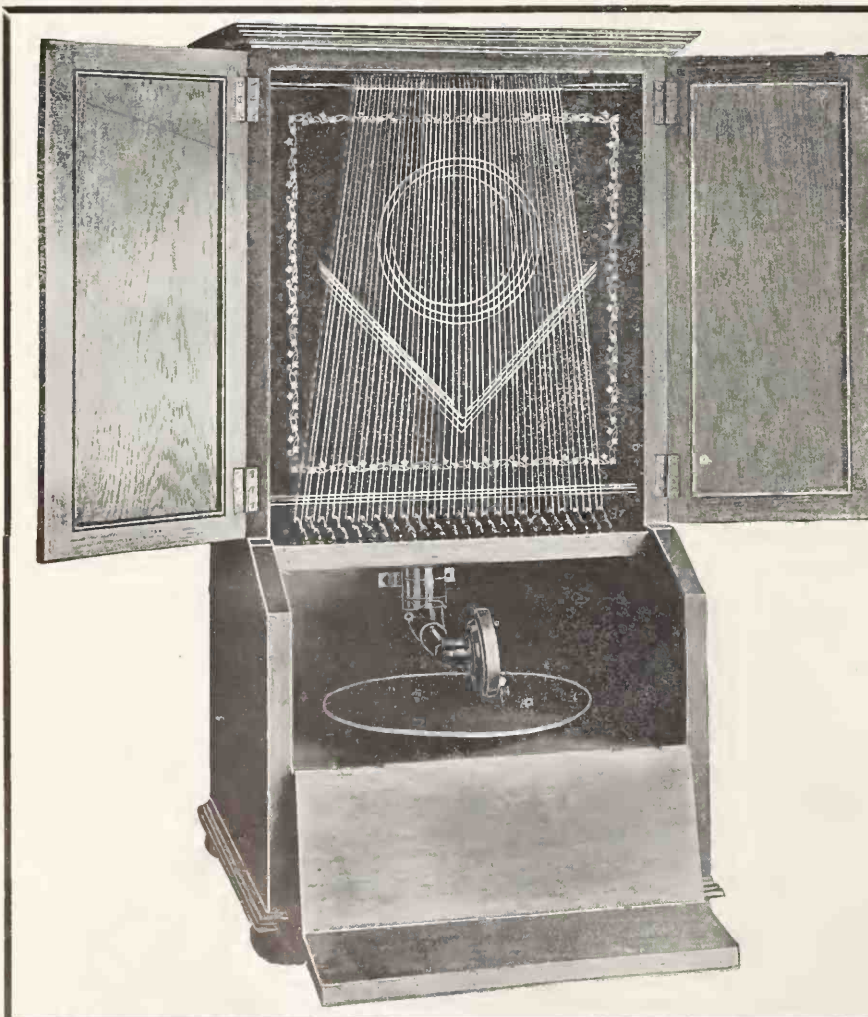
Undoubtedly the best Musical Instruments on the market.

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch D. S.

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

Klingsor Works
22-24 Tabernacle St., London, E. C., England
Cables: Defiatory, London



FROM OUR LONDON HEADQUARTERS—(Continued.)

vive l'entente cordiale!" The manner in which these musical notes is caused is very ingenious. The continuous train of waves is harnessed by means of a controlling effect produced when a key is depressed on the keyboard, the waves being alternately brought to great strength and diminished until quite feeble. Messages can be sent on eight notes, set to a true octave. The rate of transmission through the ether is said to be equal to 186,000 miles a second!

Trade with Argentina.

The report of Consul Mallet on the trade and commerce of Rosario in 1909 states that up to the present the United Kingdom has held first place in furnishing supplies to this district of Argentina, but a careful perusal of the tables shows that foreign competitors are gradually increasing the trade in some branches. For the information of British exporting firms who may desire to trade in this district (and the country certainly offers a splendid market) the consul states that the more important firms (there are several whose sales amount to several millions of dollars annually) have no time to attend to the large number of trade letters and circulars they receive from abroad by every post. Competition for trade is very keen and agents and travelers from abroad are constantly on the watch to meet requirements, and merchants, on account of the less trouble it gives them, frequently avail themselves of these opportunities to replenish their stock. To obtain practicable and profitable results it is necessary to get into direct touch with the local buyers. (One of the most direct routes being through the advertising columns of *The Talking Machine World*). Moreover, too much emphasis cannot be laid on the necessity of seeing, when orders have been obtained, that the article supplied is strictly of the class and quality required.

The Trade of Odessa.

Consul Smith's report is much on the same lines. Referring to the trade of Odessa in 1909, he points out that the success of the Germans and Ameri-

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

An Important Klingsor Letter.

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

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

PROVINCIAL NOTES.

There is a strong current of optimism in the reports to hand this month from the centers of activity. Dealers and factors would seem to be finding things exceedingly satisfactory, time of year considered, and judging by the amount of machine and record sales during the month of August, their optimism is more than justified. General business is in an improving condition, employment is good and there appears little to disturb our expectations

of a really booming season. Around Manchester and Liverpool trade shows distinct signs of revival, and factors are now placing big orders for the season. In this connection the new portable Zonophone machine, the "Cinch," has evoked an enormous demand in Lancashire from both dealers and wholesalers. Other Zono instruments and records, Twins, Beka, Columbia and Edison, are selling well, while the advent of the "Favorite" new issues is eagerly looked for. In Lancashire, as also in Yorkshire, the new Klingsor models are gaining in popularity. Richardson's, the big Manchester factors, announce their determination to devote practically their whole resources to the development of the talking machine trade this season, specializing on the same lines as last year. Yorkshire traders advise a general improvement in sales and look forward to a big season. Newton, of Newcastle, has made extensive preparations for the handling of extra trade, and is making quite a speciality this season of the renowned "Cinch" and other Zonophone lines. In Newcastle, too, both Edison, Bell and Columbia-Renas are going well, and Edison phonograph goods sell freely.

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

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

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

The British Pallas Manufacturing Co., Ltd.

THE

RADIAPHONE

IS THE WORLD'S

Finest Talking Machine

GREAT MUSICIANS say it is

A MUSICAL INSTRUMENT

GREAT SINGERS say it reproduces their voices in a natural manner

OTHER TALKING MACHINES DON'T

GOLD MEDAL, Japan-British Exhibition, London, 1910

British Pallas Manufacturing Co., Ltd.

33 GOLD HAWK ROAD, LONDON, W.

Perfect Distribution of sound all round a room like daylight

Total elimination of the headache present in all other machines

Highest notes are rich and full. Lowest notes are clear and have the true character of voice or instrument

THE RADIAPHONE SOUND-BOX can be attached to all Victor Machines and will improve the quality 200 per cent.

NATIONAL CO. SALESMEN MEET.

Confer with Department Heads at Factory and Outline Coming Business Campaign—Those in Attendance—Jobbers Entertained—Few Changes in Territorial Assignments.

For the past week, September 6 to 9, a part of the selling force has been at the factory of the National Phonograph Co., Orange, N. J., when the fall campaign was outlined, territories assigned, etc. The meetings were attended by the various officials and department heads, going over matters generally. The men started for their respective territories on the 10th.

On the 8th at noon a luncheon was tendered the salesmen at the Essex County Country Club, at which were present: F. L. Dyer, president; C. H. Wilson, general manager; E. J. Berggren, secretary and treasurer; F. K. Dolbeer, manager of sales; A. C. Ireton, assistant manager of sales; E. H. Phillips, manager credit department; L. C. McChesney, manager advertising department; C. E. Goodwin, manager salesmen, and E. L. Aiken.

Salesmen—J. H. Allgaier, B. R. Barldow, C. A. Briggs, A. V. Chandler, H. D. Clark, A. H. Curry, F. E. Gage, F. E. Gressett, L. D. Hatfield, W. P. Hope, W. H. Hug, W. A. Idle, M. G. Kreusch, C. W. Phillips, G. A. Renner, H. R. Skelton, J. W. Scott, and J. F. Stanton.

The company had the pleasure also of entertaining at the same time Eugene Zimmerman, of the Peoria Phonograph Co., Peoria, Ill., and J. C. Stire, of the H. S. Sidles Phonograph Co., Lincoln, Neb., both concerns being jobbers of Edison goods, and H. P. Keely, one of the prominent dealers of Pittsburg, Pa. The same evening most of those mentioned attended a theatre party at the "Hippodrome," New York.

Very few changes have been reported in the territorial assignments of the traveling staff. While at the factory the salesmen busied themselves in inspecting and discussing details of the business with the various officials and heads of departments, and in exchanging views and experiences among themselves. At their daily sessions they were addressed

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

THE NATIONAL CO. IN AUSTRALIA.

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

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

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

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



NATIONAL CO.'S AUSTRALIAN HEADQUARTERS.

the noon hour, and is provided with lunch tables.

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

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in:

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

REPertoire ALWAYS UP-TO-DATE

BEKAPHONE

THE BEST AND MOST POPULAR MACHINE

For catalogs, terms, etc., apply to

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

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

THE TALKING MACHINE AND INDIAN RECORD COMPANY

HOMEJI STREET, CIRCLE, FORT, BOMBAY

TRADE NEWS FROM BOSTON.

Decided Improvement in Business with Beginning of Fall Season—Jobbers Laying in Stock and Preparing for Heavy Demands—Collections Rather Poor—Growth of the Needle Trade—The "Puritone" Product—What the Jobbers Report—Recent Trade Visitors—The Boston Cycle & Sundry Co.'s Line—The News of the Month Summarized.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 8, 1910.

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

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

Instalment collections have not been any too bright; nor has there been a generous response to jobbers from the dealers during the past eight weeks, but collections in all branches are gaining substantially and there will be little cause for anxiety from this source.

'Tis becoming quite a fad in Boston to push talking machine needles under one's own trade-mark. More needles are now sold here than ever before and with the announcement of a new disc machine, it is logical to assume that the consumption of needles will increase tremendously. "Grand Opera Needles" are being featured prominently by the Eastern Talking Machine Co., while "Meteor Needles," which are exclusively sold by the Oliver Ditson Co. likewise enjoy much publicity. M. Steiner & Sons Co. have recently added their own needles, naming them "Cleopatra Needles" and it is their intention to advertise this trade-mark heavily. Other houses are now considering the adoption of their own needles, and announcements of these may be expected any time.

Apropos to the foregoing paragraph on the needle question, there is one basic source of supply that for "quality, service and cost" is a money saver to the trade. That's the well known house of John M. Dean, formerly of Lowell, Mass., but now occupying their new factory at Putnam, Conn., which has a capacity of 2,000,000 needles a day. "Puritone" is their trademark and it represents a needle that has been designed for the

best of work, and that it has "accomplished its mission" is cited by the big business built by Mr. Dean.

It doesn't cost jobbers any more to have needles from the Dean factory put up in attractive envelopes and boxes bearing any printing matter desired, thus establishing a miniature needle business in their own locality. There are many advantages to this policy, also, and from observation appears to be a wise move for the distributor. Mr. Dean has a liberal package of samples and an interesting proposition to jobbers writing him. His address is simply: John M. Dean, Putnam, Ct.

H. R. Skelton, the traveling envoy of the Edison interests, reports that business is GOOD with capital letters, with everything pointing to prosperity for the Edison dealer that has confidence and loyalty. He also adds that Edison model "O" reproducer and wooden Music Master horn in their new model has been graciously welcomed by the receiving committees of the different houses. Mr. Skelton had a vacation allotted to him but used the time for Edison promotion, which shows his enthusiasm on his work.

B. Feinberg, special wholesale representative of the Columbia Phonograph Co., New York, was a visitor here recently, spending a couple of weeks between here and the Portland agency. Mr. Feinberg makes a trip through the West and South very soon, where he is planning to "do things."

E. F. Taft, general manager of the Eastern Talking Machine Co., anticipates and is planning for an unusual fall briskness. He has made a general observation of conditions at large, and in the New England field particularly, and the result of this is witnessed in his good fall predictions. Their new record library to hold 100,000 records is near completion and is expected to be installed shortly.

S. J. Freeman, manager Victor department, has returned from his vacation tour, while "Archie" Chamberlain has recovered from his fever of toying with air ships, without the expense of flowers. (The boys in the store will laugh again at this!). Trimmer (window) Fitzgerald has two corking windows this month; one with the elaborate Victor display and the other with the Edison Girl.

C. P. Trundy is now manager of the Victor department of George Lincoln Parker, the piano dealer who recently removed to the Colonial Building.

I. W. Norcross, the well known talking machine inventor, has given up his connection in Boston with the recently formed talking machine company and has returned to New York. Illness of his wife and her inability to stand this climate is the reason.

The only and genuine Max Landay, of Landay Bros. Inc., New York, was in our midst recently, leaving with a 99 per cent. conduct mark. He stole in, surreptitiously, so to speak; otherwise there would have been a delegation at the station to welcome him. Don't come in so quietly next time, Max!

The Boston Cycle & Sundry Co., exclusive Edison jobbers, are making some big efforts to capture the better class of dealers' trade, claiming to ship out every order on the following express, and this means a lot of hustle and extra expense to them while to the dealer it means "quickest service." Charles R. Cooper, manager of the talking machine department, says they aim to have the largest Edison stock in New England, and if it were possible to render faster service to dealers they would do so.

This company has an excellent proposition for any talking machine dealer as a side line, selling Regina Vacuum Cleaner. The Boston Cycle & Sundry Co. have these in a hand-operated model, and an electric type which can be attached to an electric light socket. The dealer makes over 100 per cent. on this line, and as the vacuum cleaner business is one of the "modern lines" it would undoubtedly be profitable for dealers to secure full particulars, which they can have by return mail by dropping a card to Mr. Cooper, care his house.

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

A. B. Connelly is the manager of the New Bedford Victor headquarters of M. Steiner & Sons Co.

M. B. Romain of the National Phonograph Co., Orange, N. J., was in Boston recently, as was F. E. Madison, of the "agreement department." It is understood that Mr. Madison had to suspend one dealer for violation of his contract.

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

Smith Bros., of 1211 Washington street, report a good talking machine business. This is one of the big furniture houses.

G. F. Kasmire holds the reins of the Victor department of the C. F. Wing Co., New Bedford, the largest department store there.

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

COMMITTEES APPOINTED.

By President Whitsit to Act for the Ensuing Year—Many Western Men Represented.

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

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

Membership Committee—Chairman, Mr. Michels, Nebraska Cycle Co., Omaha, Nebr.

Press Committee—Chairman, L. C. Wiswell, Lyon & Healy, Chicago; A. A. Trostler, Schmeltzer Arms Co., Kansas City; R. Shaw, Western Talking Machine Co., Winnipeg; Herbert Royer, M. Steiner & Son, Boston; I. Davega, I. Davega, Jr., New York City.

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

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THOS. A. EDISON COMPLIMENTED

By Fellow Townsmen of Milan, O., During the Recent Home Coming Celebration.

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

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

FOREIGN PATENT RIGHTS FOR THE RESONATOR

Will Be Sold Outright or Operated
On a Company Basis.

The Resonator Is The Last Word In
Talking-Machine Reproduction.

All Wood and Compact.

Based On Scientific Principles Of
The Sound-Board.

Wonderful Success In The United
States.

Illustrated on Page 35

For Full Information Address

L. P. Valiquet

25 North 16th Street

East Orange, New Jersey, U. S. A.

Don't Buy Needles That Damage Records



Bad Needles

Condor Needles

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

Consequence:

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

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

Finest Reproduction, No Ruin of Record.

Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

NEW COLUMBIA DISC MACHINE.

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

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

"The 'BZ' is an absolutely perfect Columbia graphophone, complete in every detail. Its reproducer is as scientifically correct, and as carefully assembled, as those used on the highest priced instruments. It insures a loud, clear and remark-



NEW COLUMBIA "BZ" DISC MACHINE.

ably brilliant and lifelike tone. The instrument is equipped with the famous Columbia tone-arm; its spring motor is silent and powerful and can be rewound while running. It plays the largest size disc records.

"The 'BZ' has a beautiful mahogany-finished cabinet, brilliantly varnished, measuring 5 $\frac{3}{8}$ inches high and 12 inches wide. The turntable has a nicked edge.

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

BERLINER PATENT AGAIN IN COURT.

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

In denying Aug. 15 the application of the Victor Talking Machine Co., Camden, N. J., to punish William H. Hoschke, vice-president and general manager of the Sonora Phonograph Co., New York, and others, and the petition for a preliminary injunction against the same concern Judge Lacombe, United States Circuit Court, Southern District of New York, said in part:

"The suits have been brought upon the Berliner patent, which has so often been before the courts (No. 534,543), and presents the old question whether or not the stylus is moved through the groove by the action of the groove itself; or whether it operates by means of a mechanical feed."

After quoting Judge Hough's opinion of the first machine, who held that "defendant's machine in every material feature is complainant's," Judge Lacombe said that "subsequently Hoschke, with others, incorporated the Sonora Phonograph Co.,

which makes a modification of the first machine." This the court describes and its operation, observing, among other things, in conclusion:

"As shown in a sample machine obtained by complainant, and under an exhibit there is considerable play given to the stylus point relatively to the free arm; more play than seems necessary to effect proper operation, if the machine acts as defendant contends. But if, for example, there are 96 threads to an inch on the rod and the same number of grooves to an inch on the disc, it would seem that the machine might fairly be found to act by 'mechanical feed.'

"The question is a close one and can better be determined at final hearing after further experiments have been made, notably, as suggested by the court upon the argument, one with the stylus fixed rigidly on the free arm. The motions are denied."

VISITS BRIDGEPORT PLANT.

L. Taylor, Representing Australian Agents for Columbia Phonograph Co., Spends Interesting Day Inspecting the Various Departments—The Situation in Australia.

August 30 L. Taylor, of Craven, Taylor & Co., Sydney, Australia, agents for the Columbia Phonograph Co. in that part of the world, and who arrived in New York Aug. 26, went to Bridgeport, Conn., with President Easton and H. A. Yerkes, manager of the wholesale department, in Mr. Easton's automobile. He spent a very interesting day at the Columbia Co.'s plant, visiting every department of the plant under the guidance of T. H. Macdonald, general manager.

Mr. Taylor, a typically progressive Australian, arrived via Vancouver, B. C., and it is his first visit to the United States in two years. It was his intention to sail for Liverpool, Eng., September 7 aboard the "Lusitania," of the Cunard line. Mr. Taylor will visit London and Paris and then go direct home.

When asked how trade was in Australia he said: "It was never better in three years, and this condition will prevail indefinitely. We have had magnificent crops of wheat and wool. You can also say for me that for population Australia is the greatest purchaser of talking machines in the world."

Harry F. Miller, private secretary to Thomas A. Edison, returned Aug. 29 with his wife and son from a vacation spent at Alberta, on Amherst Island, Bay of Tuscel, Lake Ontario. They made the return trip through the St. Lawrence, Lake Champlain and Lake George, stopping off at Catskill-on-the-Hudson for a day or two.

C. E. Goodwin, manager of salesmen for the National Co., enjoyed his vacation in afternoon visits to the golf links of the Essex County Country Club in West Orange. Mr. Goodwin expects through the medium of this form of exercise to restrain a pronounced tendency to avoidupois. No improvement, however, is as yet noticeable, but there, is still hope.



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

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

CHEMISCHE FABRIK E. SAUERLANDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

A Real Captain of Industry

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

Twelve or fifteen years ago the talking machine was a joke—interesting but ludicrous. To-day the greatest singers of the world draw a large part of their income from these same machines. This year Caruso will get royalties amounting to about \$70,000 from the Victor Co. All languages and dialects are recorded, every country's music is represented, and at the great works in Camden they can send out a machine a minute.

The Victor's growth is the story of an idea believed in persistently in the face of ridicule, of unceasing work that for years spelled failure; then success, financial, artistic, beyond even the dreamer's wildest dreams.

Eldridge Johnson is a Delaware man. Like most Delaware men born forty-three years ago, he found the times hard. His father could do nothing for him in the way of a college education, and the young man, having a gift for mechanics, went to Camden, N. J., put on overalls and went to work at a bench.

Fate took him to a phonograph shop. The invention was new then, and it was the joy of tourists at Coney Island and similar resorts to listen to the thing speaking out the "Star-Spangled Banner" or "A Hot Time in the Old Town To-night." It was wonderful to find the music even imperfectly reproduced, and it was funny to hear the wheezing and scratching that accompanied it. Everybody said it was an amusing and astonishing toy.

To young Johnson, however, it was not a toy. He made motors for his employer in the phonograph shop, and he improved on them. The firm said casually that his invention was good, and they would have taken it up had they not come to an untimely end just then. There was no more experimenting with talking machines for Johnson, but the idea stayed in his head. Perhaps it was more than an idea—one might call it a dream—for the young mechanic saw a good deal more than financial success in it.

Johnson went West—to Seattle or some such place—and had many adventures. Luck was against him and he decided that he would rather starve among his own folks than off in a new country, so he sent his tools back by freight and bought his own ticket. He reached Philadelphia with 50 cents in his pocket and the bill for freight unpaid.

Penniless and tool-less he called on a friend, the kind of friend to whom a man can safely turn on such occasions. Said the friend, struck with a bright idea as he gazed upon the financial wreck before him:

"What do you say to going into partnership, Johnson? Neither of us has any money, so it seems just the thing."

It was just the thing, too. They got the tools out of the freight depot and took seventeen square feet of shop in Camden, being too poor to aspire to the proud city across the Delaware. Then they began to do business—any sort of business connected with machines. Johnson was the acknowledged expert, his friend the financier. The expert got \$10 a week—if possible—and the financier took what was left—if anything. From a material point of view the firm was not a strong one, as captious critics may point out, but in one respect it couldn't be beaten. The partners believed in each other with a mighty belief, and it was sink or swim together in the seventeen-foot shop.

Sometimes they swam very well, and again frequently it would look as if they were sinking for

the last time. Johnson invented a wheat-cleaning machine, and his partner sold them. That did fairly well, and if they had had any idea how very good the machine was (they found out later,



ELDRIDGE R. JOHNSON

when they did not need money) they might have stuck exclusively to that.

But they wandered from wheat-cleaning machines to oil burners, and came very near making a fortune. The burners sold like wildfire. Everybody said it was the greatest invention ever made for convenience and economy. Troubles seemed over for three happy months, and then buyers began to complain that the burners got out of repair. So they did, as the promoters sadly discovered. It worked well for a short time, but it was no good as a permanency. Finally, one customer singed off his eyebrows with the thing, and the language he used to the firm discouraged them from continuing the sales.

All this while the talking-machine idea was simmering back in Johnson's head. He told his partner about it and his partner, as usual, believed. That is, he believed Johnson's machine would be a better machine than any on the market, but when the inventor began to point out its great artistic possibilities, to enlarge on his conviction, that every great voice might in future be made immortal, that singers of to-day might thrill audiences a hundred years hence—then even the faithful partner shook his head.

"No, Johnson," he said. "You'll make a good machine and people will buy it because it's so curious. You'll never in this world get out the squeak—never. But if we can make and sell 500 or so, just as curious toys, why let's go ahead and do it."

The inventor worked day and night. He had a pretty good thing, but not what was singing in

his brain. Then one day he seized his partner as he came in from selling the firm's wares.

"I've got it this time," he said.

When Johnson says he has a thing, he usually has, so the senior member shared the inventor's excitement. Together they turned to the machine, so often changed, so persistently and bafflingly inaccurate. Johnson put on a record and lo, from the thing came clear and almost speakless.

"I guess I'll go and telegraph my baby—"

Can you imagine the solemnity, the awe, with which the two men listened to those foolish words? It meant the realization of a dream, it meant wealth, everything. Johnson had "arrived."

It happened that the firm was prosperous at that time. They had a thousand dollars from a job of doing something to ballot boxes—a thousand dollars less what Johnson had spent to buy a gun for his partner. Partner loved to shoot and his gun had a fashion of sending the bullet more or less at right angles, so when this their first great success, came to them, Johnson had insisted on a new gun.

Perhaps he felt that \$10 a week had been too large a percentage of the net receipts for him to draw, and suspected his partner of too great self-abnegation. That was the kind of partnership it was, you see. But there was still money in the treasury and away to London went partner, while Johnson stayed and worked day and night to get further perfection.

The gramophone people in London listened to the ditty that he played, and then they said, briefly:

"We'll pay Mr. Johnson what he likes for the European rights of his invention."

And partner "guessed he'd go and cable" Johnson without delay. Since then the Victor people and the Gramophone Co. have controlled Mr. Johnson's inventions—two separate companies, allied for business purposes, so that even the great Victor success does not show all that Mr. Johnson has done in the talking-machine world.

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

There are many incidental details that should be given to make a better picture of those early struggles. For instance, to-day the leading grand opera singers draw royalties from the Victor people of from \$5,000 to \$25,000 a year. Caruso draws more. For the last six years he has averaged \$50,000 annually from the talking-machine company, and this year it looks as if he would get in the neighborhood of \$70,000.

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

"I remember," said one who worked with the inventor in the early days, "that we had no place for the singers to record in except a loft that you got to with a ladder. I would scurry around and get some poor devil to come and sing for a dollar in real money and then I'd push him up the ladder and try to get a record. Sometimes the voice would record and sometimes we would have nothing but failure."

"I sometimes think, as I watch Melba and Tetravini and Farrar singing in our laboratory, of a woman I got to sing for us once in the beginning. I can see her now, a stout, good-natured creature who had come in the rain without an umbrella to sing for a dollar or so. She had a long feather in her hat and it hung over one ear and dripped water on the floor of the loft."

"What a time I had getting her up the ladder, too. She was a kindly soul, for she enjoyed singing into the machine so much that she wanted to



Birth-place of the Victor



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

You could not sell a piano with a Tin or Veneered Wood Sounding Board!

A Talking Machine Horn is nothing more or less than a Sounding Board.

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

MUSIC MASTER HORNS

which are built of solid wood on Sounding Board principles.

In September we start our Fall Campaign of National Advertising in order to help educate Talking Machine Buyers in this principle.

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

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

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

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

"There were times when everything went wrong. We could not rely on our machinery to give the proper effects unfailingly. We had to try and try again. Many a time it seemed as if I could not stand another thing. I would report failure to Mr. Johnson, and often if he had said not even a sharp word but something like, 'Well, it's your business to get the thing right.' I should have put on my hat and answered: 'It can be yours in future.' But he never did. There was never anything but sympathy and encouragement from him through all that time of struggle and disappointment."

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

Everybody knows the dog, and we all, when he first came out, stopped long enough before shop windows to give him a sympathetic smile and incidentally to read what was said about the Victor.

The story of the way in which the dog came into the Victor family is odd. The drawing was offered by a young artist to a great firm in London. The manager looked at it and observed somewhat wearily, that he didn't think much of it, but he would show it at the directors' meeting. The directors also eyed it in a bored fashion and said, no, they didn't want it. The manager, so reporting to the young artist, noticed that young man's disappointment and said kindly:

"There's a little firm round the corner you might like to see. They may feel it would do something for them."

The little firm was the London ally of the Victor people, and they did think the dog would "do something for them," and they were right, it did. It caught the popular fancy as few trade marks have done.

Nothing better illustrates the prompt triumph of

the machine the inventor so joyously christened "Victor" than the way the plant at Camden has grown. It is the most intricate, out-at-elbows, overgrown place imaginable. The company has bought all the land and buildings for several blocks, but the old concerns have not yet had time to move and the Victor factory shoots up amid smaller buildings bearing strange names. In a year or so all these will be down, but the demand for talking machines must be met meanwhile, and the firm enlarges as best it can.

Six months ago the old cabinet building became too small. The firm built a new shop, covering considerable ground and three stories high. This, they thought, would be enough. But before the three stories were up it was decided to build four. The four were no sooner completed than it seemed wise to put on a one-story addition on the rear. The one-story was not finished before it was seen that the addition would have to run up the entire four stories. But even as this was going up orders kept pouring in to such an extent that the management found it wisest to make both original building and addition not four but six stories. It is not yet finished, and that the six stories are needed is made manifest to anyone who has tried to worm a way through the piles of lumber.

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

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

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

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

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

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

To prepare for it, however, takes the skill of some two thousand men. In the machine shops queer little engines that one cannot call "almost human," because they are considerably more than human in their accuracy and swiftness, turn out bushels and bushels of screws—screws enough for the whole world, it would seem.

There is an electrotyping plant that has to turn out work 100 per cent. finer than the finest the government in Washington can do. There is a cabinet factory where a combination of machinery and skilled hand work puts together and smooths and carves rows of cabinets a mile long, more or less. There are engines and machines to run the

Read the "questions and answers" on pages 32 and 33. And if you don't yet handle the complete Columbia line read it twice.



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

other engines and machines. There are the testing rooms, where every record and every part of the machinery has to be tested before it is sent out. There are acres of offices where the accounting is done. And then there is the heart of it all, the center of interest and mystery—the recording laboratory.

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

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

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

It is not uncommon now to find in camps of Italian laborers a talking machine with records of all the good old-fashioned operas that Italians love and others of the songs that make the Bay of Naples gay.

The laborers together buy the machine and some records. Then concerts are given, and after four or five numbers the hat is passed around with the word that if more songs are to be heard there must be money forthcoming for new records. This is getting to be quite a business for the Victor company. Not only the Italians, but the Hungarians, Bohemians, and other immigrants who come over and live huddled together in mining and lumber camps, call for the machine and records that will bring home near to them.

The "best seller" is Caruso, with Tetrizzini, Farrar, Melba, and Scotti close seconds. Apropos of Tetrizzini, the company tells a joke on itself. Some years ago, before she made her spectacular hit, she sang a number of records for a small company at \$30 a record. The Victor traveling agents were in Mexico and she passed through there. They wrote that she would sing twelve records for \$1,000, should they go ahead? The manager said no, it was too much. The year after she was the idol of New York and London and the company is paying her now \$25,000 or more annually for what it could have bought outright for one thousand dollars.

The company has done several operas entire—

"Faust," "Trovatore," "Ernani," and "Pagliacci." It has not yet found a way of making the whole record, so that it will be sung continuously, as on the stage. The disks have to be changed. And the company has not yet found a way of giving the full perfection of a great orchestra of ninety or one hundred pieces, but it is working for it. Mr. Johnson has a passion for perfection. They say in the office that if he saw a way of improving the machine, though it would not add a cent to his income, he would spend all he made in a year to bring it about. As it is, there is a small house given over to men at salaries of \$10,000 and \$12,000 a year, who experiment day in and day out, following the dream the young inventor saw fifteen years ago.

The whole business is in a peculiar way Johnson's. Not a mechanic works in the factory who does not know that his chief understands the work on which he is engaged better than he does himself. There is not a part of the machine he has not made with his own hands and the most delicate parts he has himself created.

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

DYER & BRO. ANNIVERSARY.

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

(Special to The Talking Machine World.)

St. Paul, Minn., Sept. 5, 1910.

W. J. Dyer & Bro., prominent in the talking machine trade as distributors of Edison and Victor talking machines and records, took occasion this week during the period of the National Conservation Congress, and the State Fair, to celebrate the fortieth anniversary of the establishment of their business, which was founded by W. J. Dyer in 1870. In commemoration of the event W. J. Dyer & Bro. have sent out to their patrons and friends a handsome engraving showing portraits of W. J. Dyer, the founder, and D. M. Dyer, the builder of the wholesale section, who joined the house in 1871. There is also shown the first location on the corner of Jackson street and Seventh street, their next stand on East Third street, and the present immense building, 25-27 West Fifth street. The growth of the Dyer business is well illustrated by the figures appearing at the head of the engraving—"Sales 1870, \$20,000; sales, 1910, \$1,000,000."

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

EMERGENCIES TEST OF ABILITY.

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

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

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

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

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

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

NO TRUTH IN REPORT

The report that the Columbia Phonograph Co., General, New York, had practically discarded its cylinder records is without the slightest foundation in fact. When H. A. Yerkes, manager of the wholesale department, was asked as to its truth or falsity, he said: "We are pushing the sale of our cylinder records as hard as ever, and will continue to do so. The statement that we have discarded the cylinder product is made out of whole cloth. Of course, the sales of the cylinders do not compare with the disc records. Discs are the popular goods, both in the domestic and foreign trade." Another fib fastened.

HANDLE VICTORS EXCLUSIVELY.

(Special to The Talking Machine World.)

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

The A. F. Mengel Music Co. opened their new store at 4300 Olive street on September 1. A feature of their store is the handsome talking machine department, which handles the Victor line exclusively.

ANNOUNCEMENT

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

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

Respectfully

"B. & H." FIBRE MANUFACTURING CO.

CHICAGO, ILLINOIS

VICTOR RECORD CABINET CATALOG.

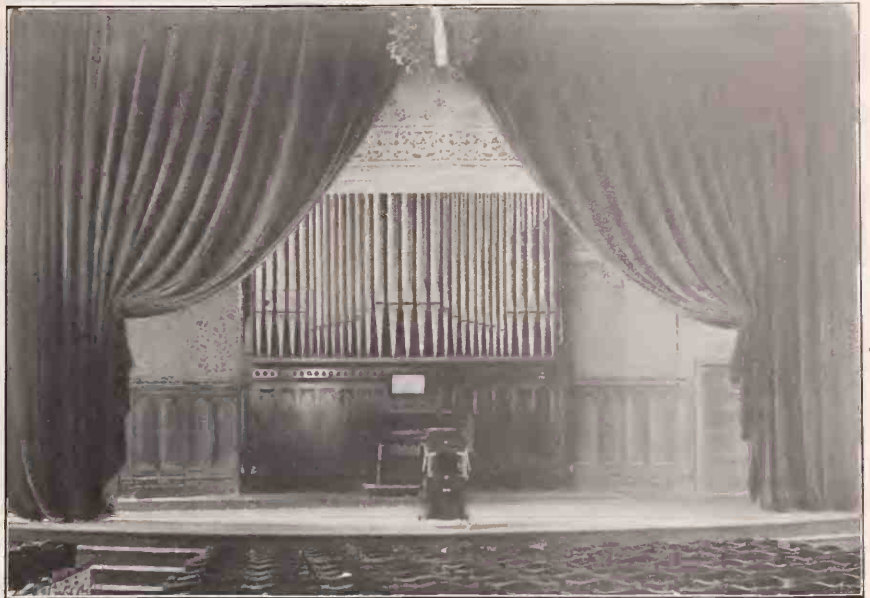
New Volume Well Arranged and Handsomely Illustrated Recently Sent Out to the Trade—Cabinets Designed to Harmonize with Every Type of Victor Machine—A Special Letter Regarding the Victor Wood Horns—Supplement to "Repair Part Catalog" Also Sent Out to the Victor Dealers.

During the past month the Victor Talking Machine Co., Camden, N. J., have placed before their dealers a new catalog of "Victor Record Cabinets." In arrangement, illustrations, printing, paper, etc., this dainty issue is of the high standard maintained by the company in all their publications. These cabinets, shown and described, include the new record album No. 51, a composite pattern designed to conform to all types of Victor machines; Victrola record cabinet, a mahogany cabinet to match the Victrola XII, and Nos. 150 and 151. All Victor cabinets are made in their own factory and under their personal supervision.

This company also transmitted a special letter on their wood horns, urging them on the attention of the dealer. In referring to their horn factory capacity and their tremendous business in connection with horns of this description they say: "Up to the present time, our capacity for the manufacture of wood horns has been unequal to the demand, and now, for the first time since December, 1906, are we in a position to recommend that our distributors and dealers make special efforts to sell Victor wood horns. During the year 1907 we sold 125 per cent. more wood horns than our capacity at that date. The year 1908 doubled the sales of 1907, and the year 1909 increased by 35 per cent. over the sales of 1908, and during the first six months of 1910 we have sold more than during the entire year of 1909."

A supplement to the Victor Co.'s "Repair Part Catalog" of April 1, 1910, was likewise mailed their distributors and dealers, a publication of some size in itself when the goods in detail are considered.

THE VICTROLA WITH AN ÆOLIAN ORGAN



The accompanying photograph is that of the Victrola shown in connection with an Aeolian organ in the auditorium of Miami University, Oxford, O. The occasion was a Victrola concert, attended by nearly a thousand students and professors of the university, July 28. Harry C. Meek, manager of the Aeolian Co.'s talking machine department in their branch house in Cincinnati, O., who had charge of this pleasing musical event, declared that he never saw an audience so delighted and enthusiastic over the Victor grand opera records. The program was carefully arranged, and through Mr. Meek's judicious selection of records

he subsequently received an order for a Victrola to be used in the music study of the college. This is a suggestion that other dealers should follow.

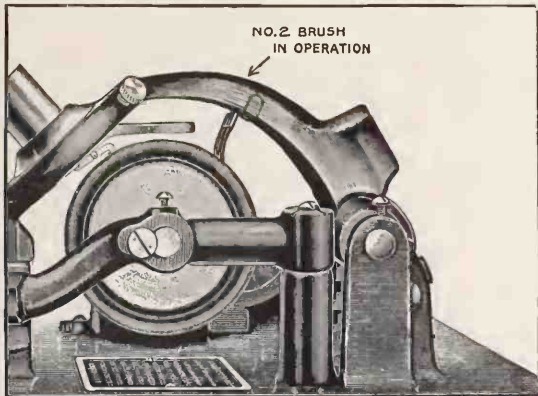
J. H. DODIN WITH GIMBEL BROS.

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

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

SAVE THE LIFE OF YOUR RECORDS
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.



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



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"

Announcement



Victor Fibre Needles

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

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

Manufactured in two styles

- No. 1 Standard length and thickness
- No. 2 Special—slightly shorter and heavier (more powerful)

Packing—for each style:

- 100 in envelope, with instructions and
- 250 in a carton, with instructions.

Ready for shipment on October 1st.

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

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

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

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

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

Berliner Gramophone Company, Montreal, Canadian Distributors.

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

TIMELY TALKS ON TIMELY TOPICS

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

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

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

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

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

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

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

SUCCESS OF BLUE LABEL RECORDS.

Latest Product of Columbia Phonograph Co. Becomes Popular with Both Dealers and Public—Some of the Hits in the New List.

The recently announced blue label records of the Columbia Phonograph Co., General, have made a hit with Columbia dealers, and with other goods in equal active demand a number of the factory departments at Bridgeport, Conn., are working overtime. The call for the Mignon Grafonola on order, according to headquarters reports, is running away from the company.

The first of the blue label series appeared in the October list that goes on sale September 25. November selections have also been sent the trade, and include the following titles: (Ten inch, double disc) "I Need Thee Every Hour," and "I Love to Tell the Story;" "Constantly" and "I'll Lend You Everything But My Wife" (Bert Williams); "The Soldier's Farewell" and "The Hunter's Farewell." (Twelve-inch double disc): "Paris and Helios" and "Humoresque;" "Anita's Dance" and "In the Hall of the Mountain King" (Grieg); "The Gypsy" and "O, Susanna," "The Mikado"—vocal gems and orchestra selections. The twelve-inch numbers are chiefly instrumental.

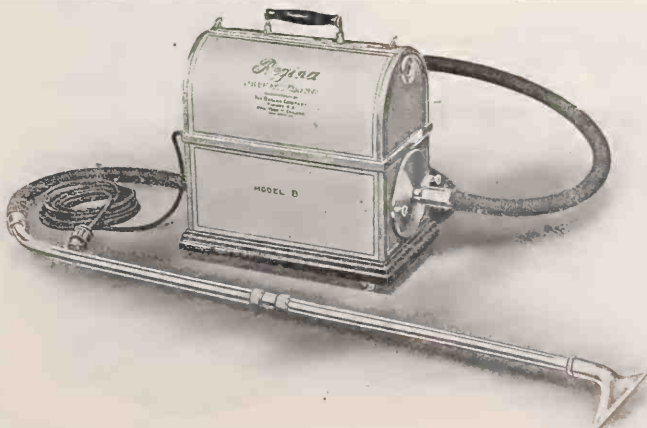
Owing to their popularity the following October records have been placed on sale immediately: (Ten-inch) No. A897, "Any Little Girl That's a Nice Little Girl is the Right Little Girl for Me," and "I've Got the Time, I've Got the Place, but It's Hard to Find the Girl." Also the two-minute indestructible of the first-named title. In the November list the following likewise have been put on sale at once as "big hits": (Ten-inch), A905, "Meet Me To-night in Dreamland" and "Tickle Toes;" A906, "Kiss Me" and "Come Along, My Mandy;" A894, "Every Little Movement" and "Heigh-Ho;" (Ten-inch blue label) A904, "Clap Hands" and "Does Anybody Here Know Nancy?"

AEOLIAN CO. DEPARTMENT READY.

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

Work has been going steadily forward for weeks transforming the eighth floor of the Aeolian Co., New York, into their talking machine department. Since the arrival of O. A. Gressing, the manager, on the scene of action still more energy and activity has been displayed in order to have everything in readiness for the opening after Labor Day.

Painters, decorators and carpenters have been trying their utmost to get through, and while the demonstrating booths, record cabinets and other essentials have been finished by that time, considerable delay caused the postponement of the opening until Sept. 8. The new stock is on this floor, the handsome rugs adorn the place, and Mr. Gressing may be congratulated upon presiding over one of the most elegant departments of its kind in the country. Everything is right up to the minute and the most approved selling methods will prevail.



JUST OUT Electric REGINA Pneumatic Cleaner

(Also furnished as a hand-operating cleaner)

Talking machine dealers can make a big profit pushing Regina Cleaners; it is a business that is growing rapidly. Regina Cleaners are the most efficient vacuum cleaners in the world; very simple in construction. Send us your address and we will make a proposition that will be decidedly interesting. Why not write us now?

BOSTON CYCLE & SUNDRY CO.

J. M. LINSKOTT, Manager

"Exclusive Edison Jobbers," Regina Vacuum Cleaner Distributors
48 HANOVER STREET BOSTON, MASS.

THE SALTER LINE EXCELS ALL OTHERS



No. 777 CLOSED for Victor 12 Machine



No. 782 CLOSED



No. 786 CLOSED

It is not only the outside of a cabinet that should be made and finished right, but the interior as well. Our new style of

SALTER CABINETS

which for the past two years have been the favorite among dealers on account of their superior quality to all makes, has kept our factory working overtime.

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

The interiors of **Salter Disc Cabinets** have an individual compartment for each record.

The wood shelves are lined with soft green felt to prevent records from scratching.

Each shelf or record has a number which corresponds with index cards on door, so any record in cabinet may be located instantly.

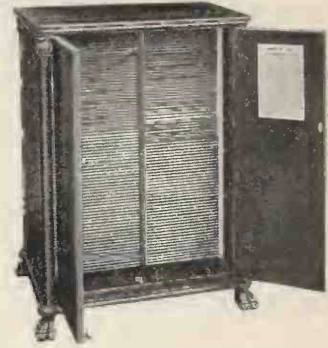
The Disc Records lie flat on the shelves, preventing them from warping.

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

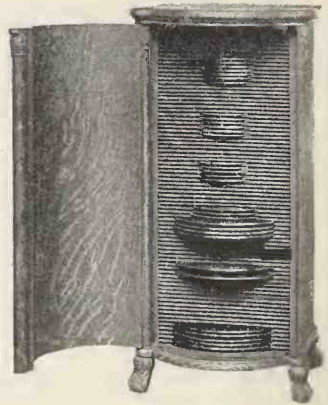
All our makes of cabinets are artistic in design and highly finished in any color, and securely packed.

Our latest catalogue will be mailed you free on application.

Salter Mfg. Co., 337-343 N. Oakley Avenue
CHICAGO, ILL.



No. 777 OPEN
for Victor 12 Machine or Columbia Elite



No. 782 OPEN



No. 786 OPEN



No. 778



No. 785 OPEN - For all makes of Cylinder Records



No. 779

PERFECTS TALKING PICTURES.

Thos. A. Edison Announces Success of His Efforts in That Direction and Demonstrates Machine Before Newspaper Men—How the Talking Pictures Work.

After several years of earnest work Thomas A. Edison recently announced that he had solved the problem of talking pictures, and the first demonstration, given before a body of newspaper men, indicated that he had met with complete success in his efforts.

The demonstration was given in the laboratory at the Edison plant in Orange.

The picture that was thrown on the screen explained itself, literally. The figure of a man stepped forward, bowed and then began to talk—the lips moving in perfect, unmistakable unison with the words that couldn't have come from them, and yet couldn't have come from any place else, it seemed.

The man dropped a croquet ball, its impact sounding instantly from the floor. He pounded the table with a little hammer, and there wasn't the fraction of a second between the sight and sound of the blow. He dropped a plate, and as the pieces flew the crack resounded. Finally an automobile horn was sounded, and the demonstration was at an end.

The phonograph from which the sound of the voice and that of the "business" came was behind the screen. The machine from which the pictures were projected was at the other end of the room, yet the synchronism was flawless. Wires attached to the projecting mechanism controlled the two, and their unity was as perfect as that with which the record of the one and the film of the other had been made.

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

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

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

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

"This isn't for nickelodeons," Mr. Edison explained. "This is a big, a serious thing, and I'm not going to put it out until I can put it out the way I want to. It's important enough, I think, to deserve to be put out in just that way."

There are really two machines, but they are so interrelated through electrical connection that they act as one in producing before the spectator both the acts and the voices of the people who are depicted on the screen, although as a matter of fact the picture producing part of the machine is, as usual, behind the spectators, while the sound producing section of the apparatus is placed behind the screen upon which the pictures are thrown.

WILL DISPOSE OF FOREIGN RIGHTS.

L. P. Valiquet, the inventor of the Resonator, the new reproducing device for talking machines which was introduced to the trade at the Atlantic City convention, and which aroused a great amount of interest at that time, announces on another page of this issue his desire to dispose of the foreign

patent rights for this device. The patent rights will either be sold outright, or will be released upon a working agreement suitable to parties concerned. It might be added that Mr. Valiquet already has several propositions under consideration.

DEATH OF WILLIAM F. NYE.

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



WM. F. NYE.

William F. Nye, a prominent citizen of Fair Haven, Mass., near New Bedford, died in that city on August 12th in his 82th year. In the business world Mr. Nye was chiefly known as the manufacturer of the well known product, Nyoil. The output of his factory on Fish Island went to practically every country in the civilized world, and the business continued to increase steadily.

Up to within a few weeks of his death Mr. Nye was remarkably active for one of his years and took a personal interest in his business affairs. While no definite arrangements have been made for continuing the manufacture of Nyoil and allied products, it is considered practically certain that Mr. Nye's son, Joseph K., who survives him, will look after the business.

SOME GOOD NEEDLES.

What a Good Needle Means to the Trade—The Success of the Blackman Talking Machine Co. "Playrite" and "Melotone" Needles.

There is hardly an accessory of the disc talking machine which is offered in such a variety as the needle. Since disc machines first made their appearance we have had announcements almost every month of some new needle for which great things were promised. A number of these needles proved very successful, others dropped out of sight and were heard of no more.

When the Blackman Talking Machine Co., however, put on the market their "Playrite" and "Melotone" needles they referred to them as "The best that money can buy." That they possess real merit was evidenced in the manner in which the jobbing trade and the dealers took them up and pushed them.

The majority of talking machine stores now carry "Playrite" and "Melotone" needles in their regular stock, and in practically every case are sending in increased orders each month. This growing demand in itself proves that the claims made for these needles are not in any sense fictitious. The names "Playrite" and "Melotone" were chosen by the manufacturer in the belief that the names in themselves express just what the needles were intended to do. Those who are unacquainted with the merits of these needles may obtain information and samples from the Blackman Talking Machine Co., 97 Chambers street, New York.

BUYS OUT COLUMBIA STORE.

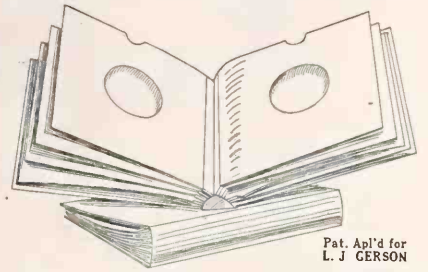
(Special to The Talking Machine World.)

Trenton, N. J., September 10, 1910.

M. Woodward, a bright, active and experienced talking machine man, has bought out the Columbia Phonograph Co.'s store in this city, and will take over the property on the 15th. Mr. Woodward has been an attaché of the company here for several years and has been in the business nine years, starting with the Conroy Piano Co., St. Louis, Mo., and going through all the grades.

In chatting of business with The World Mr. Woodward said: "Of course, Trenton is between two of the great cities, but for all that we catch the people who seldom, if ever, visit New York or Philadelphia, and we get a very fair share of the trade. I am surprised how briskly business has opened up. Within a week or so I sold two Grafonolas. The Mignon is a dandy."

"ECHO" DOUBLE FACE RECORD ALBUMS



Pat. Apl'd for L. J. GERSON

NEW STYLE! JUST OUT

Will Hold Both DOUBLE FACE and SINGLE FACE TALKING MACHINE DISCS of any size and all makes.

"The New Way"

Echo Record Albums are being used by hundreds of Talking Machine owners, many of whom have classified their collections into groups—one or more albums to each group. The "Caruso" and "Tetrazzini" Albums, "Sousa's Marches," "Religious Music," "Harry Lauder," etc., all indicate how the Volumes can be made up into a "Library of Music."

"The Old Way"

The records are played over and left under a table, on a window sill, or possibly pushed in the vertical racks of a Talking Machine Cabinet. Generally, no bags cover the records, and they are scratched while rubbing against one another, or else chipped or cracked by the contact. The pile gets heavy and some are dropped and broken—generally an expensive and especially fine record. Echo Record Albums prevent all this. The proper solution is to use Albums for all records and when through playing, replace them in the albums which are kept away from dust in a Book Case or Cabinet.



THIS SHOWS THE POPULAR VICTOR ON A RECORD GLASS DOOR CABINET FILLED WITH SIXTEEN ECHO ALBUMS.

The Selections can be written on an Indexed Card which refers to particular volume and page of record wanted. Records may be kept this way like new and for a lifetime.

FALL RETAIL PRICES

Ten-inch Disc Albums . . . each \$1.25
Twelve-inch Disc Albums . . . " 1.50

"Echo" Record Albums preserve Disc Records against dust, careless handling, scratching or breakage. Index in every album facilitates instant location of every Record. Enables classification in groups by an index. Every Album is finely bound in brown cloth and holds one dozen Records in heavy paper pockets, with cut out holes, enabling titles of Records to be read. They protect valuable Records from injury and breakage. Send for circular, samples and trade quotations.

**ORDER NOW FOR FALL
ECHO ALBUM COMPANY
926 CHERRY STREET,
PHILADELPHIA - - - PA.**

Questions



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

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

There are well-defined reasons why the Colum-

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

The Columbia reproducer is the greatest piece of musical mechanism on earth, reproducing the human voice and instrumental tones with a faithfulness to the original such as it is impossible to find elsewhere. The Columbia reproducer is made upon the same principle as Columbia records; that is, the idea that people want to hear the voice or instrument as it is in nature, with every musical quality preserved as it originally went into the horn, without any tinkering or doctoring of the original tone. The music of Columbia Records and Columbia reproducers is the music itself, not our idea of what we can make the people think music ought to be.

COLUMBIA PHONOGRAPH

Dealers Wanted—Exclusive Selling Rights Gra

and answers!



But, after all, one of the main sources, if not the principal source of our strength is found in the Columbia catalogue. Have you ever made a real investigation of its resources? Do you appreciate the care that was given in selecting it in such a manner that you have practically everything in music your customers can desire or ask for, contemplated in the smallest possible number of records for you to carry in stock?

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

Where can you find an orchestra record to compare with "Idilio" (A5140) or the "Barcarolle" from the "Tales of Hoffman" (A5116)? The only other orchestra records that can class with these are made by the Columbia.

Can you find greater band recordings than "Colt's Armory March" (A821), "Selections from Tannhauser" (A5139), or, in lines of popular music,

than "Temptation Rag," included in our September list?

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

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

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

**COMPANY, Gen'l, Tribune Building,
NEW YORK**

and Where We Are Not Actively Represented

TRADE NEWS FROM CINCINNATI.

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

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 9, 1910.

Several changes in the factors of the Cincinnati trade have taken place recently, Manager S. H. Nichols, of the Cincinnati office of the Columbia Phonograph Co. having been transferred to a similar position at Pittsburg. He was succeeded by R. J. Whelen, the former local assistant manager, whose promotion was the cause of Ben. L. Brown being elevated to Mr. Whelen's former position. Manager W. A. Timmerman, of the Milner Musical Co., which makes a specialty of phonographic goods in connection with a line of

pianos, has resigned. This becomes effective September 15, on which date he accepts an offer made by the St. Louis office of the Aeolian Co. Timmerman's successor is Raymond Stotler, formerly with the piano department of A. Steinkamp & Co.

The Cincinnati trade experienced little demand for goods during August, mainly on account of the absence from the city of the big buyers and due to the fact that the stay-at-homes were compelled to remain out of doors on account of the terrific heat. These conditions will disappear shortly, and the buyers will find the trade ready to meet all demands, the dealers having had plenty of time to prepare for this movement.

The Wurlitzer Co. are preparing for the big crowds of retail and wholesale visitors that the Ohio Valley Exposition will bring to Cincinnati. The beautiful six-story, white-tiled building, easily the most conspicuous on Fourth street, is very elaborately decorated for the occasion. Wheatley pottery window boxes filled with flowers, showing the official colors of the exposition, and, in addition, an elaborate electrical display, will prove one of the sights of Cincinnati after dark.

The Wurlitzer Co. have just received an order from the exposition officials to install an Aux-e-to-phone in their restaurant. This instrument will undoubtedly be one of the features of the exposition. That the exposition will bring many dealers to town is an assured fact. The Wurlitzer Co. extend them a warm welcome and are preparing to entertain them. The exposition furnishes a splendid opportunity for the central State talking machine dealers to do some missionary work on Victrolas.

The Wurlitzer Co. have notified their dealers that any retail prospects calling at their store, with a retail dealer's card or a letter of introduction, will be given every attention and will be shown a Victrola under the best possible conditions, and results reported on to the dealer sending in the prospect. Additional clerks have been secured especially for the entertainment of the visitors.

The vacation season is over, and with every employe on duty and a generous stock of goods at hand, the Wurlitzer company are preparing to handle any situation that the exposition may bring about.

Results in August were far above the average, and the sales are running up in a manner which, to say the least, is encouraging. A greatly increased retail business is in sight, as the cooler weather has arrived and has already brought a noticeable increase in record buying.

Mr. Browning, of the Victor company, stopped over in Cincinnati on his return from his vacation, and his many Cincinnati friends wish him even a greater success than he scored on his last trip through the State of Kentucky.

The Aeolian Co. occupy a large booth, centrally located in the Liberal Arts Building, at the Ohio Valley Exposition, where they are exhibiting their full line of Pianola pianos, which includes the Steinway Grand Pianola piano and Steinway Upright Pianola piano.

They also have a display of Victor machines, including one each of the following specials: A Moorish inlaid Victrola, a white and gold, a weathered oak and a Circassian walnut and several mahogany Victrolas. These machines have been placed so as to form a square, in the center of which is a beautiful palm. The lower end of the booth is occupied by one each of the smaller machines.

Daily concerts are given in the main hall, consisting of the Auxetophone accompanied by a full band.

Louis H. Ahans, who is in charge of the talking machine department and who is in command of the booth at the exposition, has arranged the Pianola pianos and Victor talking machines very artistically. The Aeolian Co. have the entire list of Red Seal Records in their booth at the exposition, and are in a position to play any record asked for.

The Columbia Phonograph Co. are showing two new styles of graphophones and one new style of Grafonola, the "Mignon"; these three new instruments are attracting great attention, and will undoubtedly be very popular with the trade.

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

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

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

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

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

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

THE GREAT LIRA ANTIOQUENA.

Famous Colombian Musical Organization Engaged to Make Records of Colombian Music Exclusively for Columbia Phonograph Co.

The enterprise of the Columbia Phonograph Co. has been again notably displayed in their recent engagement of the Lira Antioquena, a native orchestral organization of the Republic of Colombia, to make a series of records for the Columbia Phonograph Co.'s trade in South America—more particularly, of course, in the Colombian Republic.

The engagement involved such difficulties as are seldom met with even in the talking machine busi-



THE LIRA ANTIOQUENA.

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

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

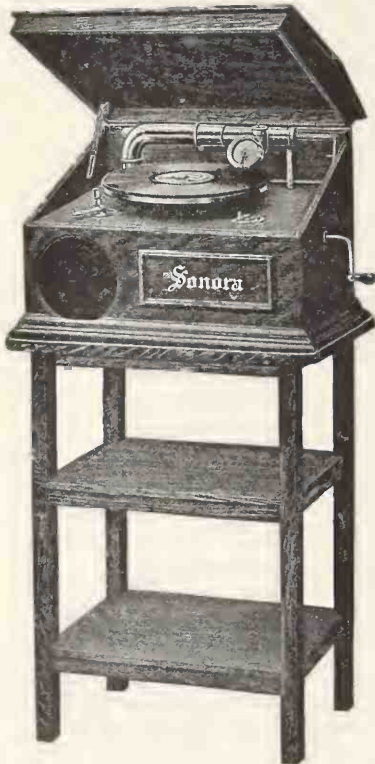
SONORA

The Instrument of Quality

Highest
Talking
and



Class
Machines
Records



Style 0 Machine, With Style 1 Record Stand
PRICE COMPLETE - - \$35.00

Others at \$40, \$50, \$60, \$75, \$100 and \$200.

Magnificent Tone Quality and Design
Obviates the metallic sound of the regulation
Tone Moderator [machine]
Invisible Horn
Only phonograph with Automatic Stop
No Scratch of the needle
Sapphire Attachment

Duplex Soundboxes
Elaborate Cases
Needles of Highest Quality
Indestructible Sapphire Records
Elegant Record Cabinets
Distinctiveness in almost every detail

Sonora Phonograph Co.
78 Reade Street, New York

THREE NEW VICTROLAS.

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

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

Since the Victrola was first introduced to the trade it has been the ambition of the Victor Co. to



NEW VICTROLA X.

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

Shipments in limited quantities of the Victrola X and XI will commence about October 1, and of the Victrola XIV about October 15, and as usual,



NEW VICTROLA XI.

orders will be filled as received, so the dealers will do well to look after securing their stocks at an early date.

For the present the new instruments will be supplied in mahogany only. The Victrola X with parts nickel plated and XI and XIV with parts gold plated. After the holidays the instruments will also be supplied in various oak finishes.

On September 10 the Victrola XII, selling for \$125, was discontinued and dropped from the catalog. Orders on hand for Victrola XII have been canceled and dealers are requested to send revised

orders for the new styles as substitutes for the Victrola XII.

There can be no doubt that the introduction of the three new types of Victrolas marks a new step in the progress of the Victor Co. and makes for the



NEW VICTROLA XIV.

still further elevation of the talking machine trade in general. That there is a field for the new instruments goes without saying, and there is much cause for congratulation.

CONDITIONS IN SOUTH AMERICA.

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

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

"Yes, I got back home early in the month, going directly to Camden, and while here will probably divide my time between Philadelphia and New York. I am feeling much better now than at first, the climate here having a pronounced beneficial effect. The Victor business is growing rapidly in South America, and it is fairly good now. To be sure, trade there depends almost entirely upon the crops, the same as here, only more so. With our main offices in Buenos Ayres we can cover the South American countries with a corps of men traveling from that point. I shall remain in the States a couple of months, probably longer, and then again something may require my departure at an earlier date.

"Our Mr. Terry left for Mexico only about a week ago, and will hereafter devote his time to that country and the West Indies. At one time he traveled the west coast of South America, but I will continue to cover that territory as I have been doing for some time."

CHANGE OF COLUMBIA CO. MANAGERS.

(Special to The Talking Machine World.)
Cincinnati, O., Aug. 26, 1910.

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

**The Last Word
In Talking Machine
DEVELOPMENT**

The Resonator

NEW ORIGINAL PERFECT



Makes Possible the Perfect Reproduction of Talking Machine Music

Enthusiastically Received

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

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

THAT which JARS is entirely ELIMINATED

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

CUT SHOWS APPEARANCE ON MACHINE

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

PRICED TO COMPETE WITH BETTER GRADE HORNS REGULAR TRADE DISCOUNTS

ENQUIRE OF YOUR JOBBER OR


THE TALKING MACHINE SOUNDBOARD CO.

110 West 34th Street NEW YORK

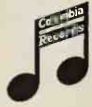


PROFIT FOR YOU!

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



It looks like a big Columbia year coming. Are you on or just looking on?



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

RECORDS BY TABERNACLE CHOIR.

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

(Special to The Talking Machine World.)

Salt Lake City, Utah, Sept. 8, 1910.

After many trials to make acceptable records of large bodies of singers, the Columbia Phonograph Co., General, New York, have been successful. In the celebrated Mormon Tabernacle of this city, on the evening of Sept. 1, the reproduction of twelve numbers, sung by the Tabernacle choir of 300, were secured within two hours by Expert Hausmann, of the Columbia recording laboratory, who came here from New York specially for that purpose.

No little difficulty was experienced in placing the amplifying horns, and for two hours Mr. Hausmann and his assistant experimented in the location of the horns. Finally they were suspended from a rope stretched across from gallery to gallery, the flaring bells of the two horns covering, one the sopranos and altos, and the other the tenors and basses. All the accompaniments on the grand organ were played double forte. Of course fine shading was out of the question, as massive efforts were desired.

The list of the numbers sung, with time occupied, follow: "We Thank Thee, O God, For a Prophet," Mrs. Norton's hymn, 2 minutes; anthem, "Let the Mountains Shout For Joy!" by Prof. Evan Stephens, 3 minutes 5 seconds; "Soldiers' Chorus," "Faust," 2 minutes 25 seconds; "Hallelujah Chorus," Handel, two plates, 2 minutes and 1 minute 50 seconds respectively; "Inflammatu," Rossini, 3 minutes 15 seconds, Mrs. Edward, soloist; "Gypsy Sweetheart," Horace Ensign, soloist, 2 minutes 43 seconds; "Hosannah!" temple dedication anthem, by Prof. Evan Stephens, 3 minutes; "Pilgrim's Chorus," "Il Lombardi," 2 minutes 52 seconds; "Light and Truth," famous Welsh march, 2 minutes 7 seconds; "America," "Star Spangled Banner," 2 minutes 3 seconds; hymn, "O My Father," 3 minutes 40 seconds; "Unfold Ye Portals," from Gounod's "Redemption," 3 minutes 35 seconds.

A DELICATE MISSION FOR NATIONAL CO.

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

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

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

VICTOR CO.'S GREAT SUCCESS.

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

(Special to The Talking Machine World.)

Camden, N. J., Sept. 10, 1910.

The trade in general will no doubt be interested to hear of the wonderful business success the Victor Co. is enjoying. The first six months of the year were, when viewed from every standpoint, the most successful semester in their history. July surpassed July of 1907, which was the banner year. August sales surpassed August of 1907—the largest August—27 per cent in the domestic department alone.

Orders for both machines and records are coming in at an unparalleled rate, and it is very apparent that the Victor Co.'s capacity will not be nearly sufficient to take care of the business during the fall, if it keeps up at the present rate.

They are rushing forward extensions to the cabinet factory as rapidly as possible—125 per cent. is being added to its capacity. They are about moving into the new motor factory, and the addition of three stories to their office and laboratory building is progressing fairly well. One more floor is to be devoted to offices and the remaining two floors to the recording laboratories.

Eldridge R. Johnson, president of the company, and his family are still in Europe. Chas. K. Hadson, vice-president and treasurer, and his

family are spending the month of September abroad. L. F. Douglass and his family are in California, but the remaining directors—A. C. Middleton, A. W. Atkinson, B. G. Royal, W. J. Staats and Louis F. Geissler, general manager—are "on the job."

CHANGE FOR EXPERIENCED MAN.

Thoroughly experienced talking machine repair man wanted at once. Steady position. Standard Talking Machine Co., Pittsburg, Pa.

CABINET WANTED

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

LEARN WIRELESS AND R. R. TELEGRAPHY

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

DISCS FOR SALE

For Sale—1160 single disc 10", 605 double 10", 105 single 12", 30 double 12", 20 red seal Victor records. All new, no cutouts. Also, 2 Victor II new machines and 2 Victor I shopworn machines. Will sell at 40% discount. J. C. Harding Co., Topeka, Kans.

WANTED MAN TO TAKE CHARGE

Wanted—Thoroughly experienced man to take charge of Wholesale Talking Machine Department. Must be a hustler; one who is willing to invest some money in the business preferred. Address "Wholesale Manager," care The Talking Machine World, 1 Madison avenue, New York City.

GREAT OPPORTUNITY

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

AN EXCEPTIONAL OPPORTUNITY FOR AN OUTSIDE WHOLESALE SALESMAN

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

S. B. DAVEGA CO., 126 University Place, NEW YORK CITY

THE SUCTION CLEANER SENSATION



Only Practical and Successful "One-Person" Suction Cleaner
Ever Devised

New, Unique, Original, Efficient, Substantial, Strong Suction,
Cleans Quickly and Thoroughly, and Easy to Operate

SELLS ON SIGHT

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

Peerless Suction Cleaner Company

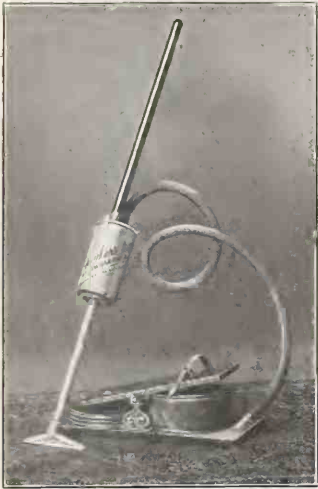
89 CHAMBERS STREET

NEW YORK

THE PEERLESS VACUUM CLEANER.

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

The absolutely new vacuum cleaner—the Peerless Gem—illustrated in the advertisement of the Peerless Vacuum Cleaner Co., 89 Chambers street,



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

In presenting this proposition to talking machine jobbers an unusual opportunity is offered. The



company want jobbers only. Their policy in this respect is well defined. They do not want the dealer nor will they accept retail business. In setting the list price on the new model Gem they have endeavored to arrange a scale which will give the jobber and the dealer a liberal margin of profit.

The Peerless Gem is going to be a perfect whirlwind in point of sales during the fall season.

AMBEROLA IN WILD MINING COUNTRY.

The Sunday Oregonian, of Portland, Ore., in its issue of July 31, introduced a half-page illustrated article describing the plant of the Washougal Gold and Copper Mining Co., in the following entertaining fashion:

"A lone prospector, wandering through the rugged hills near the headwaters of turbulent Shirt Creek in lower Skamania county, Wash., a few evenings ago, was startled to hear the soft, sweet strains of Verdi's classic 'Rigoletto' floating on the still twilight air. He paused and listened, for such sounds as these he had never heard in that untraveled region before. Spellbound by the music, he waited a while, then started in the direction from which the sounds seemed to emanate. His trained feet and sturdy limbs quickly

carried him through the tangled underbrush and jagged rocks that lay between him and the source of the charming notes. Soon he stood at the entrance of a long, airy dining hall, brilliantly illuminated with electric incandescent lamps, and a square, upright box, whose highly polished sides shone brightly under the glare of the lights, standing in the center of the room. Around it was gathered a group of twenty or more bright-faced, horny-handed miners, clad in the picturesque garb of their profession. As soon as they spied him they bade him a hearty welcome.

"He was in the camp of the Washougal Gold and Copper Mining Co. The piece of furniture which had arrested his first attention was a mahogany Amberola, containing the finest instruments that can be placed in the manufacture of such a machine. This accounted for the music that he had heard far up on the hillside. "What is the cause of all this?" he inquired. "For an answer one of the men, with a jerk of his head, indicated a little, smooth-faced, ruddy-cheeked, gray-haired gentleman who stood with his arms folded complacently behind his back, his arms coatless, and with his brown telescope hat hanging jauntily on the side of his head in school-boy fashion. His face beamed his delight as he listened to the music. The stranger had not noticed him before.

"This is Mr. Mabee," said one of the men who had acted as spokesman. Mr. Mabee, as he soon learned, is president of the Washougal Gold and Copper Mining Co., and general manager of its properties. F. A. Mabee is the way his name appears on his checks. That's the way it appeared on the check tendered to the Graves Music Co., Edison jobbers of Portland, Ore., in payment of the Amberola in question.

"The sale of this particular instrument was a 'rush' transaction. Mr. Mabee wanted an Edison phonograph and some records for his men—he wanted the best to be had—he wanted the outfit at once—and he wanted it shipped by express. He got it, just as it was ordered. After landing at the express office it was necessary to haul the goods about twenty-five miles up into the mountains, but they finally reached their destination O. K., and are now providing entertainment for the rugged miners in the Washington wilds.

ANENT BURCHARD NEEDLES.

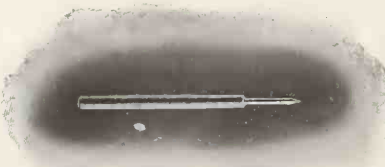
Merits of the Different Styles of Talking Machine Needles Made by F. R. Reingruber—Their Original Features.

F. R. Reingruber, Schwabach, Bavaria, Germany, one of the most prominent manufacturers of needles in that country, markets his product



No. 1.

under the name Burchard, and in both the German and export fields Burchard needles are in a class by themselves. The needles are highly finished and tend to give long life to the records, it being claimed that each needle can be used six times without harm to any record.



No. 2.

ished and tend to give long life to the records, it being claimed that each needle can be used six times without harm to any record.



No. 3.

The Burchard needles are made in three styles, which are illustrated herewith, and are designed as follows: No. 1, for soft playing; No. 2, for loud playing, and No. 3, for string tone music. Mr. Reingruber is prepared to establish sales agencies in the United States and other countries, and will forward a sample order of needles to those interested upon application.

A PRONOUNCING GAZETTEER.

One of the features of the newest Victor record lists is the condensed pronouncing gazetteer of musical terms for the benefit of both dealers and retail buyers. In addition to the pronunciation of the usual musical terms, such as Andante, Fortissimo, etc., there are included the names of the various well-known musical classics and grand operas of foreign origin, with the proper pronunciation attached. This feature should prove especially valuable to the dealer and his salesmen who are unfamiliar with musical terms, for their embarrassment is great when they are called upon to pronounce a name and make a flat failure of the attempt.

THORN NEEDLES POPULAR.

Both Trade and Public Realizing the Value of These New Needles—What Is Claimed for Them—Do Not Harm Records.

Among the talking machine needles that have won the favor of owners of disc machines are the Thorn needles, put on the market by the J. W. Jenkins' Sons Music Co., Kansas City, Mo. These needles are made from live thorns and possessing all the known toughness of that vegetable growth, produce excellent results in the talking machines. It is claimed for the thorn needles that, not being metallic, they eliminate all the scratch in playing records and are especially suitable in preserving the natural quality in vocal and stringed instrument records. Dealers are rapidly learning the value of the thorn needles in demonstrating; and as a result the demand for these needles is rapidly on the increase. They are priced at a reasonable figure and, it is said, will play several records satisfactorily without a chance of damaging the record grooves. The trade would do well to investigate the thorn needle proposition and secure samples with holder.

J. A. COLLINS' NEW CONNECTION.

J. A. Collins, formerly with the Universal Talking Machine Mfg. Co., Philadelphia, Pa., traveling the Middle West, is now sales manager of the Talking Machine Sounding Board Co., New York. Mr. Collins starts on a selling trip October 1 and will be on the road until December 20.

WHAT B. SWITKY REPORTS.

Benj. Switky, Victor and Edison jobber, New York, in a chat with The World, said: "Since moving to the Fifth Avenue building our business has bettered materially. For the first time we have not run behind during July and August. That is to say, always in those two months we did business at a loss, but this year we have come out even. We consider this a pretty good indication of what the fall will be."

HELPS RECORD SALES.

On account of recent publicity there is a big increase in the demand for Cavalieri records. "Sheriff Bob," however, is not a heavy purchaser, rumor sayeth.

EXPORT ASSOCIATION FORMED.

An organization, known as the American Manufacturers' Export Association, was perfected at the Hotel Imperial, New York, Sept. 12, to aid in the expansion of the foreign trade of the United States. About fifty of the leading manufacturers were present, including the Victor Talking Machine Co., Camden, N. J. Daniel P. Mitchell, manager of the Victor Co.'s export department, was elected second vice-president.

PURITONE

NEEDLES

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

SOME OF OUR STYLES



LOUD TONE



EXHIBITION



IDEAL



SPEAR POINT

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

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

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

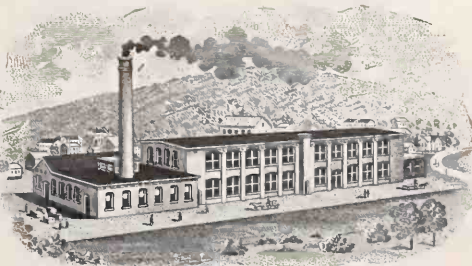
JOHN M. DEAN

PUTNAM - - CONNECTICUT

OUR NEW FACTORY

Daily Capacity - - - 2,000,000 Needles

WE SELL TO JOBBERS AND DISTRIBUTERS ONLY



SOME OF OUR STYLES



OPERA



SYMPHONY



SOFT TONE



MEDIUM

**Sit down a minute and compare
prices and discounts: advantages all
under the "Columbia" column, you
notice?**



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

OUAKER CITY TRADE NEWS.

Fall Business Starts Off with a Rush on September 1—A Review of Conditions—Working Off Old Stock—Penn Phonograph Co. Improvements—Heppe House Makes Good Report—Columbia Co. Business Excellent—L. Buehn & Bro. Make Big Shipment—Delay at Wanamaker's—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 5, 1910.

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

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

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

The Penn Co. report that August has been very much better than last year, and from present prospects they believe that their fall business is going to be big. They have already received a large number of fall orders. Their Mr. Stewart is now on the road covering the New Jersey territory. He is a new man, and has been doing remarkably satisfactory work. T. W. Barnhill has been spending a couple of weeks at Ocean City, and H. F. Miller has just returned from a holiday trip spent in Canada. John B. Miller went to Atlantic City the latter part of last week to be gone a few weeks.

The Penn Co. have a car load of cabinets on the way, a general assortment of the new styles. They have cleaned up pretty well on all the old stock.

The Heppes report that their talking machine business in August was very fine. They are changing about their record racks and are making room for the carrying of a much larger stock. They have now the largest stock of talking machines in their store that they have ever had since they have been in the talking machine business. Mr. O'Neill, the manager of the Heppe department says he believes they have a larger stock of Victrolas than have ever before been held in the store of a Philadelphia dealer. They expect to take on some new men very shortly in their

talking machine department. They will increase their selling force by at least three or four.

The Heppes report that they have been doing a very satisfactory business at both their Lancaster and Thompson street branches, both of which have been showing a big increase. They have very much improved their talking machine show window by raising it, so that it is now level with the window and the display is very much more easily seen. They are awaiting their new stock of cabinets. At present they are very short of cabinets, having in stock only between thirty and forty, where their usual supply on hand is about 200. They received from three dealers the other day advance orders for 108 machines, which shows the way the wind seems to be blowing in every direction. They have some very fine dealers on their list, one firm last year selling, from the 1st of September to the 1st of January 42 Victor talking machines, and he has this year placed a much larger order than last year.

The Heppe firm the past week sold a Victrola to a colored undertaker in Camden, who will use it at his funerals hereafter. He selected a number of religious records as well as several dead marches so that he will have a variety to suit all purposes.

T. K. Henderson, manager of the Columbia Phonograph Co., reports that his business in August was very good, and exceptionally so for August. Marion Dorian, treasurer of the company, was in Philadelphia last week, and Hayward Cleveland, manager of their Twenty-third street store, was in Philadelphia for a short visit on Saturday. G. L. Funnell, manager of the London factory of the company, was in Philadelphia for several days last week.

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

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

There is much annoying delay in the Wanamaker

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

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

STANDS SALT WATER TEST.

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

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

"I have in my possession one of your phonographs, No. 683354 D, which had the misfortune to be among the cargo of baggage of the S. S. "Ohio," passenger and cargo boat running from Seattle to Alaska, and which was wrecked in Carter Bay, off the British Columbia coast a little over a year ago. This machine was in the salt water for about eight months before being brought to the surface by one of the divers working on the wreck. We cleaned and dried it in our spare moments, and to our surprise succeeded in getting it to run first-class and without any repairs.

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

SOL. BLOOM'S LATEST VENTURE.

Sol. Bloom, who is well known in the talking machine field in this city, and who handles Victor machines and records at his two establishments, 336 Fifth avenue and 40 West 34th street, has leased the property at 236-242 West 42d street, adjoining the Liberty Theater, for twenty-one years, with renewal privilege. The rental agreed upon for the term of the lease is said to be \$500,000, and if Mr. Bloom erects the twelve-story building as planned the entire deal involves an expenditure of about a million dollars. The plot fronts 80 feet on 42d street, 98 feet 9 inches deep. Mr. Bloom expects to have the new building ready for occupancy by May 1, 1911.

RECORDS OF COLOMBIAN MUSIC

Made for Columbia Phonograph Co. by Emilio Murillo, the Prominent Composer and Musician of That South American Republic His Success in the Concert field in This Country—His Enthusiastic Letter Regarding the Records Made by Him.

Emilio Murillo, who recently has been making records of his entire repertory for the Columbia Phonograph Co., is one of the world's most gifted pianist-composers and a unique figure in the musical world of South America.

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

Murillo's career would seem to have been ideally planned for the development of his best gifts as a player and composer. Of independent fortune and inspired with a high patriotic zeal to extend the scope and knowledge of the music of his native



EMILIO MURILLO.

country, he has given practically all of his tireless energy and the immense enthusiasm of his nature to the furtherance of this object. Murillo is first of all a composer, and one of marvelous fertility and originality. Among his honors is that of having composed the Republican Hymn of Colombia, generally conceded to be one of the most inspiring and appropriate national airs ever written. His music throughout shows a wonderful fund of melodic resourcefulness, with richness of color and strong virility, and with fresh, unhackneyed and fascinating harmonies that attract the real appreciator of musical art wherever heard. In his capacity as professor in the Academy of Music at Bogota, Murillo has done magnificent work in furthering the cause of Colombian national music, and his present visit to the United States is a direct outcome of his determination and efforts to give the music of his native country a place of prominence in the music of the world. The importance of his mission is attested by the fact that on his departure from Colombia he was tended an official banquet by the government of his country, in the course of which he was warmly commended by the President of the Republic.

Murillo's success in America has been phenomenal so far and the successful result of his mission has never been in doubt. Apart from his exclusive engagement with the Columbia Phonograph Co., he has already appeared in several important concerts with most notable success, prominent among these being the great function recently arranged in Washington for the benefit of the Costa Rican earthquake sufferers. At this concert Murillo's playing was the event of the evening.

While his fame as a composer is such as in gen-

eral to overbalance his interpretative reputation, Murillo is equally good in execution and in composition, his playing of the piano being remarkable for its fire and brilliancy and the absolutely perfect technic displayed.

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

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

May 28, 1910.

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

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

With congratulations and best wishes, I remain,
Sincerely yours,
(Signed) EMILIO MURILLO.

EDISON-BELL PROPERTY SOLD

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

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

The property consisted of 5 per cent. debentures, having a par value of £27,260; 20 per cent. cumulative preference shares, having a par value of £4,322; ordinary shares with a par value of £1,261, and five deferred dividend warrants, each having a par value of £681 10s.

The Guaranty Trust Co. were the plaintiffs in the action, which was brought to satisfy a lien against the company for \$443,606, with interest at 6 per cent. from June 27, 1910, together with costs and allowances of \$350.

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

1866

1910

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.



city of New York; also 2,500 shares of the capital stock of the Edison United Phonograph Co., of the par value of \$250,000, and 45,000 shares of the International Graphophone Co., of the par value of \$4,500,000.

When C. M. Wilson, general manager of the National Phonograph Co., was asked in reference to the foregoing, he said: "We are not interested or concerned in the slightest. All I know about it is what I saw in the newspapers."

JAPANESE BUSINESS PRECEPTS.

Luck hovers around the house of smiles. There is no mercantile success without fine diplomacy.

The hard business machine works quicker when greased with the oil of humane and kindly consideration.

The best way to conduct a business is to follow the example of the traveler who, with a heavy burden upon his shoulders on a long journey, neither hurries nor stops, but slowly moves forward.

Sacrifice little losses to enjoy great gains.

A good speech is a short one—so is a letter.

When asked for the chisel, give the hammer also.

Of all enemies, your own negligence is the very worst.

Wealth and happiness are the productions of effort.

To get a large return from men, overlook small faults in them.

One's business ability can be measured by one's borrowing capacity.

No risk, no prize; he who dare not go to the tiger's den cannot get a cub.

The sample, the advertisement and the sign over the store should tell the truth perfectly.

Make your rules and regulations simple and let your system stay unchanged, for it will inspire confidence.

When men borrow money they smile like Buddha; when men return money their attitude is plainly evil.

First, choose the right time, next the right place, and then unite your forces in harmonious operation.

Gather profit in business as if you were cropping the leaves from the tea plant, leaving the young buds for the next gathering.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

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

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

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

THE TRADE IN ST. LOUIS.

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

(Special to The Talking Machine World.)

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

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

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

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

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

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

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

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

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

Visiting dealers at Aeolian Co. during the past month were Mr. Peacock, of the Tiptonville Hardware and Furniture Co., Tiptonville, Tenn.; J. T. Welling, Germantown, Ill.; A. F. Davis

Farmington, Mo.; L. E. Wittenfield, Collinsville, Ill.; J. A. Kieselhorst, Alton, Ill.

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

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

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

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

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

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

STICK TO FAMILIAR BUSINESS.

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

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

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

When a man doesn't succeed it is rarely due to

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

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

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

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

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

If you don't put in a good word for some people they feel put out.

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

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

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.

Filling initial orders from 112 newly-signed Columbia dealers every month. Re-orders from the same trade increasing all the time. Quality of the product, and fairness of the policy!



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

GEO. W. LYLE'S COAST TRIP.

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

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

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

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

MASTER'S REPORT CONFIRMED.

American Graphophone Co. Awarded Heavy Damages Against the Leeds & Catlin Co.

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

RECORDING STAFF ENJOY OUTING.

During the week of Aug. 8 the entire recording department staff of the National Phonograph Co., with the exception of one or two left in the studio to attend to urgent matters, took a well-earned rest. Because of the volume of work this summer it had been impracticable to follow the usual custom of allotting two weeks' vacations during the summer months, and as the staff was beginning to show the effects of the hard grind Manager

Miller decided to suspend all work for a week and get his force in good physical trim for the strenuous work of the fall and winter months.

GEO. METZGER AS A YACHTSMAN.

Aug. 15 George P. Metzger, manager of the Columbia Phonograph Co.'s advertising department, returned to business after two weeks of delightful cruising in his boat in Long Island Sound, with Block Island as his home harbor. Mr. Metzger's trim craft is not called *Columbia*, nor does it bear

the inseparable double music notes on the stern. Considering the effective use the clever publicity manager has made of the insignia it would not have been amiss if they had appeared on the mast-head flag.

TO HANDLE TALKERS EXCLUSIVELY.

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

SIMPLEX NEEDLE BOX

"FILLS A LONG-FELT WANT"

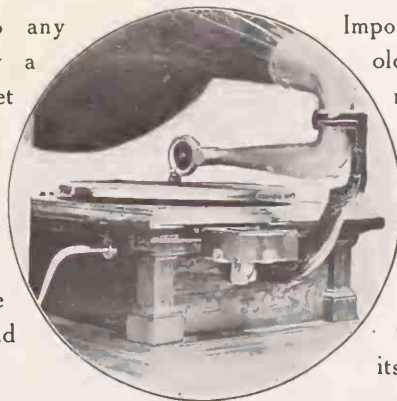
THE MOST USEFUL, CONVENIENT, NECESSARY ATTACHMENT MADE OAK OR MAHOGANY FINISH TO MATCH ALL MACHINES

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

RETAIL PRICE

50c.

A handy place for loud, soft and used needles.



Impossible to use old needles and ruin valuable records.

RETAIL PRICE

50c.

Only necessary to show—it sells itself.

MAGNETIC NEEDLES—OTHER DAVEGA SPECIALTIES—VICTROLA 'PROTECTORS'

S. B. DAVEGA CO.

VICTOR DISTRIBUTORS EDISON JOBBERS
126 UNIVERSITY PLACE, NEW YORK, N. Y.

Fill out and mail now

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

Enclosed herewith find 30c. in stamps, for which you may send me a sample of your new Simplex Needle Box, finish.

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

YOUR NAME

ADDRESS

ADDRESS

YOUR DISTRIBUTOR'S NAME

FROM OUR CHICAGO HEADQUARTERS

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

Fall Trade as Far as Jobbers Are Concerned Now Under Way—Orders Plentiful—General Situation Looks Good After Summer Quiet—Pleased at Choice of Milwaukee as Convention City by Jobbers—Victor Co. Take Over B. & H. Fibre Needle—Mr. Hall's Statement—Wiswell Chairman of Press Committee—Talking Machine Co News—Interesting Personalities—Columbia Co. Brieflets—Recent Visitors—Summary of the Trade News of the Month from the Western Metropolis.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 10, 1910.

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

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

Generally, too, expectations of any dropping off of business because of crop shortage this fall have disappeared. Take it "by and large" the situation is all right in the territory worked by the Chicago jobbers. Dealers are generally looking forward to a good trade and jobbers believe that the balance of the year will more than maintain the increase over 1909 registered during the first eight months of the year.

Locally retail trade is also beginning to pick up to a considerable degree. Vacationers are rapidly returning and are getting settled to their usual avocations. The past fortnight has witnessed a steady improvement in trade and the fall business should be in pretty fair swing by the end of the month.

The air is full of rumors of new products to come on the market, the formation of new companies and new departures on the part of existing concerns. If half the talk is true there will be stirring times in the trade ere many months.

Pleased at Choice of Milwaukee.

The announcement that the vote taken by mail of the members of the National Talking Machine Jobbers' Association has resulted in the selection by a large majority of Milwaukee as the place for the next convention of the association to be held in July of next year, has caused no especial surprise out here. The convention was due the West, and barring Chicago, which was not in the running this time, it is conceded that a better place could hardly have been selected. Lawrence McGreal has been selected as chairman of the committee on arrangements for the convention and while he has able colleagues, the bulk of the work will naturally fall to the genial and energetic Milwaukeean. As he is the only Edison or Victor jobber in the city his work is certainly cut out for him but that he will shoulder the responsibility gladly and discharge it ably everybody knows.

Victor Co. Absorbs Fibre Needle.

The big news of the month, so far as Chicago is concerned, is found in the announcement that the Victor Talking Machine Co., of Camden, N. J., have acquired the fibre needle business of the B. & H. Fibre Mfg. Co., of this city. While no details are given out for publication at this end,

the transaction, which was completed early this week, is, it is understood, a very large one and may be taken as a manifestation of the recognition by the Victor Co. of the fibre needle as an important factor in the trade by the Victor Co., which will, it is understood, push the sale of the Victor Fibre needles as they will now be known, very vigorously.

The progress of the "B. & H." fibre needle in the three years since it was placed on the market has been remarkable. It has met and conquered all sorts of prejudice and has overcome obstacles which would long since have discouraged any man of a less determined nature than Fred. D. Hall, the inventor of the fibre needle and the President of the B. & H. Fibre Mfg. Co.

Mr. Hall was simply a talking machine owner when he invented the fibre needle. True, he was a successful—a very successful—real estate man, and a few other things, but from the viewpoint of the trade he was simply a talking machine owner and an unusually large buyer of high class records. He found out by experience that records would wear out in time and he conceived the idea that if he could discover a material of which needles could be made that would not wear the records and would yet produce a tone sufficient in volume for the home and of the right quality, it would be a mighty fine thing for him. That's as far as the idea went. He had no thought of creating a business. He experimented with all sorts of woods and substances, and finally hit upon bamboo as the ideal material, conquering the tendency of the fibre to bend by making the needle triangular in shape, so as to give the necessary support to the point.

The importunities of friends who visited his home and heard the needle in action finally induced him to put the needle on the market. Then came a period of further experimentation to make it commercial. Various methods of chemical treatment were experimented with to counteract the oil in the fibre, impart the quality of stiffness and finally to dry the fibre thoroughly. These problems were all solved in time and about three years ago, comprehensive patents were secured and the devising of special machinery for the production of the needles commenced.

The B. & H. Fibre Mfg. Co. was formed with ample capital and in a short time fibre needles were placed on the market. Progress was slow at first. With the exception of one or two foresighted concerns few dealers were at first disposed to take the time to educate their customers in the use of the fibre needles. There was quite a long period when the outlook was rather discouraging. But Mr. Hall and his associates never faltered but steadily plugged away, firm in the belief that they would ultimately win out. Then the trade began to gradually wake up. The immense sales of the fibre needle in Chicago and the faith shown in it by one of the largest wholesale and retail houses in the country, together with the vigorous publicity in The Talking Machine World, aroused the trade to the opportunities before them.

Constant improvement in product arising from the discovery of the species of bamboo particularly adapted for the purpose, more effective process of treatment, and constant advances made in the matter of machinery has enabled the company to bring the needle to a degree of perfection hardly dreamed of when the product was first placed on the market.

The past year the growth of the demand has been something remarkable. Many dealers and jobbers who have hitherto not handled the needle or only in a half hearted way have taken hold of it vigorously and found it of especial value as a means of developing the best class of trade in their locality.

In speaking of the deal this week, Mr. Hall said:

"I am naturally gratified that one of the biggest corporations in the world has recognized the merits of the fibre needle and the possibilities before it. The deal, of course, places behind the fibre needle the tremendous and worldwide distributive and publicity forces of the Victor Co. It is indeed a matter of satisfaction to me that my faith in the fibre needle has been realized."

Incidentally Mr. Hall called attention to the fact that outside of announcements in one or two issues of several popular periodicals when they first started, the company have done no advertising except in their monthly announcements in The Talking Machine World, and he considers this paper responsible in large measure for the building up of their business.

Wiswell Made Chairman Press Committee.

L. C. Wiswell, manager of the Talking Machine department of Lyon & Healy, has just received notice of his appointment as chairman of the press committee of the National Association of Talking Machine Jobbers by President Whitset. The other members of the committee are A. A. Trostler, J. F. Schmelzer & Sons Arms Co., Kansas City, Mo.; R. Shaw, Western Talking Machine Co., Winnipeg, Man.; Herbert Royer, M. Steinert & Sons Co., Boston, Mass.; I. Davaga, Jr., New York.

Talking Machine Co. Items.

Arthur D. Geissler, general manager of the Talking Machine Co., is expected home from California early next week. According to all reports he has had an excellent time. The first part of his sojourn was spent at Ross, Marin County, with his wife and family. Later there was a hunting expedition with Leon F. Douglass, a glorious night at the Bohemian Jinks, a splendid automobile trip down state with Fred Sherman of Sherman, Clay & Co., and Mr. Geissler has also visited many of the coast dealers and will no doubt return loaded to the guards with good suggestions for the prosecution of the fall campaign.

The business of the Talking Machine Co., showed a marked increase as compared with last year. Orders are coming in in excellent shape and the outlook is for a big fall business. Furthermore they are prepared for it with a big stock on hand and ordered.

The advertisement of the Talking Machine Co. elsewhere in this issue illustrates some of the methods they use in co-operating with the dealer in helping the latter create business.

An Improving Tendency.

One large dealer was commenting the other day on tendencies looking towards the bettering of the business. "You may think I am making a mountain out of a mole hill," said he, "but as a matter of fact the discontinuance of the use of talking machines with song slides in the moving picture shows around town has been a boon to the trade. The live singers who have been substituted are by no means an improvement over the talking machine artists, but they seldom found a machine in one of these theatres in good order; the records were kept going the rounds until they were almost indistinguishable and the result was anything but good publicity for the talking machine. Even in the smaller towns the use of the machines inside the theatres is becoming a thing of the past and it's a good thing for the trade."

A. V. Chandler in the East.

A. V. Chandler, Illinois traveler for the National Phonograph Co., is at the factory at Orange, attending the annual ante-fall campaign powwow of the Edison travelers.

The Fall Outlook.

L. C. Wiswell, of Lyon & Healy, is enthusiastic about the fall trade. "The States here in the central west, which are those covered principally by the Chicago jobbers, are on a whole in fine condition," said he. "Illinois has pretty near a bumper crop. The big coal strike which has

A Story of Reciprocation

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Talking Machine Company
72-74 Wabash Avenue, : : Chicago, Ill.



been something of a detriment, is rapidly coming to a close, a number of the miners having returned to work. With the exception of one or two localities crops of all kinds are big right now and I'm looking for a fine big trade."

The Edison and Victor concerts were resumed in the beautified and enlarged Victor Hall last month. The beautiful new machine sales rooms were occupied at the same time and have been the subject of admiring comment by every one who has visited them.

Columbia Co. Items.

The Dictaphone Department of the Chicago office of the Columbia Phonograph Co., in charge of W. W. and E. A. Parsons, now occupies larger quarters on the main floor of the company building. In the new quarters space is devoted to a training school for Dictaphone operators and is equipped with practically all the different makes of typewriter. The Parsons have been doing yeoman work since they returned to the service and the number of Dictaphone users in Chicago has been largely increased.

George W. Lyle, general manager of the Columbia company, spent several days at the Chicago offices the middle of last month on his way to the coast. He is now on his return and District Manager Fuhri expects to meet him at Kansas City, next Thursday. From Kansas City Mr. Lyle goes to St. Louis and thence home.

District Manager Fuhri, by the way, believes in hobbies. His particular fad is chickens and he has been taking a portion of his vacation at his country home at Bryn Mawr, building chicken coops and perusing the poultry magazines. He says that the simple life agrees with him immensely and that he is prouder of a brood of forty-two blooded chickens, which he proudly exhibits to visitors, than he would be of a flock of race horses or a covey of the finest bird dogs in existence.

Manager C. F. Baer, of the Columbia Co.'s Chicago branch, is proud of the showing made by them in July, when they stood first in the service in point of wholesale and retail sales and in cash receipts. Strenuous efforts were made to keep up the record in August and the reports from headquarters are eagerly awaited.

Wisconsin and Upper Michigan for the Chicago office won the prize offered by Mr. Baer to the traveler selling the largest number of Grafonolas from June 9 to September 1. The contest was a close one, W. A. Everly, who covers Illinois and Iowa, falling below Zerkle's record by but two machines. In the retail department F. A.

Cook won the prize for the largest individual sales in August.

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

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

Among the Visitors.

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

Among the recent visiting dealers were Mr. Clayton of the Talking Machine Co., Salt Lake City, Utah; H. T. Kitson, Bloomington, Ind.; Mr. Pickens, of the John Hoyt Piano Co., Davenport, Iowa; T. Williams, Burlington, Iowa, and A. V. Lyle, Janesville, Wis.

James I. Lyons, the talking machine jobber of this city, has the sympathy of the trade in the death of his father. The deceased was eighty-four years of age. He was a veteran of the civil war.

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

VACATION NOTES.

Asbury Park and Ocean Grove, N. J., have been favorite vacation resorts for National Phonograph Co. officials and departmental heads this season. Among those who have enjoyed the pleasures of the two beaches during the month of August are: Sales Manager F. K. Dolbeer and Assistant Advertising Manager L. W. McChesney, Credit Manager, E. H. Philips, and Traffic manager, J. T.

Rogers. Walter H. Miller, manager of the recording laboratory, and family occupied their cottage at Bradley Beach, N. J., as usual this summer. Mr. Miller was a daily commuter to New York during June, July and August.

THE SALTER RECORD CABINETS.

How the Product of the Well-Known Chicago House Has Leaped to Success in a Short Time—Increased Facilities to Handle Fall Trade—The New Line of Disc Cabinets—An Extensive Showing.

(Special to The Talking Machine World.)

Chicago, Sept. 10, 1910.

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

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

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

The line of cylinder cabinets made by the company is also an excellent one. The latest style cabinet is so arranged that the records may be placed on the shelves either in the original cartons or on the pegs in the old way if desired.

The Salter line is an extensive one, embracing a wide range of styles and prices, thus enabling the dealer to meet the tastes and pocketbooks of all classes of his trade.

DEATH OF MRS. S. B. DAVEGA.

The World regrets to hear of the death of Mrs. S. B. Davega, wife of S. B. Davega, president of the S. B. Davega Co., New York, which sad event occurred last month, in the thirty-ninth year of her age. The many friends of Mr. Davega have heard this news with sincere regret and extend their deep sympathy.

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

A NEW DISC RACK IS READY. ASK ABOUT IT.

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co.,

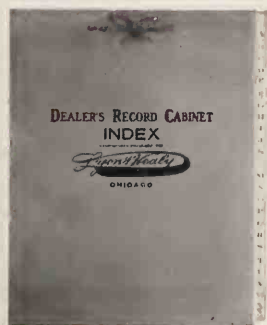
TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.

Lyon & Healy Offer Dealers

A Perfect Cabinet for Disc Records

Every Dealer
Should
Have One



Made to Match
Your
Store Fixtures



The Result of Long Experience

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

Description

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

Convenient

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

Economical

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

Labor Saving

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

An Inexpensive Necessity—Price \$20.00 Net.

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

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

Lyon & Healy

(The World's Largest Music House)

Wabash Avenue and Adams Street
CHICAGO

Write to-day for our
Special Terms to
Dealers
on
Machines and Equipments

The one complete line. Exclusive selling rights. Quality of product. Protection. Co-operation. Complete stocks at convenient jobbing points. Liberal profit-margin. Only one name fits the description—COLUMBIA.



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

TWO MORE SPECIAL RECORD "HITS"

Issued by National Phonograph Co. on September 1.

About the first of September the National Co. began to ship to their jobbers Amberol records Nos. 548, "Any Little Girl That's a Nice Little Girl," etc., and 550, "Lucy Anna Lou," as special records "hits." These records appear in the November supplement, but following the recently adopted plan of the company the sale date has been advanced in order that the trade may take early advantage of the popularity of the songs. Instead of shipping to western jobbers first, as has previously been the practice of the company, in this instance shipment will be made to all jobbers in any one territory at the same time, the eastern, however, being served first, and after them, in the order named, central, southern and western jobbers. The reversal of the order is occasioned by the fact that the songs are popular now in the East, and shipments to western and southern points can very well be delayed in plenty of time to catch the drift of popularity in those directions. These records are to go on sale as soon as received. These two songs are the real "hits" of the summer season, and are now at the very height of their popularity. Special literature consisting of an attractive window hanger and a neat four-page folder will be shipped with the records.

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

WIN BOWLING CHAMPIONSHIP.

(Special to The Talking Machine World.)

San Francisco, Cal, Sept. 3, 1910.

Sherman, Clay & Co., bowling team won the championship of the Musical League by defeating the Wiley B. Allen Club twice in succession. As these two series were to decide the championship the S. C. & Co. boys were determined to bring

home another championship, as they won the baseball honors also this year.

The score was in the first series of five games, of Duck Pins—S. C. & Co., 1954; W. B. A. Co., 1920.

The second series of five games of Duck Pins—S. C. & Co., 2061; W. B. A. Co., 2043.

The following players took part in the contest: S. C. & Co.—Rothlin, R. Skinner, Mack, Beck. W. B. A. Co.—Black, Houseman, Miller, Lindsay.

NEW EDISON REPRODUCER.

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

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

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

The Model "O" will be supplied when so ordered with Triumph and Idelia attachments in place of the Model "C" reproducer now being supplied, the prices for the attachment, complete with the Model "O" reproducer being \$15.50 in the United States and \$20.00 in Canada. These same prices prevail on the exchange with an allowance of \$2.00 for the return of the Model "C" reproducer.

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

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

VISITORS FROM THE SOUTH.

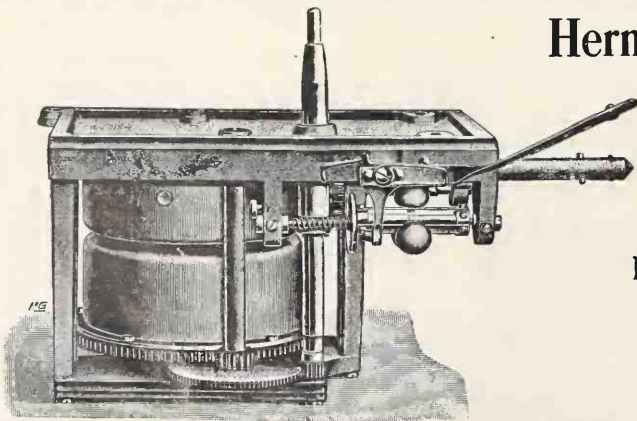
Among the recent visitors at the executive offices of the Columbia Phonograph Co., General, New York, was C. A. Ragan, manager of the New Orleans store, who was here for a week, when he started for the Crescent City. Westervelt Terhune, manager of the Atlanta, Ga., establishment, was also in New York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

VELVA-TONA

A New Word with Two Meanings
To you, Mr. Dealer, it means PROFITS
To the public, SATISFACTION
THE VELVA-TONA

is a device which is attached to the Victor Sound Box, eliminating the *scratch* and modifying the tone to a beautiful soft *velvet* quality. And, Mr. Dealer, remember it is not a *muffler*, but a *modifier*, a scientific principle properly applied, reducing the tone vibrations at the *point* of contact, thereby saving the softer tones for reproduction.
Order to-day. Now! It is a *Wonder*. Sells at sight.

The big selling *feature* of this modifier is that it can be modified from the most *delicate* to the very *loudest* tone and is *adjustable* while the machine is in motion. Arranged on artistic display cards of one dozen. Price, 75 cents each; \$4.50 per dozen wholesale; 5% less in lots of 1/2 gross; 10% less in lots of 1 gross.
Address M. & M. NOVELTY CO., 472 11th St., Oakland, Cal.
P. S.—Outside men write. Exceptional inducements offered.



Hermann Thorens, St. Croix (Switzerland)

Talking Machine Works

Motors and Sound-Boxes a Specialty

Conceded to be the best manufactured.

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

First Quality Only

Novelties in Hornless Machines

Noiseless Motors

Highest Recommendations

Write for descriptive Booklet

SUCCESS OF THE ECHO ALBUM.

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

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

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

The "Echo" album fulfills this very purpose, and the idea is illustrated in the advertisement appearing on page 31. The Echo album is strongly and neatly made of brown linen cloth and heavy paper-board. There is practically no wear to them, and they will give complete satisfaction for a lifetime.

The 12-inch size Echo album will accommodate both 10 and 12-inch disc records, and for uniformity's sake it is better to use the 12-inch exclusively if both sizes of records are in the collection. These new style Echo albums fit both double-face as well as single-face records, and the label can be read from both sides of the perforated pocket. The new Echo albums also are collapsible, when not filled, and therefore occupy much less space in shipping and packing.

A sample 12-inch, new style record album will be sent to any dealer on receipt of \$1.00 to cover trade price and mailing charges.

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

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1910.

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

AUGUST 22.

Berlin—20 pkgs., \$446; Buenos Ayres, 134 pkgs., \$7,380; 30 pkgs., \$2,544; Carignano, 3 pkgs., \$136; Colon, 13 pkgs., \$305; 25 pkgs., \$305; Demerara, 6 pkgs., \$202; Havana, 16 pkgs., \$641; Havre, 2 pkgs., \$987; London, 1 pkg., \$100; Porto Barrios, 4 pkgs., \$580; Rio de Janeiro, 3 pkgs., \$100; 123 pkgs., \$12,372; Shanghai, 1 pkg., \$100; St. Johns, 7 pkgs., \$144; Sydney, 1,193 pkgs., \$13,799; Tampico, 4 pkgs., \$174; 24 pkgs., \$1,042; Valparaiso, 5 pkgs., \$313; 7 pkgs., \$202; Vera Cruz, 194 pkgs., \$4,152; Yokohama, 8 pkgs., \$527.

AUGUST 29.

Algoa Bay, 22 pkgs., \$808; Bombay, 5 pkgs., \$128; Cartagena, 5 pkgs., \$312; 10 pkgs., \$862; Colon, 1 pkg., \$173; Guayaquil, 2 pkgs., \$237; Havana, 18 pkgs., \$1,060; Havre, 10 pkgs., \$215; Kingston, 10 pkgs., \$352; La Guayra, 12 pkgs., \$141; Liverpool, 3 pkgs., \$260; London, 3 pkgs., \$192; 4 pkgs., \$337; 112 pkgs., \$2,796; Manila, 55 pkgs., \$4,667; Mazatlan, 7 pkgs., \$240; Para, 5 pkgs., \$548; Rio de Janeiro, 24 pkgs., \$2,009; Sydney, 10 pkgs., \$923; Valparaiso, 15 pkgs., \$900; Vera Cruz, 29 pkgs., \$2,703; Yokohama, 5 pkgs., \$281.

SEPTEMBER 7.

Antofogasta—12 pkgs., \$1,160; Caibarien, 3 pkgs., \$153; Callao, 17 pkgs., \$1,194; Cartagena, 55 pkgs., \$4,167; Cienfuegos, 22 pkgs., \$220; Colon, 11 pkgs., \$559; Havana, 39 pkgs., \$1,559; London, 9 pkgs., \$722; 4 pkgs., \$305; 201 pkgs., \$4,698; Montevideo, 29 pkgs., \$2,722; Para, 41 pkgs., \$2,730; 15 pkgs., \$1,040; Santiago, 2 pkgs., \$102; Vera Cruz, 41 pkgs., \$869; Vienna, 56 pkgs., \$1,656.

SEPTEMBER 9.

Berlin—65 pkgs., \$1,126; Buenos Ayres, 1 pkg., \$3,900; Colon, 17 pkgs., \$913; Demerara, 3 pkgs., \$160; London, 123 pkgs., \$4,384; 11 pkgs., \$990; Manila, 1 pkg., \$124; Melbourne, 1,690 pkgs., \$28,870; Milan, 12 pkgs., \$1,002; Rio de Janeiro 7 pkgs., \$1,057; 20 pkgs., \$1,145; St. Kitts, 9 pkgs., \$207; Valparaiso, 11 pkgs., \$619; Vienna, 22 pkgs., \$595.

COLUMBIA AT HOUSEHOLD SHOW.

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

One of the features of the Household Show in Madison Square Garden, August 20-27, was the handsome exhibit made by the Columbia Phonograph Co., occupying two full spaces in one of the best locations in the Garden. The full line of machines was shown, including all styles of Grafonolas, and the Columbia Co. space was crowded continually during the progress of the show. The Grafonola Mignon at \$150, and the library style were especially featured and attracted a wonderful amount of attention. Advantage was taken of the occasion to distribute some convincing Columbia literature, prepared for the purpose by Advertising Manager Metzger, and on the whole the Columbia exhibit proved one of the most successful in the show.

A NEW S. B. DAVEGA CO. SPECIALTY.

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

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

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

CATALOG OF COLOMBIAN RECORDS.

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

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

INSTALL SOUND-PROOF BOOTHS.

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



The jobber on the job

That's us.

We give you the kind of service a jobber ought to give his customers—the kind you should get from your jobber.

Hurry orders have no terrors for us. Every order we get is a rush order on our part—we ship all goods the same day the order reaches us.

It takes a large and complete stock to do that, but we are always equal to the task. Whatever's newest and best in accessories such as record cabinets, horns, needles, fiber cases and other specialties, you're sure to find here in addition to a full line of the Victor, Victrola, Victor Records, and repair parts.

This quick service doesn't cost you any more than you pay ordinarily, but it is worth a good deal to you. It gives you a decided advantage over neighboring dealers who are slower in filling orders and must necessarily keep customers waiting. It puts you in a better light with your customers and helps to mark you as the leading dealer in your locality.

Give us your next rush order and let us prove our case. See how quickly you get your goods, and remember that this quick service is given not once or twice, but always.

Why not write to-day for a copy of our latest catalog? We'll also send you our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York





EDISON PRODUCTS EXHIBITED.

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

(Special to The Talking Machine World.)

Boston, Mass., Sept. 12, 1910.

What is intended to be the most elaborate and comprehensive display of talking machine products ever attempted is being prepared by the National Phonograph Co., Orange, N. J., for the Boston Mechanics' Exposition, to be held in Mechanics' building, Boston, Mass., October 3 to 29, inclusive. It will not only eclipse any previous display of talking machines at an industrial exhibit, but it will surpass in completeness, size and attractiveness all other exhibits at the exposition. The exclusive privilege to exhibit Edison phonographs, as well as other laboratory products, was secured by the National Co. early in the present year, and as most of the details have been perfected it is possible at this time to present a fairly accurate idea of the plan of the display.

The Edison exhibit will be shown in Grand Hall, the largest of the eight halls comprised in the Mechanics' building, which, by the way, is the

largest permanent exposition building in America. An idea of its size will be gained from the statement that the seating capacity of Grand Hall alone is 10,000. Facing the main entrance of this hall is a huge stage 80 feet long by 40 deep. This stage, the most desirable and eagerly sought space in the exposition, the National Co. was fortunate in securing. It dominates the entire hall and can be seen from any one of the 2,500 seats in the gallery.

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

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

the work of a noted Boston artist, will meet the gaze of visitors to the exposition. This entrance will be used for admission only, the two side entrances being reserved for purposes of exit. Above this main entrance and cleverly concealed in the decorative scheme will be placed a fireproof operator's booth, from which Edison motion pictures will be projected upon a screen at the rear of the stage. The stage, which will accommodate 600 persons, will be transformed into a cosy theater for this purpose, and seats will be provided for the accommodation of the National Co.'s guests. Light will be obtained from an enormous incandescent cluster suspended from the ceiling, and a special ventilation apparatus will be placed in the dome of the stage. Motion picture shows will be given at regular intervals daily and will no doubt help to make the Edison exhibit the most popular and frequented point of interest in the exposition.

A platform 28 inches wide and 3 feet high will run around the wall spaces of the stage and back of the plate glass windows and front, upon which every type of Edison phonographs from the Amberola to the Gem, phonograph accessories and records will be displayed and demonstrated. At the rear of the stage are three large rooms which have been turned over to the three Edison jobbers in Boston, namely—the Iver-Johnson Sporting Goods Co., the Boston Cycle & Sundry Co. and the Eastern Talking Machine Co.—who will each have an active sales force on hand to convince visitors of the superiority of the Edison line.

It will be seen from this description that the National Co. propose to conduct their exhibit on a scale of magnitude and lavishness unprecedented in the history of the talking machine industry. A large sum of money is being expended upon both the exterior and interior equipment and decoration of the stage which, when completed, promises to be the envy of the other exhibitors at the exposition.

The far-reaching effect of this splendid appeal to publicity on the part of the National Co. will be appreciated when it is asserted that for the past five years the daily attendance at this annual Mechanics' Exposition has averaged twenty-five thousand, or an approximate attendance during the entire period of more than half a million. Within a radius of fifty miles from Boston is a population of over four million of people, and as all railroad lines running into Boston have offered special low excursion rates for the exposition the attendance this year is expected to break all previous records.

The National Co. have sent to all their New England dealers a supply of handsomely engraved invitations for the exposition, and the Boston jobbers have been supplied with liberal quantities for distribution among present and prospective customers. These invitations entitle the holder to free admission to the exposition. The exhibit will be under the immediate supervision of their energetic sales manager, F. K. Dolbeer, who will have a competent corps of assistants working with him. The other laboratory products will, of course, be demonstrated by representatives of their respective departments. The United States Marine Band, which has contributed many charming numbers to the Edison catalog, will furnish music from the balcony of Grand Hall for the first two weeks, and Canada's famous Seventy-fifth Regiment Band of Lunenburg, Nova Scotia, will be on hand for the last two weeks of the exposition.

"In Edison Goods we have what you want when you want it"



Doesn't this attractive record arrangement appeal to you?

Think of what it will save in time (money) during a year; probably twice as much as its cost.

Write us for our liberal introductory offer; a postal will do.

BOSTON CYCLE & SUNDRY CO.

J. M. LINSKOTT, Manager

"Exclusive Edison Jobbers"

48 Hanover St. Boston, Mass.

We claim to have the largest and most complete Edison stock in New England. Orders are shipped on the first express after receipt, thus avoiding every possible delay.

As we *wholesale entirely*, we are in the best position to handle your orders.

Send us your next one; you'll be surprised at our quickness!

TRADE AND "MUSIC MASTER" HORNS.

Orders for the "Music Master" horns, announced recently by the National Phonograph Co., Orange, N. J., as being ready for distribution, have been reaching the factory in such quantities as to leave no room for doubt that they will be a popular Edison accessory. They are being supplied both as extras and as parts of complete outfits, in four styles, oak, mahogany, spruce and inlaid pearl. There is no question but that present and future owners of Edison phonographs will take kindly to the horns, for in addition to being highly ornamental in appearance they are a distinct improvement from the standpoint of reproduction. Built of wood on sounding-board principles, they impart an agreeable mellowness of tone to the reproduction.

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



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

TO MEET IN MILWAUKEE NEXT YEAR.

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

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

The secretary of the association, J. C. Roush, of The Standard Talking Machine Co., Pittsburg, Pa., recently remarked to The World:

"The members of the various committees are all hard workers, and the coming year should show a marked increase not only in the membership, but in the interest taken by the present members of the association.

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

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

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

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

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

The appointments made by President Whitsit are as follows:

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

Press Committee—L. C. Wiswell, Lyon & Healy, chairman; A. A. Trostler, Schmeltzer Arms Co.; R. Shaw, Western Talking Machine Co., Winnipeg, Canada; Herbert Royer, M. Steinert & Sons; I. Davega, I. Davega Co.

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

Grievance Committee—H. H. Blish, Harger & Blish, chairman; I. S. Cohen, Cohen & Hughes; W. Bonhill, Penn Phonograph Co.; G. A. Mairs, W. J. Dyer & Bro.; Max Strasburg, Grinnell Bros.

Arrangement Committee—Lawrence McGreal, chairman; Lawrence Lucker, Minnesota Phonograph Co.; L. C. Wiswell, Lyon & Healy; Burton Pierce, J. W. Jenkins' Sons Co.; H. A. Weyman, H. A. Weyman & Sons; J. N. Blackman, Blackman Talking Machine Co.; J. C. Roush, Standard Talking Machine Co.

State Commissioners and Membership Committee—George E. Mickel, Nebraska Cycle Co., chairman; R. Shaw, Western Talking Machine Co., Winnipeg, Canada; W. H. Ross & Son, Portland, Me.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; Max Landay, Landay Bros., New York City; Mr. Silverman, Pardee-Ellenberger Co., New Haven, Conn.; Edsonia Co., Newark, N. J.; Dan. O'Neil, C. J. Heppie Co., Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; Carl Droop, E. F. Droop & Sons, Washington, D. C.; Thomas Towell, Eclipse Musical Co., Cleveland O.; Montenegro-Rheim Co., Louisville, Ky.; Ben Lee Crew, Phillips & Crew, Atlanta, Ga.; W. H. Reynolds, Mobile, Ala.; C. C. Koehring Bros., Indianapolis, Ind.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Max Strasburg, Grinnell Bros, Detroit, Mich.; Lawrence McGreal, Lawrence McGreal, Milwaukee, Wis.; Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; H. H. Blish, Harger & Blish, Des Moines, Ia.; Burton Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; National Auto Fire Alarm Co., New Orleans, La.; Houston Phonograph Co., Houston, Tex.; Ross P. Curtice Co., Lincoln, Neb.; Montana Phonograph Co., Helena, Mont.; Knight-Campbell Co., Denver, Colo.; Consolidated Music Co., Salt Lake City, Utah; Southern California Music Co., Los Angeles, Cal.; Mr. Graves, Graves Music Co., Portland, Ore.; Eilers Piano House, Spokane, Wash.

"HOW IS YOUR STOCK?"

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

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

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

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

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

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

July was the biggest July they ever had and more than doubled the previous July. August was way ahead of last year, and at the present time they tell us they have orders in hand for over 103,000 Victor machines.

"These facts signal your 'success' in the next four months. The Victor Co.'s business is a safe barometer, foretelling the immediate future condition of Victor sales. Their orders on hand represent a strong public demand which means Victor business for you. How is your stock? The next four months will break all Victor sales records. Send us your orders early so as not to be disappointed in the prompt receipt of your goods. Our machine and record stocks are complete and we shall aim to keep them so, but your advance orders will greatly facilitate our being able to do this.

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

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

RECORDS OF GREAT ORGAN.

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

(Special to The Talking Machine World.)

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

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

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

MISSING WORLD COPIES.

A subscriber desires No. 12, Vol. 2, December, 1906; No. 1, Vol. 1, January, 1905, of The Talking Machine World. Anyone who has these papers on file for sale kindly advise The Talking Machine World.

TRADE NEWS FROM INDIANAPOLIS.

Judging from Demand for High Grade Machines Dealers Believe a New Era in the Talking Machine Trade Has Been Ushered in—Leading Jobbers and Dealers Make Most Encouraging Reports Regarding Present and Prospective Conditions in All Branches.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 8, 1910.

The talking machine business is opening up in pretty good shape for the fall trade, and dealers are unanimous in predicting lively sales for the next few months. The business seems to be running now more to the higher grade of instruments. This is explained by some dealers on the theory that the people who have money are just beginning to find out what is in the high grade machines in the way of entertainment. As an illustration some of the dealers have been successful in selling \$200 machines in homes where there is no piano. The fact that a talking machine of high grade takes precedence over a piano in some instances proves, the dealers believe, that the talking machine era has just begun.

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

W. M. English has accepted a position on the road with the talking machine department of the Wulschner-Stewart Music Co., jobbers in Edisons and Victors. This company are also reinforcing their staff of city salesmen and are getting ready to make a clean up in the fall business.

"We are running as near our full capacity in the talking machine line as we ever have since we took up this line," said W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Co. "We have spent a lot of money to equip this department and will carry a complete stock in all branches and we believe the public will appreciate our efforts."

Mr. Barringer says that popular music is selling best now. "Has Anybody Here Seen Kelly?" had a good run in Indianapolis, and Mr. Barringer predicts an excellent sale for "Any Little Girl That's a Nice Little Girl is the Right Little Girl For Me." This piece proved popular at the national meeting of talking machine men recently.

Mr. Kreuzsch, of the National Phonograph Co.,

who has been looking after business in this territory for some time, makes good reports, and says he believes the prospects are excellent for a good fall trade.

Beginning September 1 the local Columbia Phonograph Co. store took over the Dictaphone, which until then had been handled by Warren M. Bird. There has been a good demand in Indiana for this line of instruments.

H. H. Myers, traveling representative of the Columbia Phonograph Co., was in the city last week. Mr. Myers reported that business at hand was rather quiet, but he said there were prospects for an excellent fall trade.

L. A. Mohler, manager of the Columbia Phonograph Co. store in Terre Haute, was in Indianapolis last week. Mr. Mohler is doing a nice business at Terre Haute, and is having a good demand for high grade machines.

Haugher's clothing house in Indianapolis has bought a Twentieth Century Columbia phonograph and will use it for advertising purposes.

Now that the Wulschner-Stewart Music Co., the Aeolian Co., and the Musical Echo Co. are side by side in North Pennsylvania street and all handling the Victor line, competition in this line is hotter than ever. All three companies are doing excellently with good prospects. The Aeolian Co. have refitted their talking machine department and now have one of the best equipped departments in the city.

The Columbia Phonograph Co. have just received their first shipment of the Mignon gramophones to sell at \$150 each. Manager Devine of the local store predicts a good demand for this machine. "I am more than pleased with it," he said, "and I believe it will be a winner."

The Kipp-Link Phonograph Co., who handle Edisons, have been having a nice business with good prospects.

Talking machine men are getting ready to do some extensive advertising during the State Fair.

SUCCESS OF NEW DEVICE.

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

The Talking Machine Soundboard Co., of New York, announce a heavy demand for samples of their new resonating device for talking machines, which is the invention of L. P. Valiquet, and which was illustrated and described in these columns recently. The sample orders already on file have served to convince the manufacturers more than ever of the great field for the improved re-

producer, and it is expected that when the deliveries are made some time this month, or the first of October, that the reorders will necessitate a greatly enlarged equipment. Illustrative descriptive matter, prices, etc., regarding the soundboard may be obtained by addressing the Talking Machine Soundboard Co., Room 1000, 110 West Thirty-fourth street, New York.

VICTOR CO. TRAVELERS PLAY BALL.

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

Batting for the championship between the representative teams of the Victor Talking Machine Co., divided into two squads to represent the East and West, which took place on the morning of August 17 last, was decisively won by those traveling in the latter territory by the score of 17 to 10. Rapping Ripley for a number of two and three-base hits and a couple of home runs, Bennett's men piled up a lead of eight runs. Joe Gannon took up the burden for the East at the beginning of the sixth inning, but the "tenderfeet" were beaten before the eccentric northpaw entered the arena. Too much cannot be said regarding the good pitching done by "Slats" Dewar, and he, too, was elegantly supported by Backstop Woodward, who caught everything but a cold. Shortstop Goldsmith did himself proud by occasionally stopping a slow grounder, while Eddie Hipple insisted upon wearing a catcher's glove at third base and successfully accepting two chances out of eight.

The following was the lineup: West—H. L. Woodward, c.; W. M. Dawson, 1b.; D. B. Dewar, p.; Sam Goldsmith, ss.; W. H. Fiss, 2b.; H. C. Baish, cf.; E. E. Hipple, 3b.; C. K. Bennett, lf.; L. Burchfield, rf. East—J. Campbell, c.; J. Gately, 1b.; J. Gannon, 3b.; C. L. Price, ss.; L. H. Ripley, p.; I. M. Bame, lf.; T. F. Green, cf.; C. H. Womeldorff, 2b.; R. R. Gorham, rf.

The game was ably umpired by George D. Ornstein.

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

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

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

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

The total exports of talking machines, records and supplies for July, 1910, amounted to \$150,248, as compared with \$189,407 for the same month of the previous year. The seven months' exportations of talking machines, records and supplies amounted to \$1,335,592.

AMBEROL RECORDS AS COMMISSION.

The Talking Machine Co., of Louisville, Ky., of which A. Montenegro is general manager, are making a strong bid for business in the Edison line. They offer to any owner of an Edison machine who secures another customer for their house six new Amberol records free. In other words, they are willing to pay \$3 commission to every owner of a talking machine who can produce a new customer, no matter what price machine is purchased.

If you buy
Have inquiries for
The least bit interested in } Cabinets for
Disc and
Cylinder
Records

Write now, to-day, for the New Udell Catalog No. 35, containing 24 pages of Cabinets that cannot help but appeal to you.

We know the average dealer does not work the cabinet business hard enough.

Why, there is absolutely no reason in the world why a Cabinet sale should not be made every time a Talking Machine sale is made.

A Cabinet to keep the records in is almost as essential as the records.

Now, a Cabinet to hold Records should be right from every standpoint.

We guarantee ours and offer a range in price and design which makes The Udell Line of Cabinets the most attractive you can buy.

Write for The Beautiful Book we have just gotten out, which tells the whole story.

Address

The Udell Works
INDIANAPOLIS, IND.



No. 445.—DISC RECORD CABINET.

Made in Mahogany or Golden Quartered Oak. Will hold 170 12-inch Disc Records in envelopes. Construction of Cabinet admits of changing the top for two different size boxes, 14 1/4 x 14 1/4 and 16 1/4 x 16 1/4.

Our Disc Record Cabinets can be had with either perpendicular or horizontal shelves.

All Cylinder Record Cabinets are made with drawers equipped with clamps in which to put the cylinders in the original flannel lined cartons.

POINTERS ON SALESMANSHIP.

A Man Must Change His Tactics to Win—Experience Is the Best Teacher—Ideas That Count—Adhere to the Rule of Fair Dealing.

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

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

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

Experience is the best teacher, but the road of the individual's experience is narrow and rugged, and it does not fall to each to have the same experience, or to have the same views of similar experiences.

If we learn from another that fire will burn us, it is not needed that we place our fingers in the fire to prove the truth of it. It is better to accept the statement and avoid the suffering.

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

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

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

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

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

A looker-on often sees more than gamblers. A man who has been shaved by a thousand barbers, knows more about different ways of doing it than any barber.

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

The fear which paralyzes some salesmen is the fear which arises from undue reverence for the supposed greater knowledge of the buyer. Give a buyer credit for only such incomplete knowledge as it may be assumed every human being possesses, and you rise, in self-estimation to an equality.

In war it is more difficult to make a successful charge against forces whose position is on an elevation. Attempting to influence a buyer, who in your belief, is higher than you are, is like a charge up hill. A reverence for man is, with some human beings, greater than their reverence for divinity. It is false reverence in business, and detracts from business force.

Salesmanship consists of brain work, not brawn work. It is mind, not muscle, which does the business.

It is not that a man may not know certain things, but rather, that he does not realize their true value in practice, or utilize them. I learned why I did not interest a certain buyer by accidentally overhearing the remark of a six-year-old boy who happened to be in the store at the time. I then sold the merchant without serious difficulty.

The wish to establish confidence on the part of the buyer, with a consequent permanence as a customer, should not be allowed to overbalance the wisdom of taking the order to-day.

If one adheres to rules of fair dealing, confidence must come, but many salesmen neglect today in the hope of to-morrow. They should re-

member that their trade is with grown-up people, who do not relish nursing at the bottle and are better satisfied with solid food. Trade will grow faster if the salesman takes solid orders and gives solid values.

The consciences, so called, of many salesmen are too tender. I would call an extreme tenderness a symptom of ignorance rather than a virtue.

A salesman does not make permanent friends by yielding to demands for inside prices. It is a sign of weakness, and weakness excites pity rather than admiration.

It is a false idea of his profession which prompts a salesman to give cut prices at the expense of the house. Greater than all, he is false to himself.

Inferiority is a makeshift with no future; superiority is self-sustaining and its advantages are cumulative.

Once buyers learn that a salesman will yield to pressure and a lower price, that salesman will be caused to lead a miserable existence thereafter, and will get no orders without a struggle.

Misrepresentation on the part of buyers is not always intentional; sometimes adverse conditions are implied rather than stated, but generally it will be found that the whole trouble is in the imagination of the salesman.

SIDE LIGHTS ON PRICE CUTTING.

Little of It in the Talking Machine Field, but It Is Bad Business if Indulged in Any Branch.

I hear more or less complaint from managers of stores that it seems impossible to keep certain salesmen on their force from cutting prices. Surely the salesman who practises such methods as these does not take time to think of the demoralizing effect this has on the whole business or the hardship it works on the balance of the sales force, or he would make an engagement with himself, have a heart to heart talk, and cut such methods out.

But, sad to relate, few if any of them ever do.

They go on blindly from day to day and year to year, not realizing the great disaster they are approaching. A salesman in such a fix is bound to lose out sooner or later, and when the end comes they are down and out forever.

To me, says J. E. Dye, it seems they have two things uppermost in their mind, and these are that they have no confidence in their employer's ability to mark goods at a legitimate profit and that he is trying to rob the many consumers for his own selfish benefit, or else they think it is the only way they can become popular with a large per cent. of the trade.

If I were in the employ of a man where such methods were resorted to by certain salesmen, I would register a kick, and make it good and strong, and if something wasn't done to remedy such things, I would seek employment elsewhere and leave it to the "boss" to battle with the price cutter.

It seems to me that the merchant in some cases is to blame for this, because he is slow in eradicating the evil for fear he will lose a good customer, as he sometimes argues with himself. But let me tell you that no one is your customer who can only be sold by such methods. They will not hesitate to leave your store and go somewhere where they can get goods a little cheaper.

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

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

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

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

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



No. 400. Closed

**Remarkable
Harmonica
Cabinet
The C-D-C Device**

The Hohner Collapsible Display Cabinet and Assortment is by far the greatest Harmonica-selling proposition that has ever been presented to the Trade. It comprises three trays of the best seasoned wood so ingeniously arranged and constructed as to permit the opening and closing of the entire cabinet in a moment's time. The cabinet is elaborately finished in a rich dark mahogany piano polish with attractive lettering on the cover. It is not a cheaply constructed affair, but is thoroughly and rigidly put together to stand hard usage and—IT COSTS YOU NOTHING. The cabinet, when open, presents a display of remarkable attractiveness, exhibiting its entire contents of 38 Harmonicas at one time. When the cabinet is closed it resembles a handsome jewel case, occupies less than a square foot of space, will enhance the appearance of your display counter, and increase your Harmonica sales 100 per cent.

Contained in the C-D-C Device is a specially selected assortment of 38 pieces of the very best selling

Hohner Harmonicas

assorted in 16 different styles, all keys, and can be retailed to return over 50 per cent. cash profit on your investment. This is the assortment:

- 16 pieces to retail at 25c., \$4.00
 - 12 pieces to retail at 35c., 4.20
 - 10 pieces to retail at 50c., 5.00
- \$13.20

Your Investment

\$8.75 Per Cabinet & Harmonica Assortment

YOUR GAIN

Over 50% Cash Profit and an Elegant Display Cabinet



No. 400 Opened

Write to your jobber for this assortment and to us for an illustrated catalogue in colors

M. HOHNER, 475 BROADWAY NEW YORK

Canadian Office
76 York Street
Toronto

Mexican Office
4a Calle de Tacuba No. 33
Mexico City

TRADE IN THE MONUMENTAL CITY.

Business Gradually Picking Up—Morris Silverstein Optimistic—W. C. White to Open Store—Eisenbrandt Sons in New Quarters.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1910.

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

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

William C. White, formerly of the talking machine department of H. R. Eisenbrandt Sons, will open a store for himself within a few days at 203 North Charles street, next door to the old location of this firm. He announces that he will carry a full line of Victor talking machines and records, and there is no doubt but he will build up a fine business.

H. R. Eisenbrandt Sons have moved from 201 North Charles street to 228-230 North Howard street, where they have a much larger and finer store than before. A new stock has been laid in, including a fine and complete line of talking machines.

An announcement that created a great deal of surprise among the trade was made Saturday when it became known that the old firm of George Willig & Co. had passed into the hands of Oliver C. Ziegfeld and John D. Farson. Hereafter the firm will be known as George Willig & Co., Ziegfeld & Farson, Successors. The house was established in 1794, and this is the first time in its history that the original name has been changed. Its operations have extended through the United States, Canada, Europe, South America, Mexico and Australia.

Mr. Ziegfeld has been connected with the firm for twenty-seven years, fourteen of which have been spent as manager. He comes of a musical

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

THE FALLACY OF PRICE-CUTTING.

The Price-Cutter's Piracy of Trade-Mark Reputation—Inconsistency of Spasmodic Cuts—Fairness to the Advertising Manufacturer—Prediction of the Illegality of Exploiting a Trade-Mark.

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

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

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

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

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

First—To deceive the public as to his prices on other goods not so well known.

Second—To attempt to cast reflection upon the

prices of a competitor by taking a false position himself.

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

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

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

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

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

THE VALUE OF CABINETS.

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

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

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

SUCCESS THROUGH PUBLICITY.

"If you have had any degree of success in Spokane it is because of the liberal use of printers' ink," declared the Rev. Dr. James W. Kramer, pastor of the First Baptist Church of that city.

"There is something worse than sensationalism. It is the inability of the church to produce life. The church that does not advertise is behind the times and is nursing empty pews, and he who rails against the minister for advertising is suffering for a congregation. I am not an advocate of rag-time methods or vulgar preaching, but I do plead for the church which is a humming plant of machinery, with live coals in the fire box, smoke curling from the stack and every belt, wheel and pulley going. I believe, too, that the people need instruction, and that a minister of the gospel is first, last and all the time a teacher. There must be life."

Some men never succeed because they only expect opportunity to knock at the door during business hours.

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks.

\$7.20 for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,
Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Sept. 10, 1910.

SOUND-BOX FOR TALKING MACHINES. Luther T. Haile, Philadelphia, Pa. Patent No. 963,546.

This invention relates to sound-boxes for talking machines and has for its object the provision of means supplemental to and operatively detachable and replaceable from and to the usual needle-holder of the sound-box, without interference with the usual function and capacity of the latter to retain a needle removably in its longitudinal aperture by any known means; the invention means imparting to the sound-box and its needle-holder an additional function, namely, increasing its capacity to produce loud or soft tones from the same stylus or needle. Such result has never been heretofore effected, by any needle-holding means.

In the drawings illustrating the invention, Fig. 1 is a top view of a usual type of sound-box and needle-holder, on which an improvement is adapted to be employed; Fig. 2 is a like view, of the former



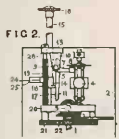
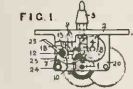
and of the improvement detachably attached thereto; Fig. 3 is a section on the line x-x of Fig. 2. Figs. 4 and 5 are elevation and section of the supplemental needle-holder of Fig. 2 detached from the primary needle-holder of Fig. 1, and Figs. 6 and 7 are like views as Figs. 4 and 5, but with the addition of a tone-modifying screw.

SPEED REGULATING DEVICE FOR SOUND RECORDING AND REPRODUCING MACHINES. George Oulton, Charles Ab'tett and William E. Lightfoot, Liverpool, Eng. Patent No. 964,684.

This invention relates to sound recording and reproducing machines employing disc records and particularly to such machines in which the speed of the motor can be continuously varied so that the relative linear speed between the record line and the stylus remains constant, or otherwise stated, the angular speed of the motor increases or decreases according to whether the record commences at the periphery or near to the center of rotation.

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

The invention also provides that the motor can be run at a constant speed so



that the ordinary or standard disc records can be used at will.

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

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

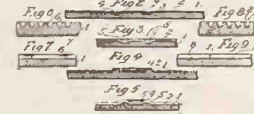
SOUND RECORD FOR TALKING MACHINES. James W. Owen, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 964,685.

The object of this invention is to produce a commercial record which is difficult to duplicate

without impairing or interfering in any manner with the sound recorded thereon.

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

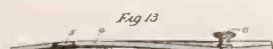
Fig. 1 represents a plan view of a disc record, having the sound waves recorded in laterally undulatory grooves of substantially even depth on the face thereof and embodying the invention;



METHOD OF MAKING SOUND RECORDS AND THE MATRICES FOR MAKING SOUND RECORDS. James W. Owen, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 964,686.

The object of this invention is to produce a commercial sound record which cannot easily be duplicated or dubbed without impairing or injuring the sound record formed thereon, or incorporating into such duplicates the marks formed on the original records.

Figs. 1 to 3 indicate the various steps of one method of carrying out the invention; Figs. 4 to 6 indicate a modification of the invention; Figs. 7 and 8 indicate another modified manner or order of steps which may be employed in carrying out the invention; and Figs. 9 and 10 a still further method or manner of carrying out the invention. Fig. 11 indicates a portion of a sound record having the marks incorporated within the recorded portion of the record in accordance with the invention; Fig. 12 indicates a section on an enlarged scale on the line 12-12 of Fig. 11, of a record marked in accordance with the invention; Fig. 13 indicates a section of a matrix having secured to the face thereof a stencil, by means of which

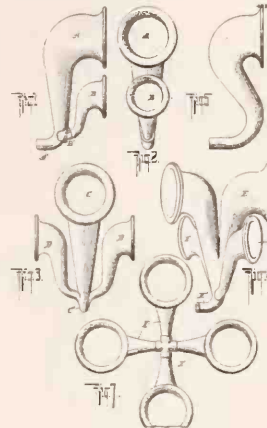


marks may be placed upon the matrix, and Fig. 14 is a plan view of such stencil.

SOUND HORN. Adolph G. Kaufman, New York,

assignor to American Callaphone Co., same place. Patent No. 962,574.

This invention relates to horns for amplifying, purifying and distributing sounds and is applicable to apparatus of various kinds for producing or reproducing sounds, such as musical instruments,



telephone receivers, talking machines, the telharmonium, and the horn is also capable of use directly as a megaphone. The device is also capable of use for the reverse function, that is to collect and receive sounds.

Fig. 1 is a side elevation, showing a double horn; Fig. 2 is a front transverse sectional view thereof; Fig. 3 is a front elevation of a triple horn; Fig. 4 is an elevation of a quadruple horn; Fig. 5 is a separate view of one of the horns, the same being given a peculiar S-shape, so as to occupy less space; Fig. 6 is a

front view of a triple horn, differing from that shown in Fig. 3; Fig. 7 is a bottom view of another type of quadruple horn, and Fig. 8 is a side view of the horn shown in Fig. 7; Fig. 9 shows a nested triple horn, and Fig. 10 shows a nested double horn.

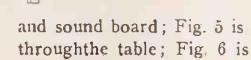
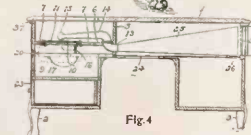
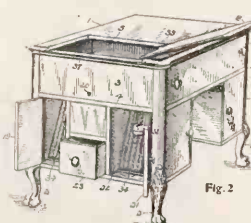
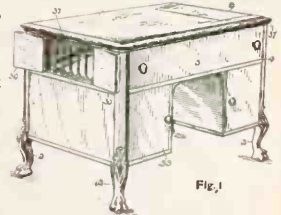
SOUND-REPRODUCING MACHINE. Stephen M. Wirts, Detroit, Mich. Patent No. 965,678.

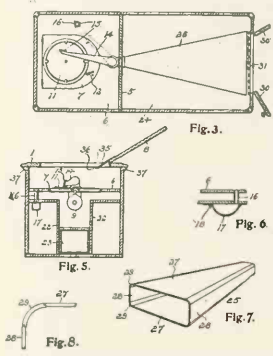
This invention relates to phonographs and like sound reproducing machines, it is desirable to eliminate as far as possible all noises arising from the movements of the motor and to amplify sound waves from the diaphragm without destroying their quality.

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

In the drawings Fig. 1 is a view in perspective of a machine embodying features of the invention

showing open doors at the mouth of the horn; Fig. 2 is a similar view taken from the opposite end with doors open; Fig. 3 is a plan view of the machine with the top entirely removed; Fig. 4 is a view in central, longitudinal section showing the arrangement of a phonograph horn and sound board; Fig. 5 is a view in cross section through the table; Fig. 6 is a view in detail of a



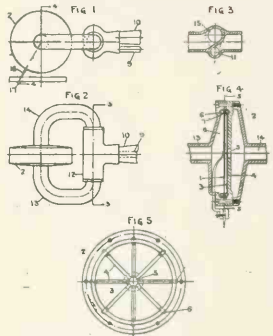


needle tray; Fig. 7 is a view in detail of a horn; and Fig. 9 is an enlarged sectional detail of a horn.

SOUND REPRODUCING MACHINE. Sydney I. Prescott, Camden, N. J. Patent No. 965,329.

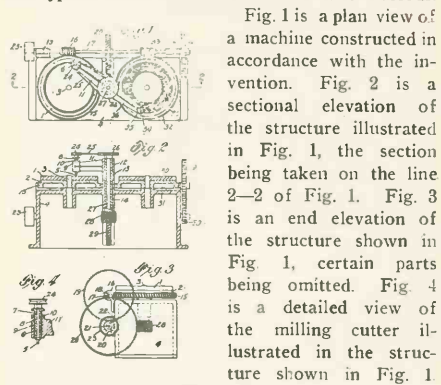
This invention relates to improvements in sound reproducing machines.

In the accompanying drawings which form a part of this specification, and in which like characters of reference indicate the same parts, Fig. 1 is a side elevation of a device constructed in accordance with the invention; Fig. 2 is a plan view of the structure illustrated in Fig. 1; Fig. 3 is a section on the line 3-3 of Fig. 2; Fig. 4 is a section on the line 4-4 of Fig. 1; and Fig. 5 is a detailed view.

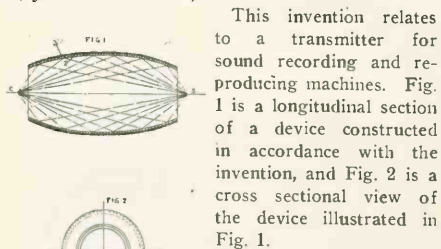


SOUND-RECORD-DUPLICATING APPARATUS. Sydney I. Prescott, Camden, N. J. Patent No. 965,330.

This invention relates to an improvement in sound record duplicating apparatus, particularly to that type of sound records known as "disc" records.



TRANSMITTER FOR SOUND RECORDING AND REPRODUCING MACHINES. Sydney I. Prescott, Camden, N. J. Patent No. 965,326.

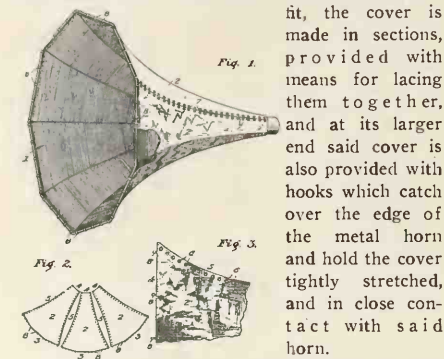


AMPLIFIER FOR SOUND REPRODUCING MACHINES. Sydney I. Prescott, Camden, N. J. Patent No. 965,328.

This invention relates to an improvement in amplifiers for sound reproducing machines. Fig. 1 is a longitudinal section of a device constructed in accordance with the invention, and Fig. 2 is an end view of the structure illustrated in Fig. 1.

METAL HORN. Joseph Adelor Danis, Burlington, Vt. Patent No. 967,618.

This invention relates to horns or amplifiers for phonographic apparatus, and its object is to provide means for dampening the vibrations of said horn when made of metal, so that the tone of the instrument will be sweeter and smoother. The means used to accomplish this result comprise a cover for the horn made of textile fabric and detachably secured to said horn.



To insure a good fit, the cover is made in sections, provided with means for lacing them together, and at its larger end said cover is also provided with hooks which catch over the edge of the metal horn and hold the cover tightly stretched, and in close contact with said horn.

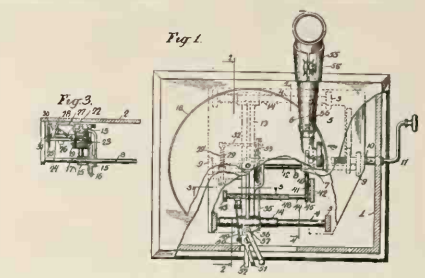
In the accompanying drawing, Fig. 1 is a perspective view of a metal horn or amplifier provided with improved cover. Fig. 2 shows the sections from which the cover is made, and Fig. 3 is a view on a larger scale of one corner of a section showing the eyelets and hooks with which it is provided.

TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 968,483.

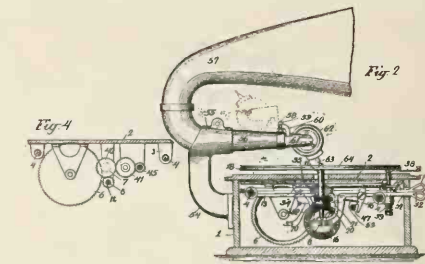
This invention relates to talking machines and is directed to the provision of a machine of an improved construction in which the relative movement of the sound-record and the reproducing mechanism necessary to permit the stylus of the reproducing mechanism to track in the record-groove throughout the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

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

The devices whereby the motor mechanism, in addition to rotating the turntable, effects the



rectilinear movement thereof, are so constructed as to move the turntable bodily as it is rotated at the speed necessary to enable the stylus of the reproducing mechanism to follow the record-groove properly. For this purpose the motor mechanism may be arranged to move with the turntable if desired, but it is preferred to mount the motor mechanism stationarily and connect it to the turntable by devices which will permit of the necessary relative



movement of these two parts while maintaining the operative connection between them, as for instance, a telescoping shaft or a spline.

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

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

PERMANENT LOCATION AN ASSET.

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

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



THORN NEEDLES

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

They Do Please the People and Are Easy to Sell



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

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
THORN NEEDLE HOLDERS, - EACH 25 CENTS
Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

J. W. JENKINS' SONS MUSIC CO.

KANSAS CITY, MO.

Patented

VICTOR TALKING MACHINE DISTRIBUTORS

RECORD BULLETINS FOR OCTOBER, 1910

NEW EDISON AMBEROL RECORDS.

- 520 Medley Overture—Hawland's Song Hits..... Edison Concert Band
- 521 Boy o' Mine..... Frank C. Stanley
- 522 When the Daisies Bloom..... Jere Sanford
- 523 Jere Sanford's Yodling and Whistling Specialty..... Miss Barbour and Mr. Anthony
- 524 Cupid's Appeal..... Charles Daab
- 525 Auld Lang Syne..... Marie Narelle
- 526 Fading, Still Fading..... Knickerbocker Quartet
- 527 Humorous Transcriptions on a German Folk-Song..... Victor Herbert and his Orchestra
- 528 Gee! But There's Class to a Girl Like You..... Manuel Romain
- 529 "Mamma's Boy"—Descriptive..... Len Spencer and Company
- 530 Kerry Mill's Nantucket..... New York Military Band
- 531 Come Be My Sunshine, Dearie..... Billy Murray and Chorus
- 532 Hope Beyond..... Anthony and Harrison
- 533 Just for a Girl..... Edward M. Favor
- 534 You Are the Ideal of My Dreams..... W. H. Thompson
- 535 Mandy, How Do You Do?..... Ada Jones and Billy Murray and Chorus
- 536 The Premier Polka..... Arthur S. Witcomb
- 537 When the Rhinos Nest Again, Will Oakland and Chorus
- 538 Trip to the County Fair..... Premier Quartet
- 539 Temptation Rag..... New York Military Band

NEW EDISON STANDARD RECORDS.

- 10426 Strenuous Life March..... U. S. Marine Band
- 10427 Sweet Italian Love..... Billy Murray
- 10428 The Bright Forever..... Edison Mixed Quartet
- 10429 I've Got the Time, I've Got the Place..... B. G. Harlan
- 10430 Cameo Polka..... Charles Daab
- 10431 I'll Await My Love..... Will Oakland
- 10432 Yucatan Man..... Collins and Harlan
- 10433 Play That Barber Shop Chord..... Edward Meeker
- 10434 The Mocking Bird..... Romy P. La Rocca
- 10435 Oft in the Stilly Night..... Knickerbocker Quartet

NEW EDISON GRAND OPERA RECORDS.

- 40027 Andrea Chenier—La mamma morta (Giordano).
Sung in Italian, Orch. Accomp..... Carmen Melis
- 40028 Faust—Cavatina, Salut! demeure (Gounod).
Sung in French, Orch. Accomp..... Karl Jörn
- 40029 Giocanda—Voce di donna (Ponchielli).
Sung in Italian, Orch. Accomp..... Marie Delna
- 40030 Pescatori di Perle—Aria (Romana) (Bizet).
Sung in Italian, Orch. Accomp..... Giovanni Polese
- 30029 Favorita—Una vergine (Donizetti).
Sung in Italian, Orch. Accomp..... Florencio Constantino

AMBEROL RECORD BY SARAH BERNHARDT

- 35007 L'Aiglon—La Plaine de Wagram (Edward Rostand).
Sung in French..... Sarah Bernhardt

FOREIGN AMBEROL AND STANDARD RECORDS FOR OCTOBER, 1910.

- 7503 Tarantella Ciociara (Gambardella) Canto Popolare.
Italian—Standard. Francesco Daddi
- 20605 Bolero D'Amore (R. Falvo) Neapolitan Song.
Giovanni Colamarino
- 9401 Norrländingene hemlingtan (Hanna Brooman).
Swedish—Amberol. Arvid Asplund
- Swedish—Standard. Arvid Asplund
- 20551 Soldatvisa (Aug. Söderman)..... Arvid Asplund

NEW VICTOR RECORDS.

- Arthur Pryor's Band.
- No. Size
 - 31796 Humorous Variations on a German Folk Song
—"A Little Bird Came Flying"—according
to Bach, Strauss, Gounod and Wagner..... 12
 - 5791 Mr. Rooster..... Volleber 12
 - 5792 Second Chasseurs March..... Lampe 12
 - 31795 Gems from "The Prince of Pilsen"; "Wel-
come," "Stein Song" (Heidelberg), "The
Message of the Violet," "The Pretty City
Widow," "Sweetheart, I'll Love You Ever"
..... Pilsley-Luders 12
 - Miss Barbour and Mr. Anthony (with Orch.).
5797 For You, Bright Eyes (From "Bright Eyes")
..... Hauerbach-Hoschna 10
- AN INGRAHAM BALLAD BY A NEW VICTOR SINGER.
- George Carré, Tenor (with Orch.).
5796 You are the Ideal of My Dreams..... Ingraham 10
 - John Barnes Wells, Tenor (with Orch.).
5793 Of Thee I'm Thinking, Margaretha (Dien-
gedenk' ich, Margaretha)..... Meyer-Helmond 10
 - 5794 The Rosary..... Nevlin 10

NEW RED SEAL RECORDS.

- Fritz Kreisler, Violinist (accomp. by George Falkenstein).
64142 Chanson sans paroles (Song without words).
..... Tschalkowsky 10
 - 74180 Humoresque..... Dvorak 12
 - 74182 Meditation from "Thais" (Intermezzo Re-
ligieuse)..... Massenet 12
 - John McCormack, Tenor (with Orch.) in English.
74184 Has Sorrow Thy Young Days Shaded..... Moore 12
 - John McCormack (with Orch.) in Italian.
88249 Lucia—Tu che a Dio spiegasti l'ali (Thou Hast
Spread Thy Wings to Heaven)..... Donizetti 12
- THREE NEW POWELL RECORDS.
- Maud Powell, Violinist.
64143 Dixie..... Emmett 10
 - Accompaniment by George Falkenstein.
74177 Ave Maria..... Schubert 12
 - 74183 Will-o'-the-Wisp (Farfala)..... Sauret 12
- BALLADS IN FRENCH AND ITALIAN BY ALDA.
- Frances Alda Soprano (with Orch.), in French.
87066 O si les fleurs avaient des yeux (Oh, if the
Flowers had Eyes)..... Massenet 10
 - With Piano Accomp., in Italian.
88248 Serenata..... Tosti 12
- TWO NEW HAMLIN RECORDS.
- George Hamlin, Tenor, (with Orch.), in English
64144 Sally in Our Alley..... Carey 10
 - George Hamlin (with Orch.), in Italian.
74185 Bohème—Racconto di Rodolfo (Rodolph's Nar-
rative)..... Puccini 12

VICTOR DOUBLE-FACED RECORDS.

- 16540 Down in Turkey Hollow..... Golden and Hughes 10
- Sugar Moon (Murphy-Wenrich) Collins & Harlan 10
- 16559 Anniversary March (Saenger)..... Pryor's Band 10
- The Girl with a Brogue (From "The Arcadian-
ians") (Monckton)..... Ada Jones 10
- 16560 My Prairie Song Bird (Drislane-Meyer)..... 10
- Any Little Girl that's a Nice Little Girl is the
Right Little Girl for Me. (Grey-Fischer)..... 10
- Billy Murray and American Quartet
16561 Robin Hood—Favorite Airs (De Koven)..... 10
- Pryor's Band
Andante from a minor concerto (Goltermann)..... 10
- Victor Savin
16562 Santiago Waltz (Corbin) (Guitar and bandur-
rias)..... Estudiantina Trio 10

- The Turkish Patrol (Michaelis)..... Wm. H. Rietz 10
- 16563 Beautiful Valley of Eden (Sherwin)..... Mr. and Mrs. Wheeler 10
- The New-Born King (L'Espoir)..... Hamilton Hill 10
- 16580 Kleine Serenade (Grünfeld)..... Vienna Quartet 10
- First Heart Throbs—Intermezzo (Eilenberg)..... Victor Orchestra 10
- 16581 Just for a Girl (Shields-Ball)..... Edward M. Favor 10
- Cleopatra Finsgan (Moret) (An Irish Inter-
mezzo)..... Victor Orchestra 10
- 16608 That Italian Rag (Piantodosi)..... Billy Murray 10
- Wait Till the Clouds Roll By (Wood-Fulmer)..... Will O'Kland 10
- 16609 You're Gwine to Get Somethin' While You
Origin. Accom..... Billy Murray 10
- Cocanut Dance (Herman)..... Victor Orchestra 10
- 35125 Prophete Fantasie (Meyerheer)..... Pryor's Band 12
- Barber of Seville Selection—Barbieri di Si-
viglia (Rossini)..... Pryor's Band 12
- 16552 Cupid Astray Waltz (Jacobs) (For dancing)..... Victor Dan Orchestra 10
- Garden of Dreams Waltz (Stimson) (For
dancing)..... Victor Dance Orchestra

VICTOR PURPLE LABEL RECORDS.

- Blanche Ring, Comedienne.
60024 Nora Malone..... Von Tilzer-McCree 10
- 60025 Top o' the Morning..... Hobart-Hein 10
- David Devries, Tenor
70021 Le Roi d'Ys—Vainment ma bien aimee! (In-
vain, My Beloved!)..... Lalo 12

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A594 The Echo—Heigh-Ho—Nat. D. Croyer, Tenor
Solo, Orch. Accomp..... Frederick V. Bowers
Madame Sherry—Every Little Movement—Karl
Hoschna, Mezzo-Soprano and Tenor Duet,
Orch. Accomp..... Miss M. Mayew and Henry Burr
(Two sides copyrighted, additional price, 4c.)
- A597 I've Got the Time, I've Got the Place, but It's
Hard to Find the Girl—S. R. Henry, Tenor
Solo, Orch. Accomp..... Walter Van Brunt
Any Little Girl, That's a Nice Little Girl, is the
Right Little Girl for Me—Fred Fisher, Tenor
Solo, Orch. Accomp..... Walter Van Brunt
(Two sides copyrighted, additional price, 4c.)
- A596 Swingin' in de Sky—Edith Kingsley, Baritone
and Tenor Duet, Orch. Accomp..... Collins & Harlan
Sweet Italian Love—Irving Berlin, Tenor Solo,
Orch. Accomp..... Byron G. Harlan
(One side copyrighted, additional price, 2c.)
- A595 When the Bloom is on the Heather—Wm. Gould,
Vocal Quartet, male voices, Orch. Accomp.....
Columbia Quartet
My Wild Irish Rose—Chauffey Quartet, Vocal
Quartet, Male Voices, Orch. Accomp.....
Brunswick Quartet
(One side copyrighted, additional price, 2c.)
- A598 Forging the Anchor—Paul Rodney, Bass Solo,
Orch. Accomp..... Frederick Gunther
The Diver—Edw. J. Loder, Bass Solo, Orch.
Accomp..... Frederick Gunther
A599 Good-Bye, Sweet Day—Kate Vannah, Contralto
Solo, Orch. Accomp..... Miss Merle Titlinton
Erminie—Lullaby—Jacobowsky, Soprano Solo,
Orch. Accomp..... Miss Inez Barbour
A900 The Home Over There—Lullaby, C. O'Kane, Vo-
cal Quartet, Mixed Voices, Orch. Accomp.....
Columbia Mixed Quartet
Only a Beam of Sunshine—J. R. Sweney, Barito-
ne and Tenor Duet, Orch. Accomp.....
Harrison and Anthony
A901 I'm Alabama Bound—Robt. Hoffman,.....
Prince's Orchestra
Porcupine Rag (Two-Step)—Chas. J. Johnson,.....
Prince's Band
(Two sides copyrighted, additional price, 4c.)

COLUMBIA 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.

- A902 High Life (Two-Step)—Emilio Murillo, Piano-
forte Solo..... Emilio Murillo
Leonor (Polka de salon)—Emilio Murillo, Piano-
forte Solo..... Emilio Murillo
A903 Juanita—Mrs. Norton, Vocal Quartet, Male
Voices, Unaccomp..... Archibald Brothers Quartet
The Two Roses, Vocal Quartet, Male Voices,
Unaccomp..... Archibald Brothers Quartet
A904 Clap Hands—Seymour Furth, Mezzo-Soprano
Solo, Orch. Accomp..... Miss Grace La Rue
Does Anybody Here Know Nancy—Harry L.
Newman and Sidney Grant, Mezzo-Soprano
Solo, Orch. Accomp..... Miss Grace La Rue

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5222 Marie (Nocturne)—Brinley Richards, Violin,
Flute and Harp Trio, Stehl, Lufsky and Schuetze
Adoration—Felix Borowski, Violoncello Solo,
Orch. Accomp..... Hans Kronold
A5223 Lucia di Lammermoor—Selections—Donizetti.
..... Prince's Military Band
Aida—Triumphal March—Verdi..... Prince's Band
A5224 (a) Old Negro Song "Scandalize My Name!"
(b) Two "Play Songs"—"Sally Night"
"Georgia Buck"—Soprano Solo, Banjo Ac-
comp. by Vess L. Ossman..... Kitty Cheatham
When Malindy Sings (A Poem)—Paul Law-
rence Mubar. Descriptive Recitation.....
Kitty Cheatham
A5221 Mamma mia che vo'sape—E. Nuttle, Tenor
Solo, in Neapolitan, Orch. Accomp..... F. Daddi
Tarantella Reminiscente dell' antica Napoli—N.
M. Calace..... Prince's Orchestra

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1402 Blaze of Glory—Holzman..... Band
- 1043 I'm Bugs About You—Meyer, Smalley and Dris-
lane, Soprano Solo, Orch. Accomp..... Ada Jones
- 1404 Yucatan Man—Henry and Rosenfeld, Baritone
and Tenor Duet, Orch. Accomp..... Collins and Harlan
- 1405 Sweet and Low—Barnby, Instrumental Quartet.
..... Brass Quartet
- 1406 Life in the Alps. Yodle Song, Orch. Accomp.....
Geo. F. Watson
- 1407 Any Little Girl, That's a Nice Little Girl, Is the
Right Little Girl for Me—Fisher and Gray,
Tenor Solo, Orch. Accomp..... Walter Van Brunt

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- 1408 Honeysuckle—Albert Von Tilzer.....Orchestra
- 1409 Sweet Italian Love—Irving Berlin. Baritone Solo, Orch. Accomp.....Bob Roberts
- 1410 That Fussy Rag—Victor H. Smallley. Vocal Quartet, Male Voices, Orch. Accomp.....Male Quartet
- 1411 Curly Head—Gumbie and McKenna. Tenor Solo, Orch. Accomp.....Byron G. Harlan
- 1412 Siamese Patrol (Siamesische Wachtparade)—Lincke.....Band
- 1413 Silver Bell—Wenrich and Madden. Baritone and Tenor Duet, Orch. Accomp.....Stanley and Burr
- 1414 You'll Come Back—Meyer and Drislane. Mezzo Soprano Solo, Orch. Accomp.....Elida Morris
- 1415 When You Marry a Girl for Looks—Harry D. Kerr. Baritone Solo, Orch. Accomp.....Fred Duprez
- 1416 Under the Tent—Daniels.....Band

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3130 Ragtime Medley No. 1—Arranged by Varela, introducing "Wil. Cherries," "Dill Pickles," "Fussy Rag," "Nobody," and "Lovin' Rag".....Band
- 3131 Forever and Forever—Tosti and Fane. Baritone Solo, Orch. Accomp.....Stanley Kirkby
- 3132 Swingin' in de Sky—Edith Kingsley. Baritone and Tenor Duet, Orch. Accomp.....Collins and Harlan
- 3133 Safest of the Family—Harry Lauder. Comic Scotch Song, Orch. Accomp.....Bandy McGregor
- 3134 Rondo Capriccioso. Piano Solo.....Albert Ketelbey
- 3135 Hope Beyond—G. A. White. Tenor and Baritone Duet, Orch. Accomp.....Anthony and Harrison
- 3136 I'll Lend You Everything I've Got, Except My Wife—Von Tilzer and Hayes. Baritone Solo, Orch. Accomp.....Arthur Collins
- 3137 Softly Unaware—Paul Lincke.....Band
- 3138 Carolina Minstrels, No. 3. Minstrels, Orch. Accomp. (b) Snyder, Does Your Mother Know
- 3139 (a) Sleep, Baby, Sleep. Yodel Song, Orch. Accomp. Quartet Your Out? Yodel Song, Orch. Accomp.....Geo. P. Watson
- 3140 Off to Philadelphia—Hynes and Temple. Baritone Solo, Orch. Accomp.....Harry Thornton
- 3141 Hearts and Flowers—Tobani. Violin Solo, Orch. Accomp.....Stroud Haxton
- 3142 Dear, Delightful Women—Rubens. Tenor and Soprano Duet, Orch. Accomp.....Jack Charman and Ida Hamilton
- 3143 Lascia—Frank Desprez. Dramatic Recitation, Orch. Accomp.....Edgar L. Davenport
- 3144 Humoresque on Comin' Thro' the Rye—Herman Bellstedt.....Band

THE TWO BOSSES.

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

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

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

He said, "Why do you ask?"

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

"Am right glad you noticed it," he said; "the story isn't very long, and I don't mind giving it to you."

"One afternoon last week I invited every one connected with the store to meet me in this office at 7 p. m. sharp. When we were all seated I said: 'Well, what would you say if I told you that I had disposed of this old store and would take

charge of a new one?' No one answered for a long time, then one man said, 'I hope that you will take me to the new store.' 'You are to go,' I answered, 'and so are all the rest, and the making of this new store is up to every one here. The new store will be conducted in the present building, and while I'm to be manager you must come to be more and more as if you were my partners. I want your advice and suggestions. When you leave this store to-night I want you to begin thinking on how to make it bigger and better and give me your ideas.' It is working much better than I ever dreamed, and the ginger that is being put into this really new store—well, you noticed it, and that's enough for me.

ABOUT BOSS NUMBER TWO.

The next day I met a man "on the road" whom I have known for a long time. He was in the hardware business as a clerk and proprietor for more than thirty years. He is now over fifty years and is doing his first work as a traveling salesman. "The very hardest thing for me to do," he said, "is to get the price my house demands for the goods. You see, when I was in business I argued that a sale lost was a dollar lost and I always cut the price a little, or as much as was necessary to make the sale, and now it's mighty hard to get the price I ask, for I was never accustomed to doing business that way.

"When my clerks would come and say that Mr. Blank liked a certain range or cornplater, but would not pay the price and had made an offer, I would say, 'Split the difference if you can; if not, do the best you can.'"

His former reasoning is the real reason that he's traveling to-day.

BIG SHIPMENTS TO COAST.

Pacific Phonograph Co. Get 60,000 Records at a Clip—Also Get 50 Amberolas in One Lot—May Need More Space.

The Pacific Phonograph Co., 818 Mission street, San Francisco, Cal., came very near to breaking records recently when they received 60,000 records in a single shipment, and at a little later date 50 Amberolas. In fact, this company are receiving stock at such a rapid rate, it is a question in the minds of the management whether or not to take over a new floor, thus expanding the storage space.

SUCCESSFUL TALKER CONCERTS.

The Vaughn Music Co., of Norfolk, Va., have been giving daily talking machine concerts which have resulted in appreciable increase in their trade. The concerts last from 8 to 10 p. m., and as they are somewhat of a novelty in that city large audiences are always on hand. Handsome programs, booklets, etc., are given out to all those who attend for perusal at their leisure.

TO EXTEND OFFER TO CANADA.

National Phonograph Co. May Shortly Announce Extension of Proposition to Become Effective Across the Border.

It now looks as though the National Phonograph Co., Orange, N. J., will shortly be able to announce the extension of their combination attachment proposition into Canada. The matter is at present in the hands of the Canadian customs authorities. While it may not be possible for them to ship the packages of ten special records, for use with attachments at present in the hands of dealers or machine owners, at the same prices at which they are billed to the United States trade, they do not expect that the same condition will obtain with complete outfits consisting of attachments and ten special records. The same conditions and restrictions obtain with the Canadian as with the domestic trade, and the same special literature will be shipped with the records. Jobbers will be in a position to fill dealers' orders shortly after Sept. 15.

CHINESE EDISON RECORDS.

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

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Do your part, push it, advertise it, give concerts—let the crowd know you carry the instrument they want—the Edison Phonograph. Write your jobber today.



National Phonograph Company

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